

Ecommerce Returns Report

National Returns Day

The number of packages returned on National Returns Day (5th January) is going up by an average of 200k YoY.



Common Reasons for Returns



Most Returned Gifts After the Holidays



Most Popular Ecommerce Returns in Europe



All countries in the study returned clothing and footwear the most, with an average return rate of 19%.
 People in the Netherlands return the most clothing and footwear in the study at nearly 30% of all purchases.
 Germans return double the average amount of sports and leisure furnishings.

Germans return 52% of online purchases - this is the highest rate in the study!
 Spanish consumers return nearly double the average rate of home electronics.
 Films and DVDs are the products returned the least.

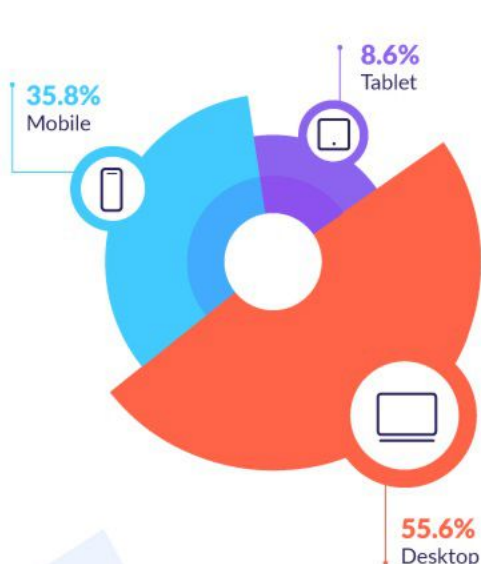
Ecommerce Statistics

- Spending on ecommerce platforms is increasing by 15% year-on-year.
- By 2040, it's thought that 95% of purchases will be facilitated by ecommerce.
- 71% of mobile purchases are influenced by emails from the retailer.
- 56% of online shoppers abandon their basket when presented with unexpected costs at the checkout.
- Ecommerce is expected to make \$4.5 trillion in 2021.

- Amazon accounted for 44% of all US ecommerce sales and is the most popular ecommerce website in 58 countries worldwide.
- 57% of mobile customers will abandon your site if they have to wait 3 seconds for a page to load.
- Two-thirds of consumers expect a same day response to queries about a product or service.

Breakdown of Sales by Device

% of orders by platform, September 2018



Breakdown of Sales by Operating System

% of orders by device platform, September 2018



Data from October 2017 to September 2018