

2023 Return Helper Consumer Report

HOW RETURNS ARE TRANSFORMING
BUYER EXPERIENCES.



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Intro

Returns are a crucial part of the online shopping experience, influencing customer satisfaction and loyalty. As e-commerce grows, retailers are experimenting with new methods to streamline and enhance the returns process. This report explores the latest trends and innovations in return practices, examining how they will transform the buyer experience in 2023. From instant return options to more sustainable practices, this report provides an in-depth look at the changes shaping the future of returns in e-commerce.



2022

Return Helper

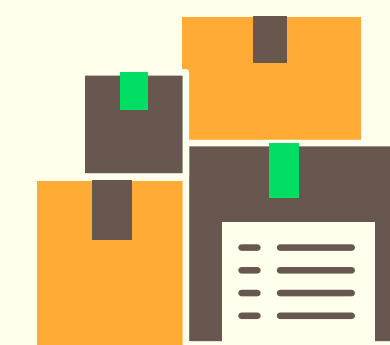
By The Numbers

2022 Return Helper By The Numbers

2022 is a fast-growing year for Return Helper, with a **132% YoY growth of returns processed**. We have helped **over 650+ merchants worldwide to deal with over 50,000 international returns**.

With the market predicting a growth rate of **26.2% CAGR** for the B2C cross-border e-commerce market from 2022 to 2031, we expect more returns in the future. We hope to handle them more sustainably, for example, recycling and reuse, liquidation, second-hand market, and more.

In 2022 we helped brands to :



Handled
500K+
Returns
In 2022



recycle
10% of
total return



re-listed
25%
of Returns



Save
50%
Of logistics

E-Commerce Return Behavior

As we enter 2023, *e-commerce return behaviors are expected to shape the online retail landscape significantly*. Recent trends suggest that customers are increasingly demanding regarding returns, with many now *expecting free and fast returns as a standard part of the shopping experience*. This has led to more retailers offering flexible return policies, such as extended return windows and options for in-store returns.

Additionally, as online shopping becomes more ubiquitous, customers are becoming more comfortable with returning items, leading to higher return rates across various product categories. Understanding and adapting to these evolving customer return behaviors will be critical for e-commerce businesses looking to succeed in the years ahead.

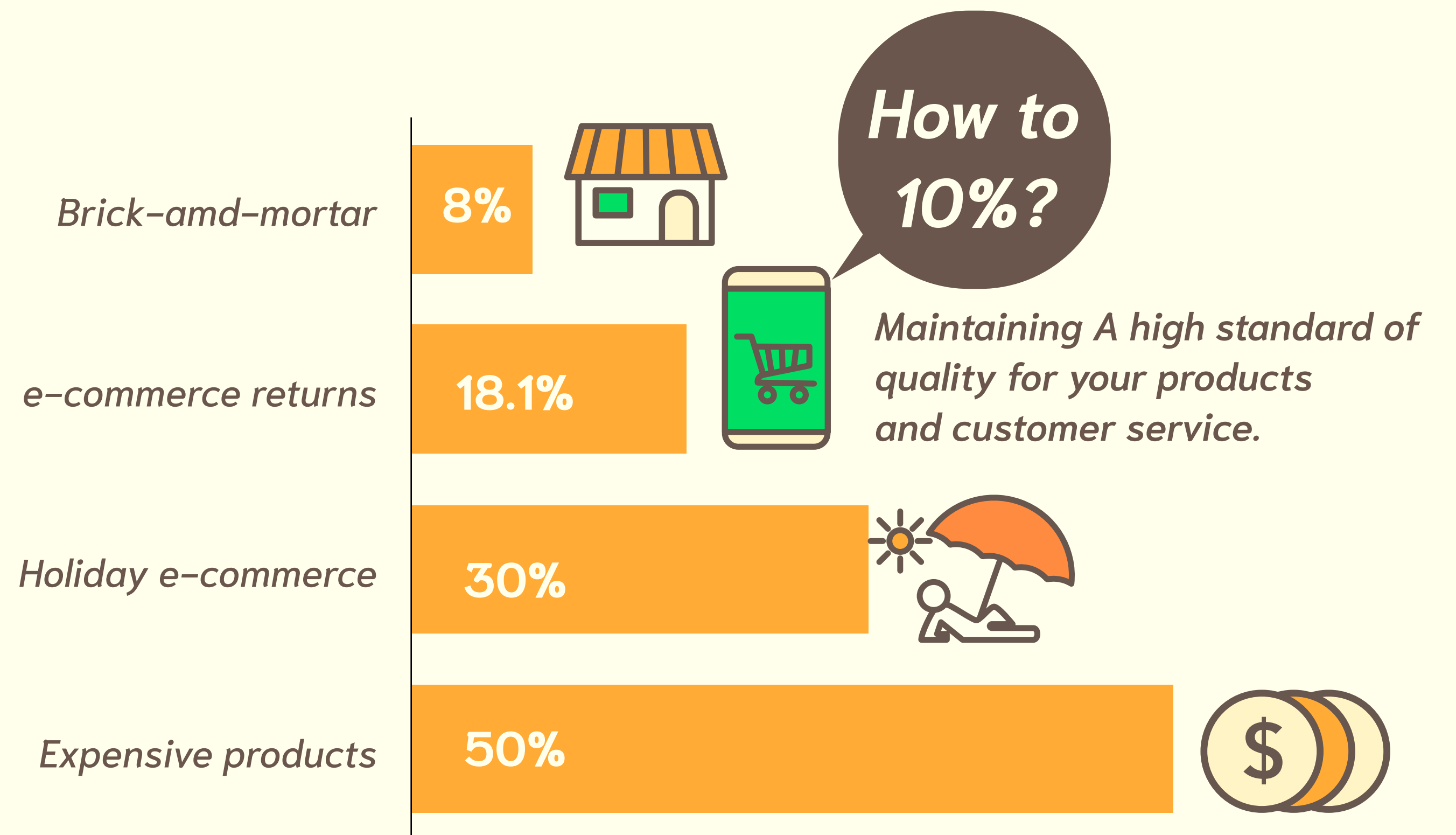


The Average E-Commerce Return Rate **Is 18.1%**

One of the essential e-commerce return statistics to look out for is the average return rate. You can expect that, *in 2023, your customers will return 18.1% of the products you sell.* This rate is significantly *higher than the return rate of brick-and-mortar stores, which is 8%.*

There are a few nuances to this statistic that you should be aware of. *For high-ticket items,* the average return rate shoots up to *50%.* Similarly, the return rate shoots up to *30%* during *the holidays.*

While 18.1% is the average e-commerce return rate, you can *bring down that rate to 10%* by maintaining a *high standard of quality for your products and customer service.*



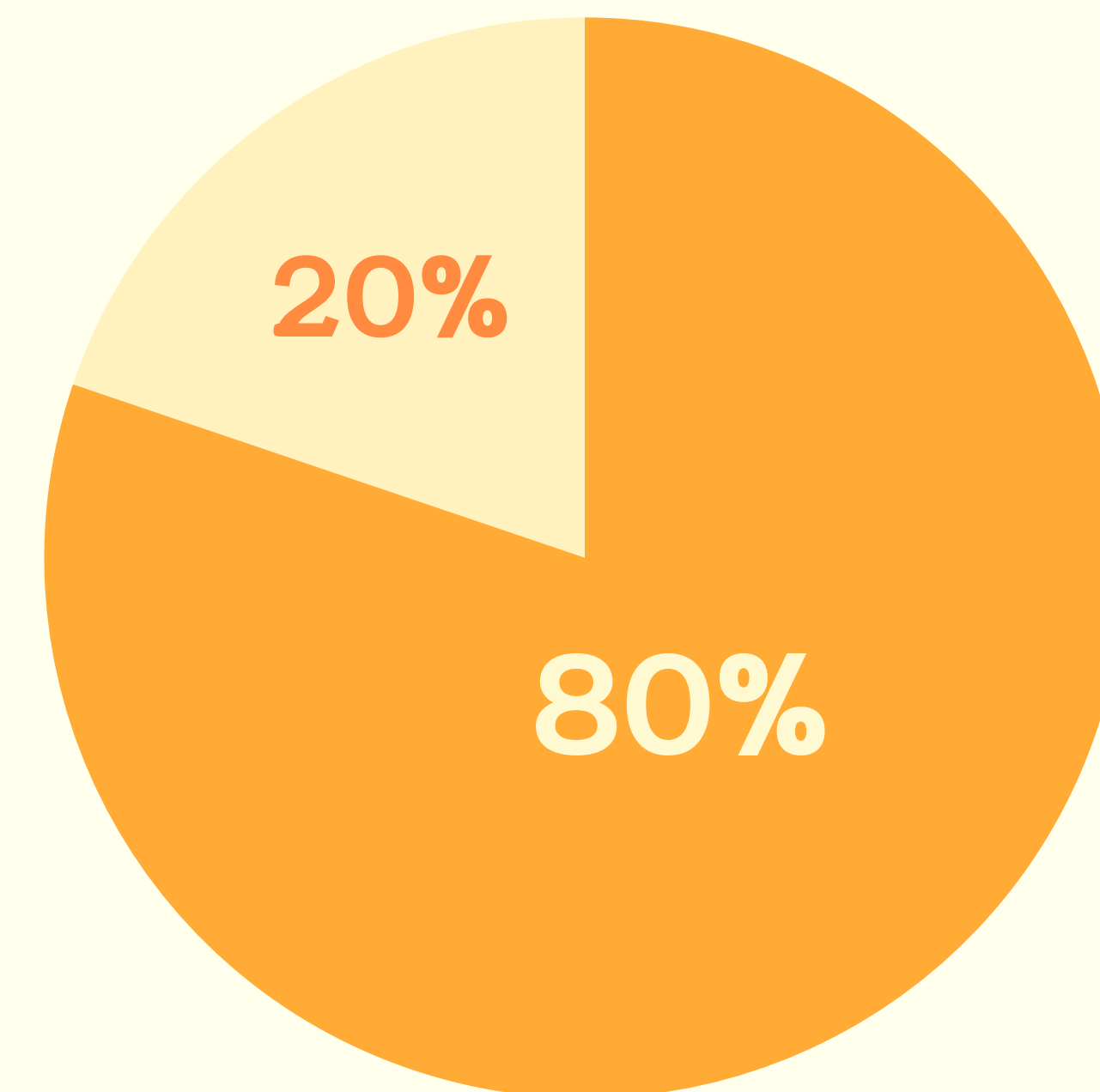
Data via Forrester and reported by the WSJ Source: [Richpanel](#)

80.2% Of Returns Occur Because the Product Is Damaged

In most cases, product shipping is out of your control. After all, you'll likely hand off shipping responsibilities to a shipping partner or company. Unfortunately, one of the main reasons customers return products is because it reaches them in a broken state.

From your end, be sure to package the product carefully to cut damage during travel.

Package the product carefully to cut damage during travel.



Source: [SaleCycle](#)

58% Of Shoppers Want a Hassle-Free Return Policy

Nearly 60% of all online shoppers want a hassle-free experience when it comes to product returns.

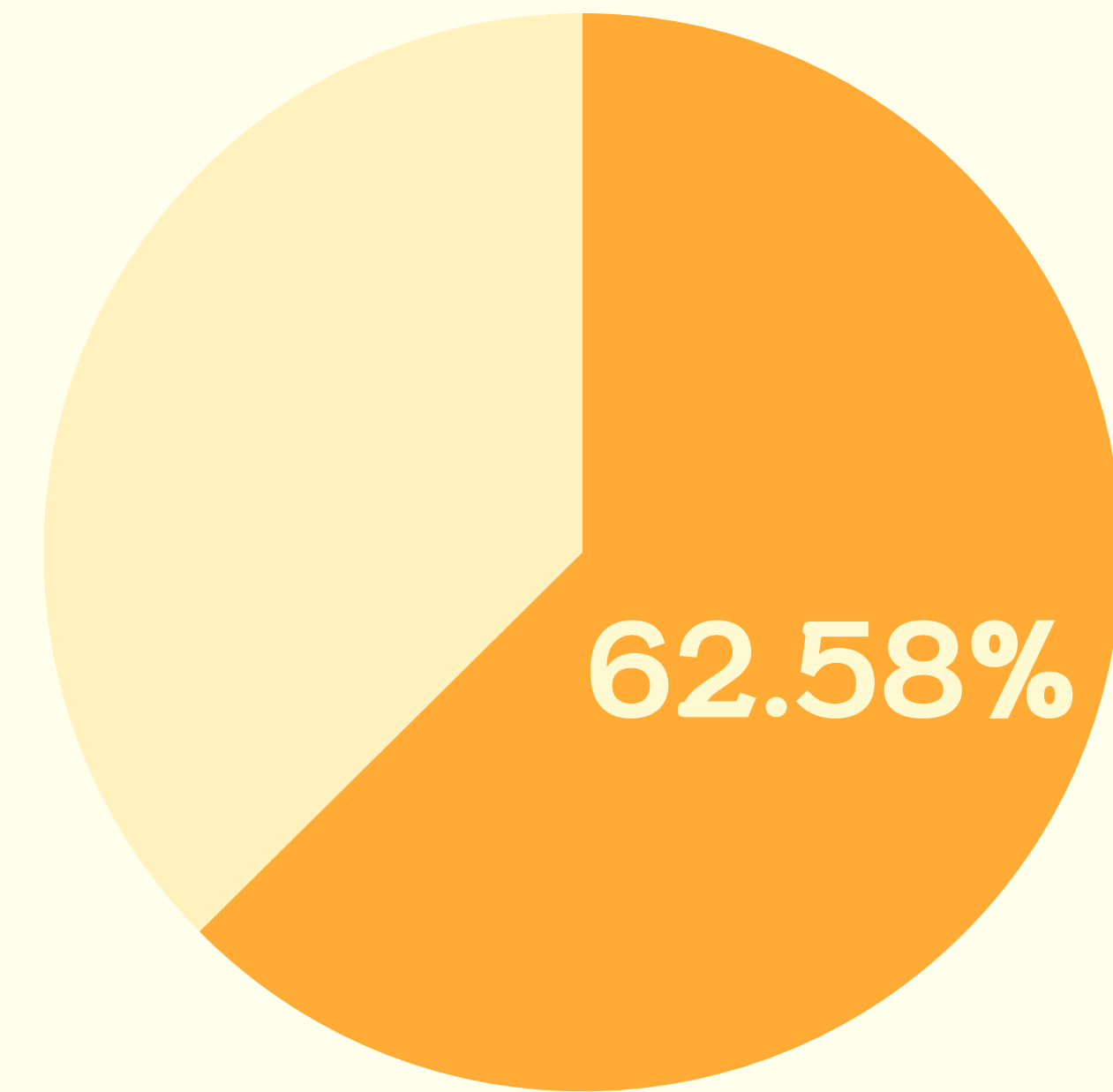
In most cases, this means that customers want to be able to return an unopened package for a full refund without a shipping or return fee. They also don't want to have to provide a reason for the return.



Source: [Invesp](#)

62.58% Of Shoppers Expect Merchants to Allow Returns Within 30 Days

Around 62% of online shoppers expect sellers to allow returns within 30 days. This likely will give them ample time to check the product out in person and decide whether they want to keep your product.

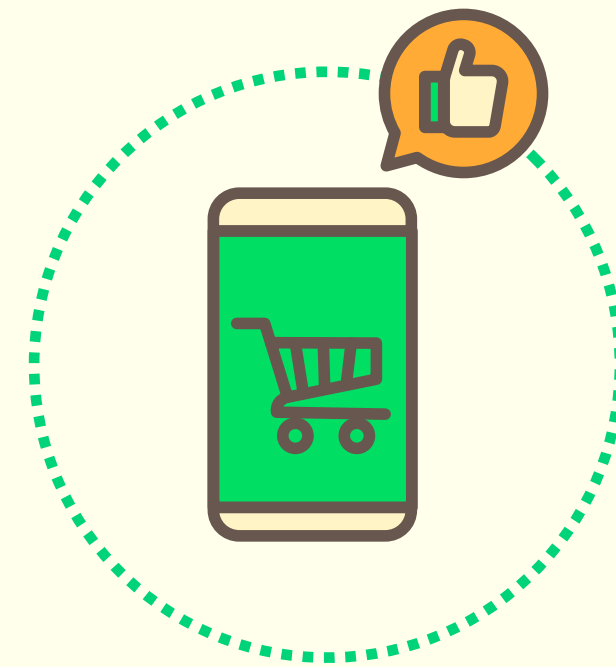
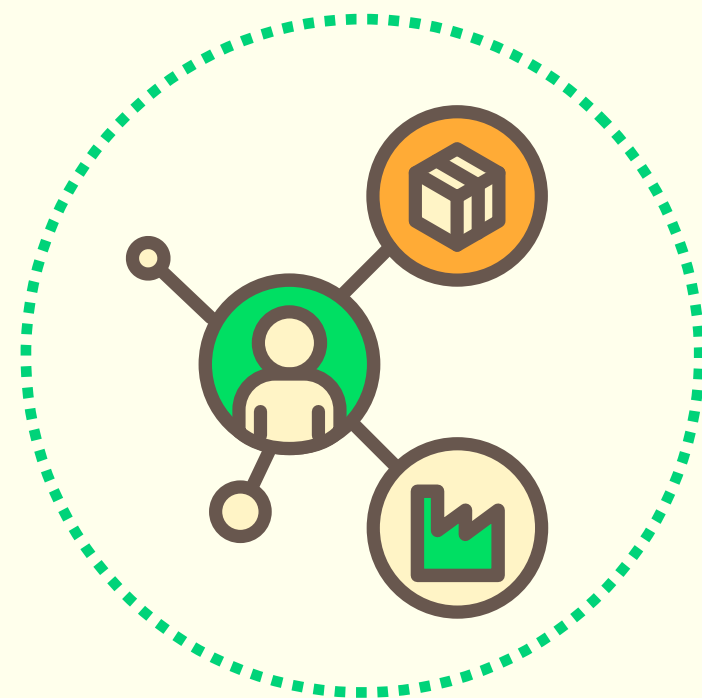


62.58% of online customers expect retailers to allow them to return items within 30 days of purchase

Rising Trends in Consumer Returns

Rising Trends in Retail

In recent years, the retail industry has seen several rising trends, including adopting new technologies and changes in consumer behavior. One such trend is the increasing popularity of no-box returns, store credits, and more. These trends indicate a larger shift towards more sustainable and customer-centric practices in the retail industry.



Omnichannel focus

According to a [survey by Salesforce](#), 92% of customers expect an omnichannel experience when shopping. Additionally, a study by [Accenture](#) found that omnichannel customers spend 4% more in-store and 10% more online compared to single-channel customers.

92% of customers expect an omnichannel experience when shopping!



Tech adoption

Tech is enabling associates both on the front line and in corporate offices to work less transactionally with more purpose, said PepsiCo North America CEO [Steven Williams](#). As a result, the global retail technology market is expected to grow at a compound annual growth rate (CAGR) of 7.3% from 2020 to 2027, reaching a market size of \$221.1 billion by 2027, according to a report by [MarketsandMarkets](#).

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CAGR of 7.3%

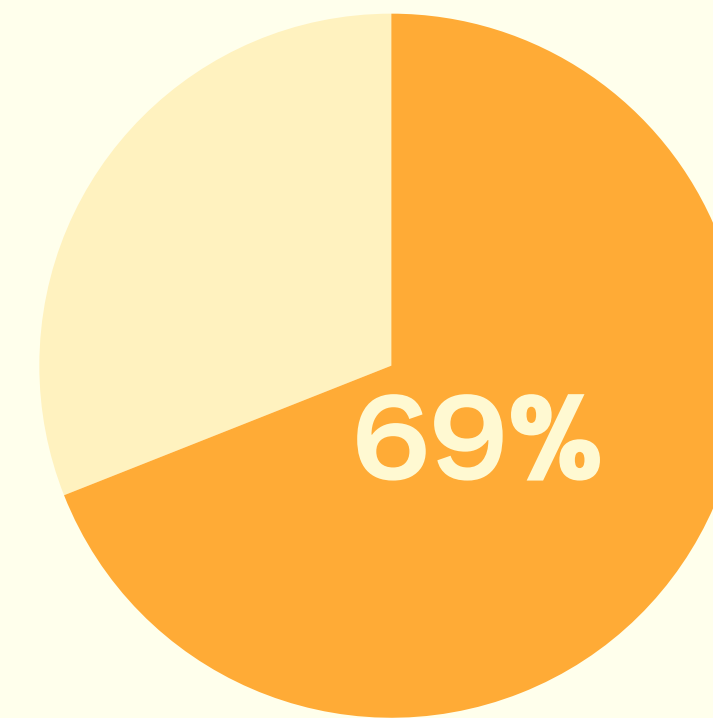
Reaching a market size of
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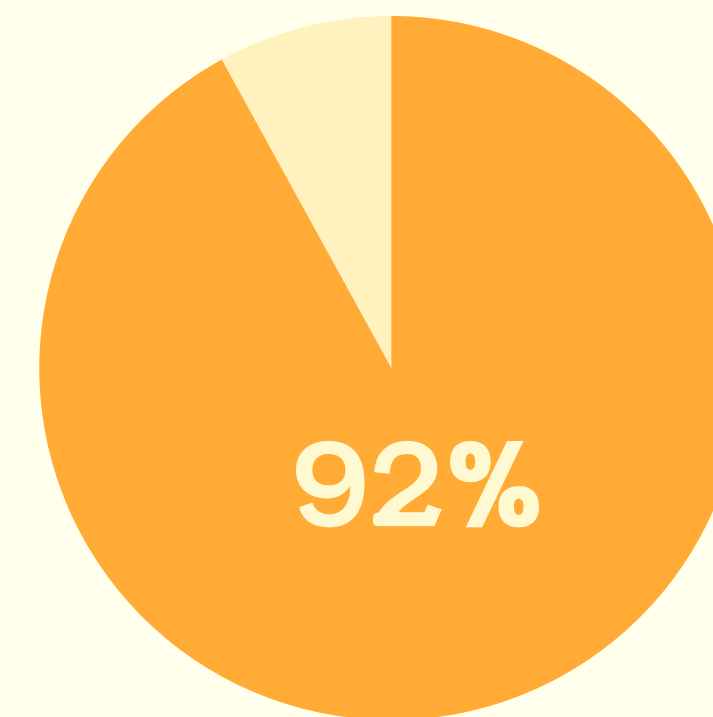
Sustainability and social responsibility

A survey by [Accenture](#) found that 69% of consumers are willing to pay more for sustainable products. Another survey by [CGS](#) found that 92% of consumers are more likely to be loyal to brands that are environmentally responsible.

Brands like REI have a strong commitment to sustainability and social responsibility. They have implemented environmentally friendly practices in their operations, support environmental conservation initiatives, and offer a wide range of sustainable products.



Of consumers pay more for sustainable products



Of consumers are more likely to trust environmentally or socially conscious brands.

Data privacy

According to a survey by [Accenture](#), 64% of consumers are more concerned about data privacy now than they were a year ago. Additionally, a study by the [International Association of Privacy Professionals](#) found that data privacy is the top concern among businesses, with over 75% of companies investing in privacy protection measures.

For example, Patagonia is known for its commitment to sustainability and corporate social responsibility and strongly emphasizes data privacy. The company has strict data protection policies and is transparent about its data collection and usage practices.

64%

of consumers are more concerned about data privacy now

Over 75%

of companies investing in privacy protection measures.



- CSR 
- Sustainability 
- Data privacy 

Box-Free Returns

Amazon's starting a new trend by accepting box-free product returns. Finding a box, tape, and a printing label for returns can be a hassle for most customers. Amazon understood this and made the return process more convenient by accepting returned products without boxes. All customers need to do is hand the product to an Amazon associate for free packing and shipping.

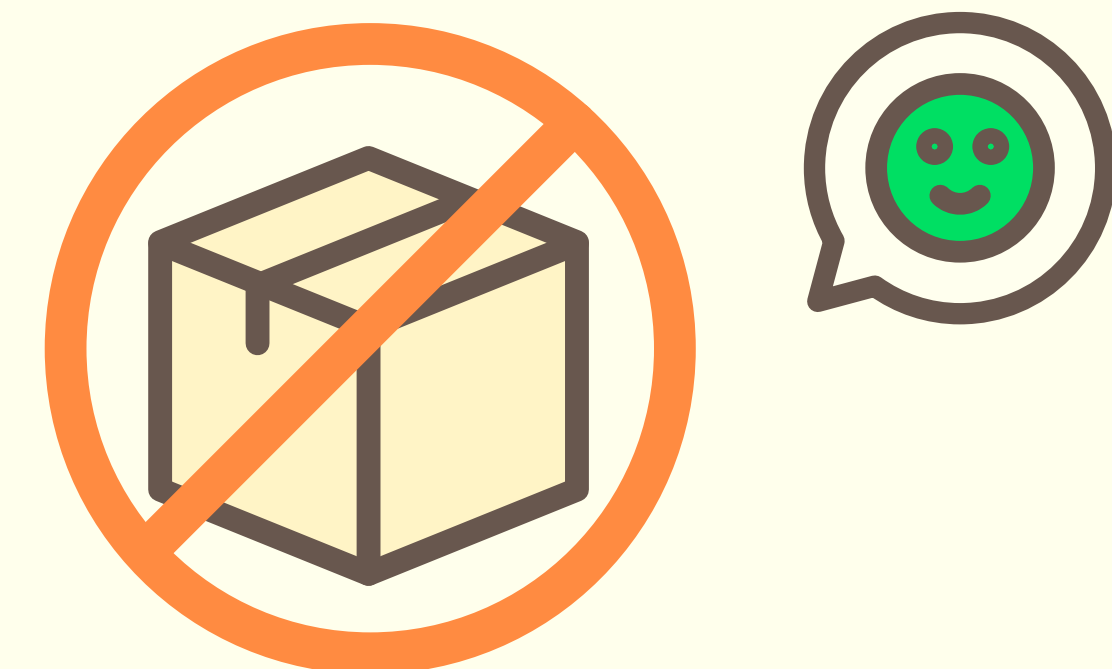
In 2023, it's safe to assume that many more e-commerce merchants will begin to follow Amazon's lead as box-free returns become more mainstream.

Insight from Amazon

Finding a box, tape, and a printing label for returns can be a hassle for most customers.



V.S.



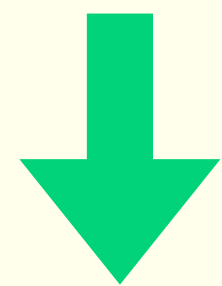
Personalization

Merchants cultivate the best brands and curate the best collections to help customers find what's best for them so shoppers don't have to navigate endless aisles. A survey by [Epsilon](#) found that personalized experiences drive 18% higher sales and a study by Accenture found that personalization can increase customer loyalty by up to 40%.

“We spend time focusing on a few clients who have the potential to engage with us and build that relationship so that we ultimately drive customer lifetime value,”

————— Neiman Marcus CEO [Geoffroy van Raemdonck](#).

personalization



Increase
customer loyalty

40%



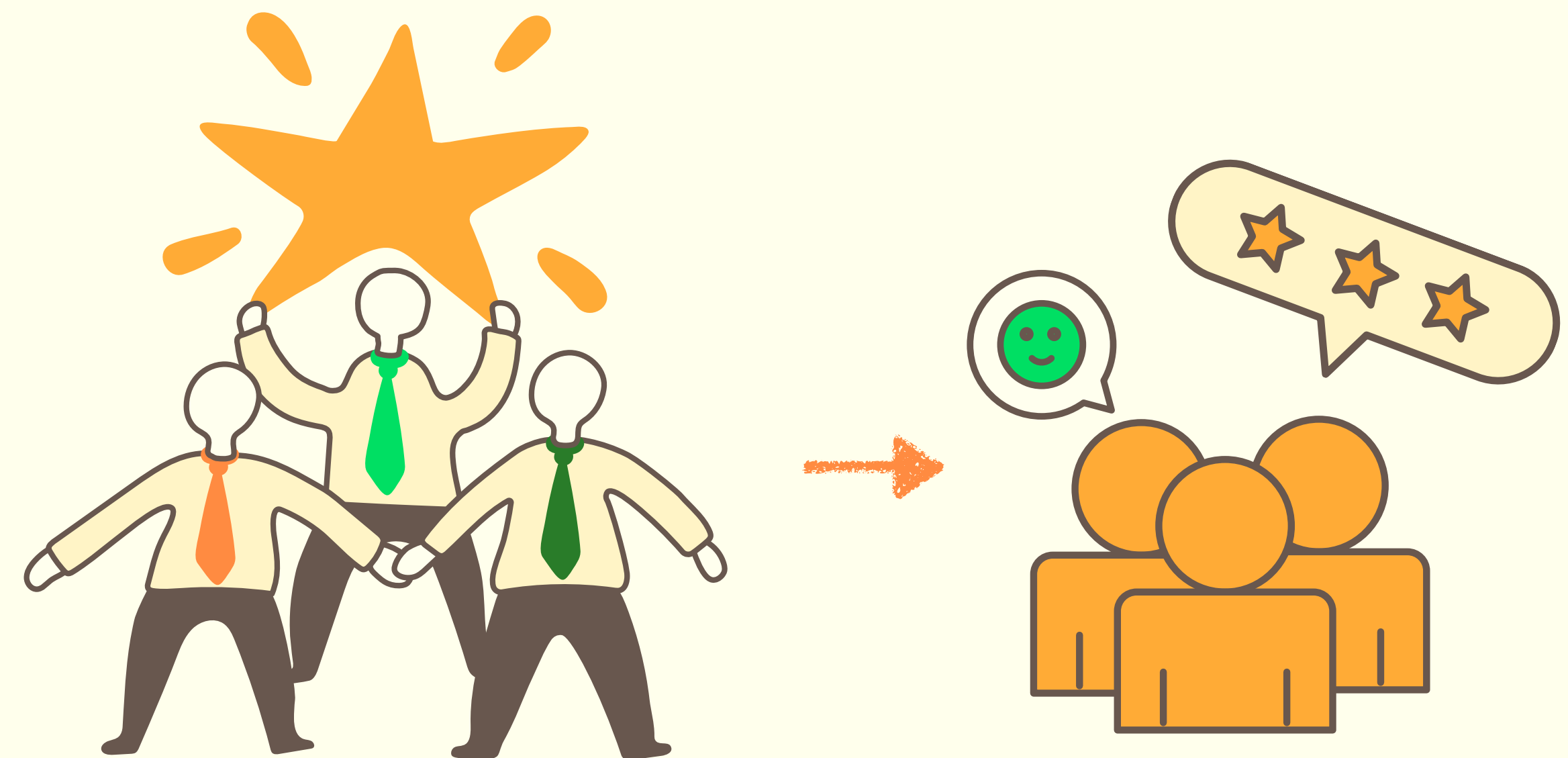
Building a company culture that impacts the store experience

A positive company culture fosters a positive work environment, which in turn leads to engaged and motivated employees who are better equipped to deliver exceptional customer service. This can result in a more enjoyable shopping experience for customers, leading to increased customer loyalty and repeat business.

For example, companies like The Container Store and Zappos are known for their *strong company culture* and *customer-centric* approach, which has helped them establish a *loyal customer base* and a *positive reputation* in their respective industries.

“If our associates, our team members, are feeling good about where they work and what they do, we automatically get a much better customer experience.”

—— Pilot Company CEO Shameek Konar



Innovation In Returns Management Solutions

Innovation in Returns Management Solutions

Returns management can be complex and time-consuming for retailers, requiring significant resources to handle returns and manage inventory. However, with the rise of e-commerce and increasing customer expectations, effective returns management is more important than ever. Innovation in returns management solutions can provide new opportunities to streamline the returns process, reduce costs, and *improve customer satisfaction*.

From AI and blockchain to personalized and sustainable returns, there are many exciting possibilities for improving returns management in the coming years.



Return Helper's Return Service

Green Returns

According to a survey by Invest, *81% of consumers feel that companies should help improve the environment.*

At Return Helper we strive to make a difference with reverse logistics and returns management. We offer a wide range of green return options for retailers, including refurbishing and re-listing, pre-owned sales, donations, recycling, reuse of valuable parts, bulk returns, and more to help give returned goods a new lease of life and help brands increase their earnings opportunities and reduce the environmental burden.



**Refurbish
and re-listing**



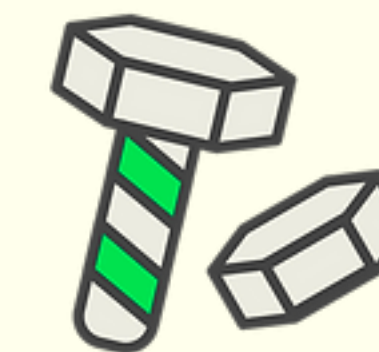
Re-Commerce



Donations



Recycling



**Reuse of
Valuable parts**

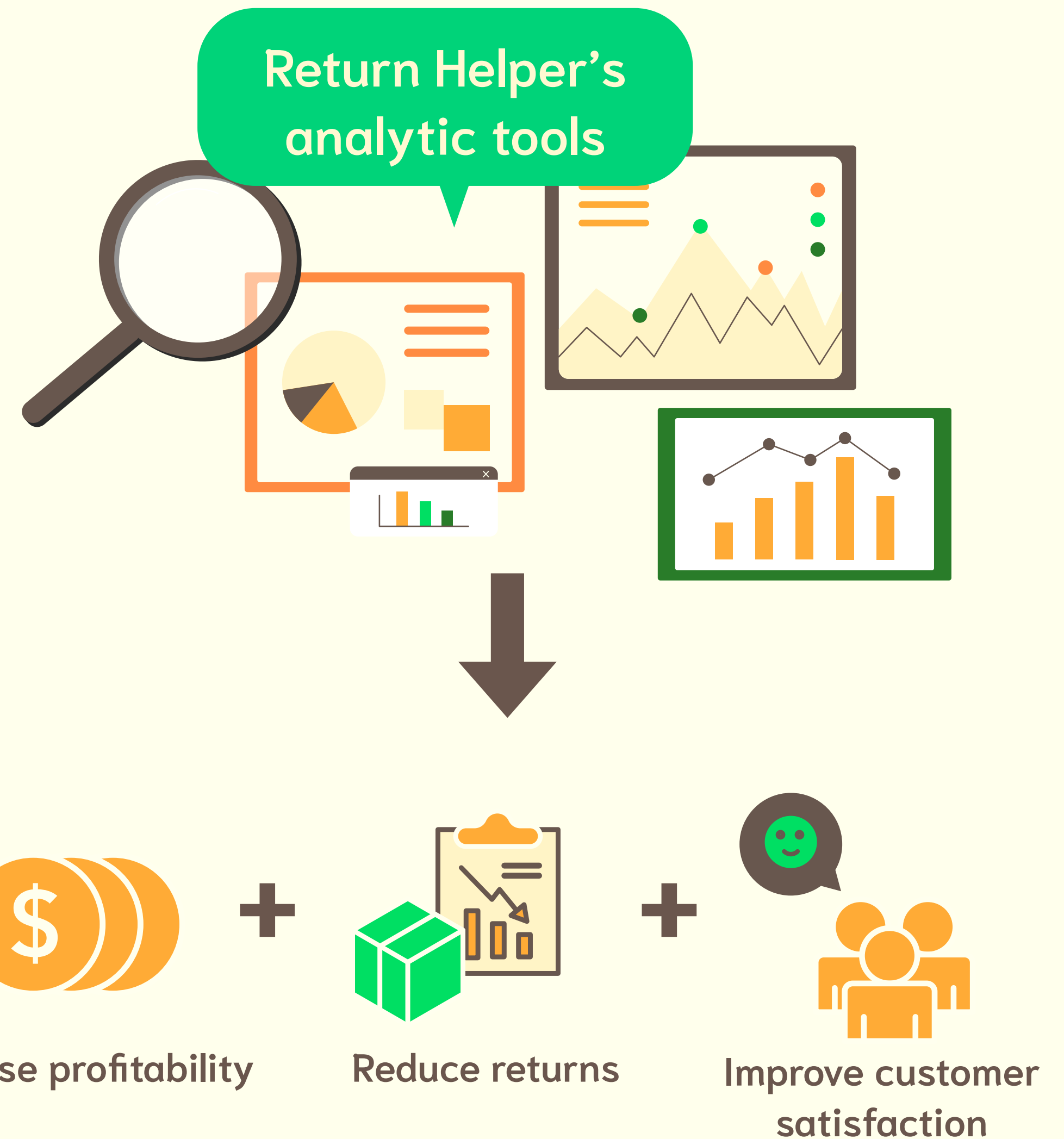


Bulk Return

Data Analytics for Returns

According to Gartner, by 2023, *more than 50% of large global companies will have invested in analytics-driven returns management.*

Return Helper offers powerful return analytic tools to help e-commerce retailers optimize their returns process. With Return Helper's analytics, retailers can gain valuable insights into their returns data, including product quality issues, customer preferences, and supply chain inefficiencies. This information can be used to reduce returns, improve customer satisfaction, and increase profitability.



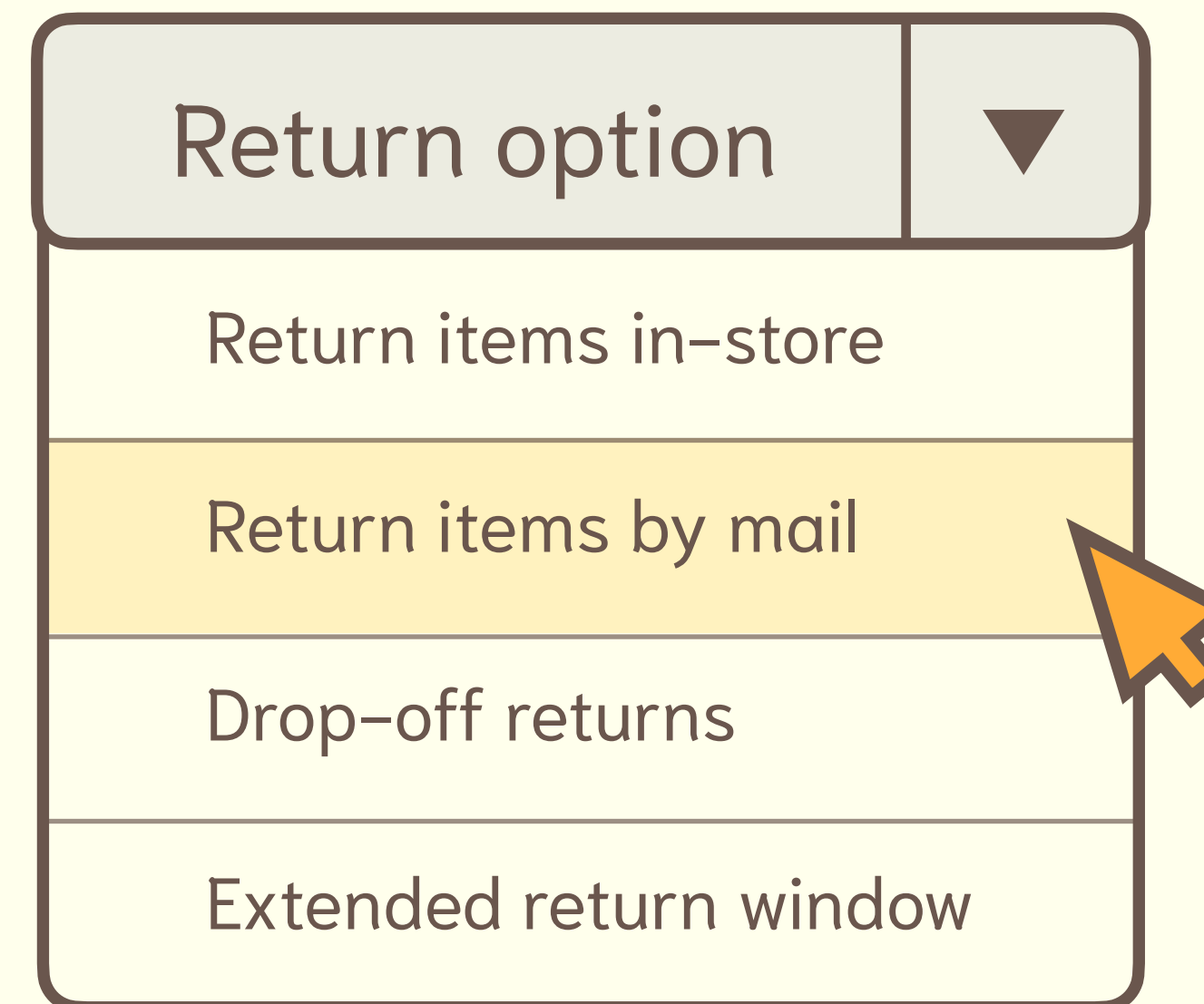
Personalized Returns Options

According to a survey by Accenture, *91% of consumers are more likely to shop with brands that recognize, remember, and provide relevant offers and recommendations.*

Armed with this information, Return Helper offers brands ample options on shipping methods for retailers and their customers when it comes to local or international returns.

For instance, give customers the option to:

1. Return items in-store
2. Return items by mail
3. Drop-off returns
4. Extended return window
5. Refund method: such as a store credit or a refund back to their original payment method.



Takeaway for eCommerce Brands

Takeaway for Retailers

Shopping Experience

Matters Now More Than Ever

With the rise of e-commerce and an increasingly competitive market, a positive shopping experience has become more critical than ever for brands looking to differentiate themselves and retain customers. As such, investing in customer experience and returns management solutions can lead to higher customer satisfaction, increased loyalty, and ultimately, improved sales and revenue.

By taking steps to streamline the shopping and returns processes and prioritize customer needs, brands can enhance their reputations, stand out in a crowded market, and ultimately thrive in the long term.



ReturnHelper

Global E-Commerce
Returns Solutions



Get in touch with us!

