

ADAPTING TO INFLATION: CONSUMER OUTLOOK ON E-COMMERCE

A Ryder E-commerce Study, 2023

81%

of consumers abandoned shopping carts due to unanticipated shipping costs

71%

of consumers added more items to shopping carts to qualify for free shipping

65%

of consumers say "returnless refunds" motivate them to shop with a brand again

71%

of consumers would wait longer for an order to reduce environmental impact

64%

of consumers say free shipping plays biggest role in deciding where to shop

80%

of consumers will abandon online orders if shipping fees cost more than items

