BlueYonder

Consumer Returns Increased in 2023, Despite Stricter Returns Policies From U.S. Retailers
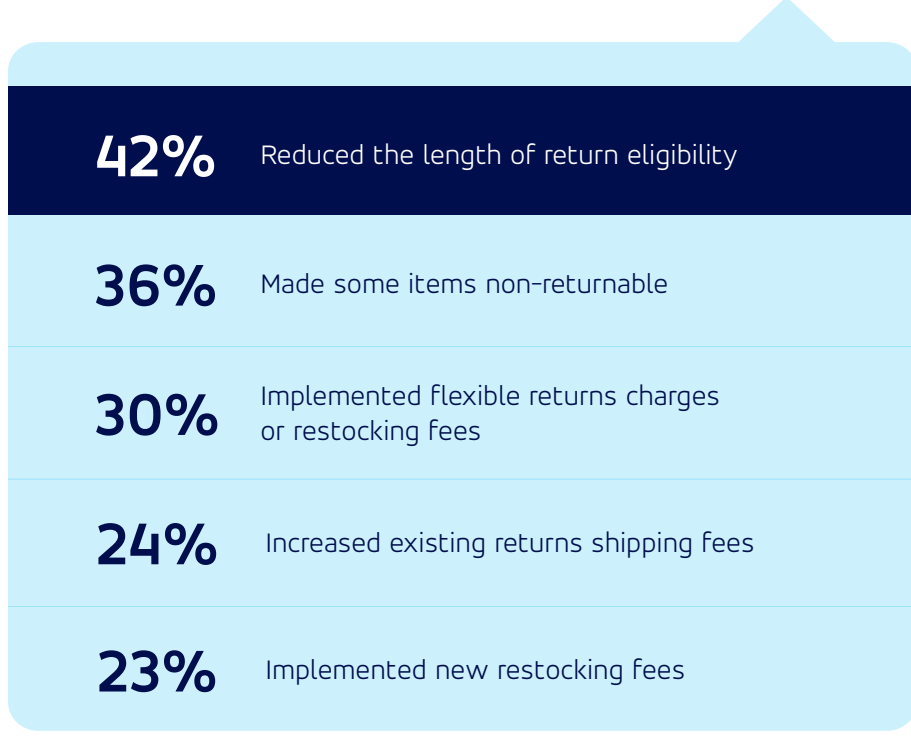
Of the U.S. Retailers Surveyed:

59% saw an increase in return rates over the last year

63% say returns are a significant issue for their business

80% say that making improvements to returns policies is a high priority or very high priority

Retailers Are Changing Return Policies

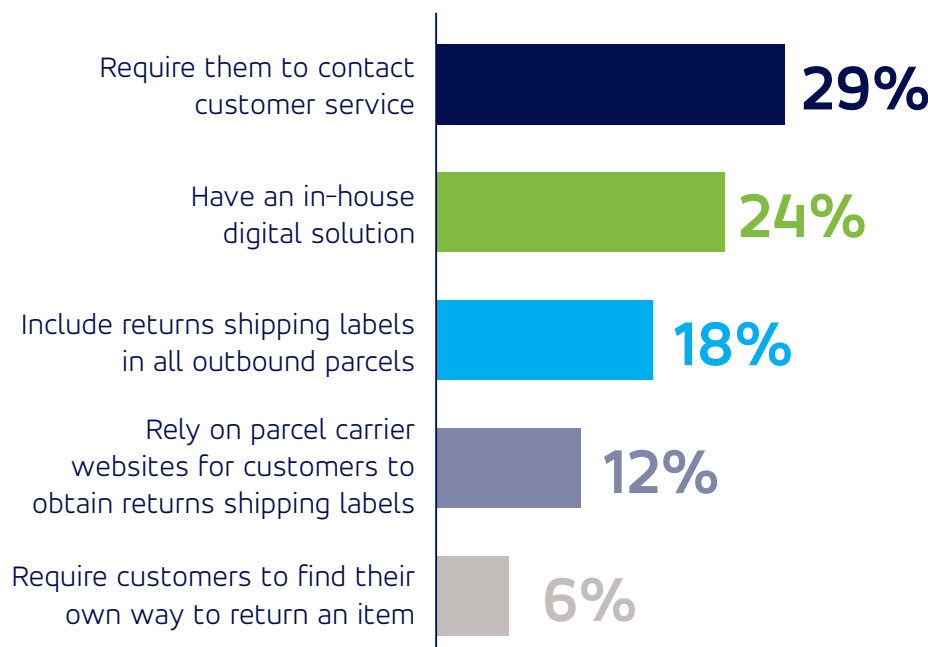**89%** have made return policies stricter or more expensive in the last year

Of the retailers who made changes to returns policies:

42%	Reduced the length of return eligibility
36%	Made some items non-returnable
30%	Implemented flexible returns charges or restocking fees
24%	Increased existing returns shipping fees
23%	Implemented new restocking fees

Retailers Rely on Varying Returns Methods That May Not Be Efficient

The most common ways in which retailers enable customers to start a return include:

- Require them to contact customer service **29%**
- Have an in-house digital solution **24%**
- Include returns shipping labels in all outbound parcels **18%**
- Rely on parcel carrier websites for customers to obtain returns shipping labels **12%**
- Require customers to find their own way to return an item **6%**

Retailers Are Offering a Variety of Return Drop-Off Options

The most common returns drop-off options include ▼

▶ **63%**	Drop-off locations provided by a parcel carrier
▶ **40%**	Drop-off at third-party partner locations
▶ **36%**	Drop-off in their own stores
▶ **23%**	Collection from consumers' homes

Measurement is Multi-Dimensional, Focusing on Cost, Customer and Products

Retailers are measuring returns policy success by:

- Return rate **65%**
- Average cost of return **58%**
- Percentage of resale on returns **49%**
- Customer lifetime value **37%**
- Time out of stock **30%**

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