

2025 Global Consumer Retail Returns Survey

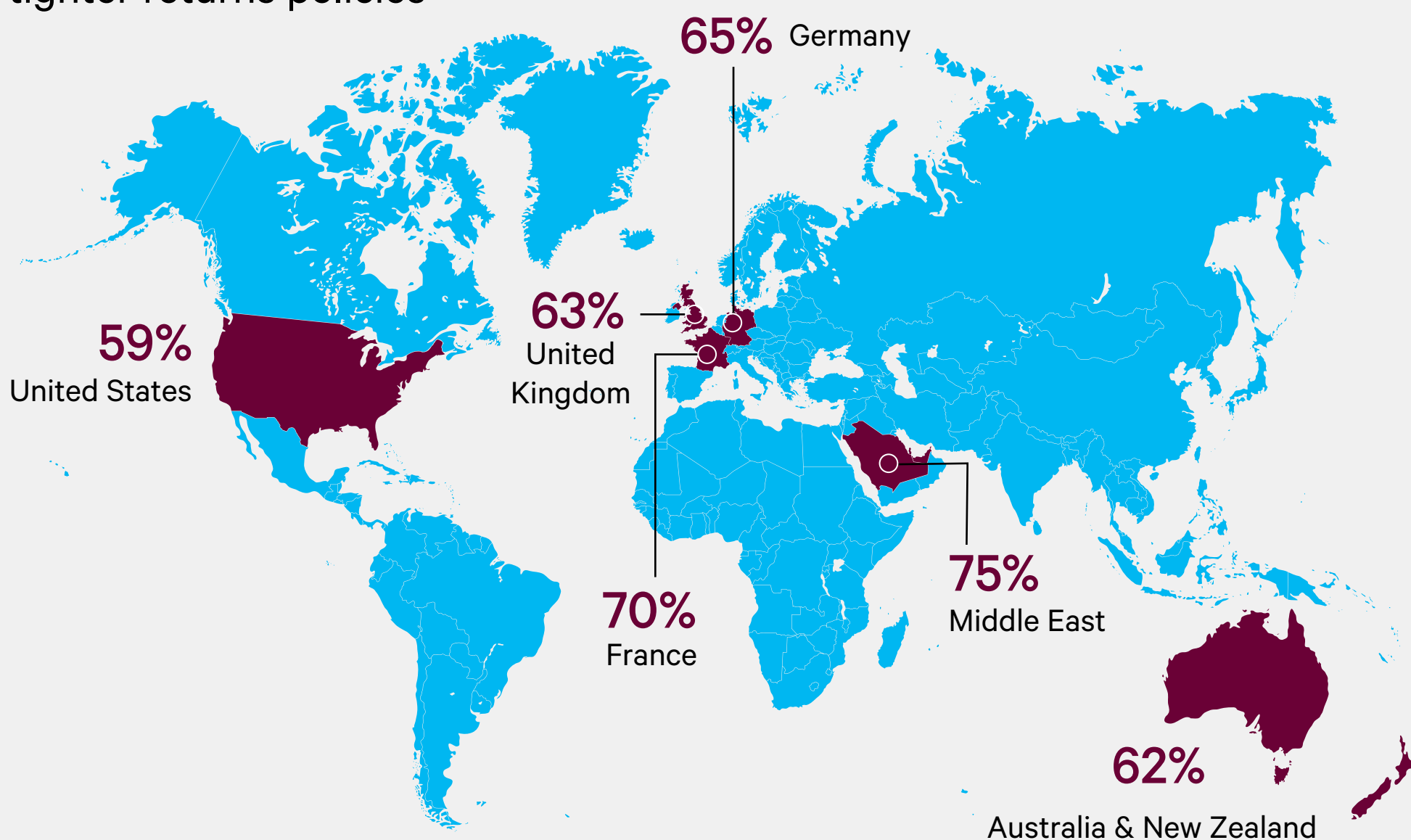
Tighter returns policies shift global consumer shopping behaviors



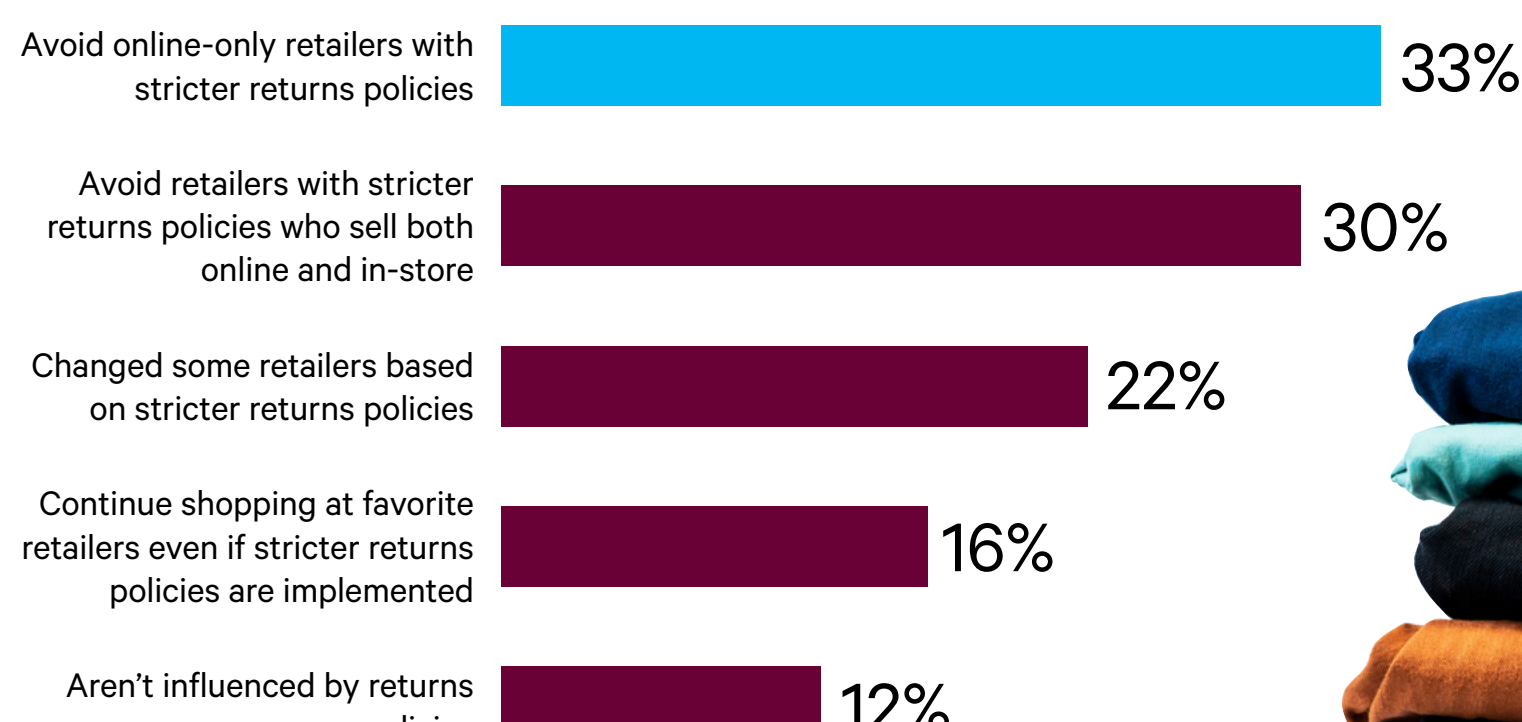
84% of global respondents will stop shopping at their favorite retailer if stricter returns policies are implemented

Returns policies deter spending

66% of global consumers are reluctant to make purchases due to tighter returns policies



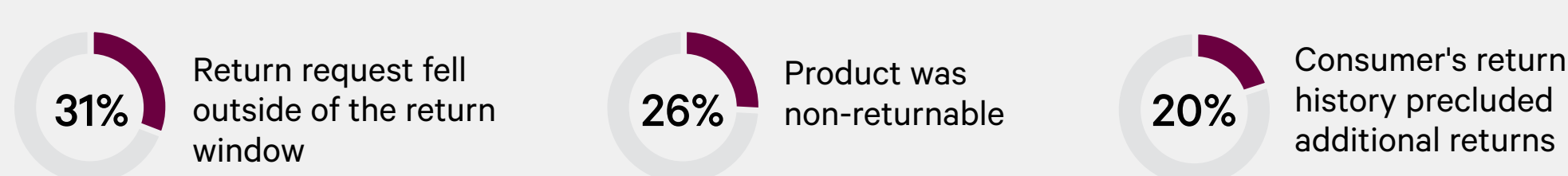
Returns policies influence where consumers shop



Retailers are rejecting returns

36% of consumers had a return rejected within the past year

Top reasons driving rejections:

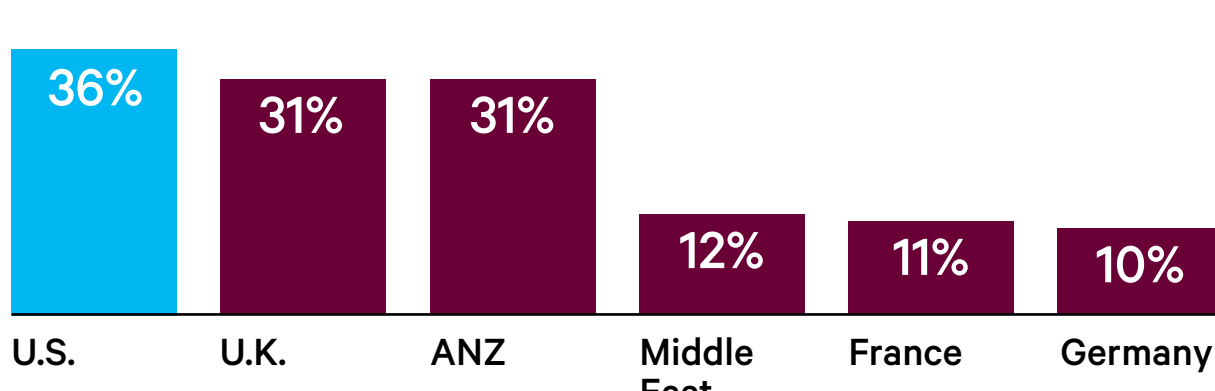


Consumers take on the burden of cost

50% of consumers say returns fees are the most inconvenient policy change



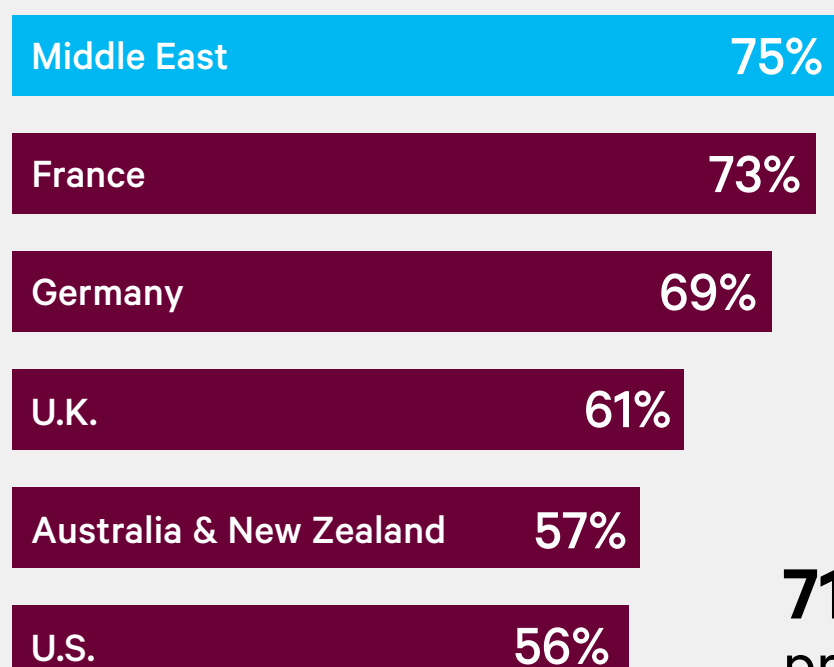
Consumers who say they will not return an item if there is a fee:



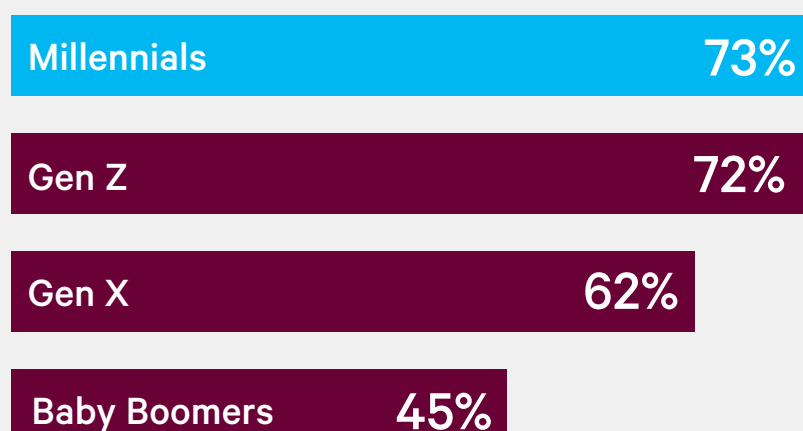
Sustainability matters

65% of consumers are very or somewhat concerned about the environmental impact of returns

By region:



By generation:



71% of consumers won't return products destined for landfills



The Blue Yonder 2025 Global Consumer Retail Returns Survey was fielded by a third-party provider in July 2025. Blue Yonder surveyed over 6,000 consumers across Australia and New Zealand (ANZ), France, Germany, the Middle East, the U.K., and the U.S. to gather insights on how returns restrictions are impacting consumer shopping behaviors. Responses were collected from consumers who confirmed they were aware of increasingly tightened returns policies.