



# Cracking the code on ecommerce returns

Today's shoppers are not only returning more online purchases than ever, they're also demanding better returns experiences. To help you crack the code on ecommerce returns, we asked 5,000 Canadians what returns-related factors compel them to buy and what irks them most about returning online orders.



## Ecommerce returns are on the rise

More Canadians are returning online purchases

Over the past year, **48%** of Canadian online shoppers returned an online purchase.



In 2019, **37%** of Canadian online shoppers returned an online purchase. That's a 30% increase in just three years!

More purchases are going back, too

Over the past year, **1.8** online purchases were returned.



That's up **64%** from the 1.1 purchases they returned in 2019.

## Returning to brick-and-mortar stores

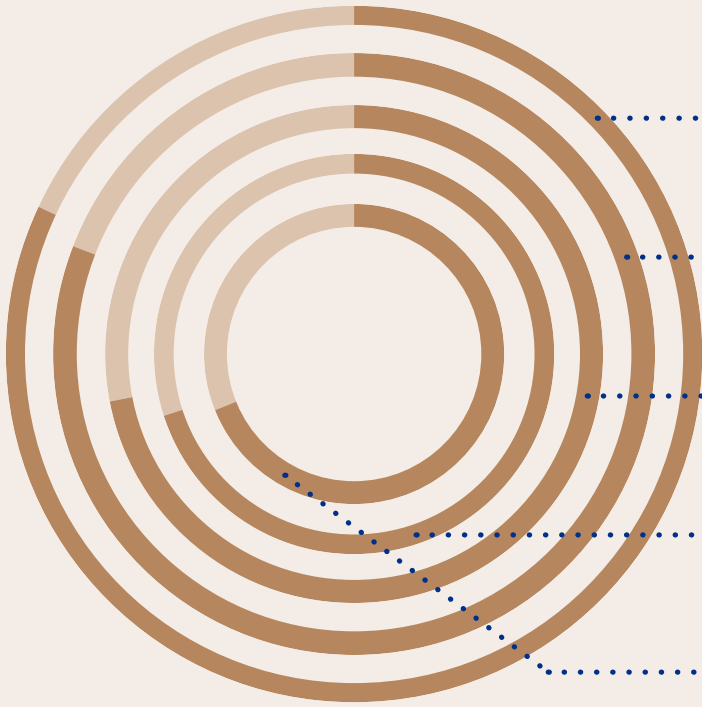


**1 in 3** online orders are returned to physical stores.



# Returns can make or break the sale

Canadian online shoppers are more likely to purchase from retailers that offer:



**82%** Free returns

**81%** A hassle-free returns policy

**72%** Convenient locations to return items to

**70%** Ability to return in store


**69%** Ability to return by mail or courier

Canadian online shoppers avoid repeat purchases from retailers that:

**49%**   
Don't provide free returns

**45%**   
Don't offer a good returns policy

**45%**   
Don't make it convenient to return items

**39%**   
Don't offer flexible returns options

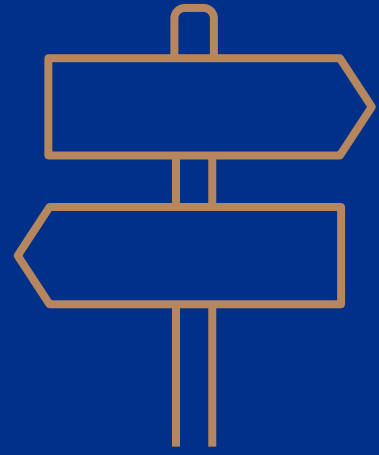


## Top 10 returns pain points

- 01** Paying for return shipping (43%)
- 02** Traveling to the carrier drop-off point to ship the item back (28%)
- 03** Printing a return label at home (24%)
- 04** Not having the option to return in store (23%)
- 05** Not receiving a refund or credit quickly enough (22%)
- 06** Finding and/or purchasing packaging for the item (19%)
- 07** Lack of communication and visibility related to return (18%)
- 08** Not being notified when return is received by the seller (18%)
- 09** Submitting a return request (14%)
- 10** Waiting in line at the carrier's location to ship the return (13%)



# Navigating generational divides



Attitudes and behaviours towards ecommerce returns vary across generational cohorts. For instance, younger cohorts make more returns, while older cohorts are more

influenced by returns-related factors. Returns pain points vary by generation, too. Here are the top three returns pain points within each age cohort.

## Gen Z



1. Paying for return shipping **41%**
2. Traveling to the carrier drop-off point to ship the return **26%**
3. Printing a return label at home **25%**

## Millennials



1. Paying for return shipping **41%**
2. Printing a return label at home **30%**
3. Traveling to the carrier drop-off point to ship the return **28%**

## Gen X



1. Paying for return shipping **48%**
2. Traveling to the carrier drop-off point to ship the return **32%**
3. Not having the option to return in store **26%**

## Boomers



1. Paying for return shipping **43%**
2. Traveling to the carrier drop-off point to ship the return **27%**
3. Not being notified when my return is received by the seller **21%**

## Pre-Boomers



1. Paying for return shipping **29%**
2. Traveling to the carrier drop-off point to ship the return **28%**
3. Not having the option to return in store **19%**

