

# general return data

A return costs a webshop on average  
**€12,50**

With a pleasant **return experience**, **75% - 100% buy again** from the online shop, making **up to 3 times** more repeat purchases.

**1 in 10** consumers causes unnecessary returns



20% jewellery



15% electronics



15% underwear



30% shoes



40% clothing

## return rate per industry



69% of consumers **check return conditions before** making a purchase.

# peak season

facts & figures

## Singles Day

11 november 2023

## Black friday

24 november 2023

## Cyber Monday

27 november 2023

## Saint Nicholas

5 december 2023

## Christmas

25 & 26 december 2023

Busiest day of the year.  
**28 december 2022**

Busiest month of the year.  
**December**



Average return rates **rise 50%** across **all industries**

Number of returns can go  
**up to 200%!**

**98.900**

unnecessary returns **stopped**

In 2022 **our costumers saved** with Returnless **in total:**

**5.282.207 minutes**

....to return handling

### Source reference

Returnless retourdata 2022 - Retour Rumor, NOS - PostNL, retourmagazine, page. 2 - research ShoppingTomorrow, Get Rid of Returns.

