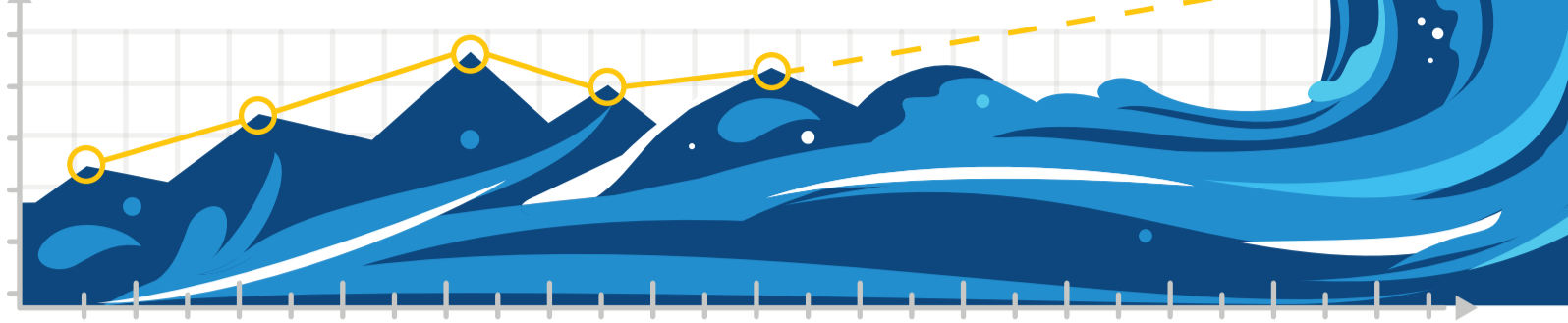


# RISE ABOVE THE RETURNS TSUNAMI

HOW A RETURNS STRATEGY CAN UNLOCK E-COMMERCE PROFITS



## A Tsunami of Returns

**\$761B**

value of goods returned in 2021

**16.6%** of total U.S. retail sales are expected to be returned

**60M** Post-holiday returns expected by late January

**38%** of consumers anticipate returning gifts in 2022

## Purchases Returned, on Average:

**10%**

in-store purchases returned

**30%**

online purchases returned

## Returns process and impact



**2 out of 3** consumers review the **returns policy** before making a purchase



**3X more** is spent by customers online with **free returns**

**66%**

of shoppers are more likely to purchase an item **online** when it can be **returned at a local store**

**28%**

of consumers say **environmental considerations** factor into their buying decisions

**5.8B**

tons of packaging and **16M** tons of **CO<sub>2</sub> emissions** were generated from 2021 holiday returns

## Returns bottom line

**66%**

**Cost to process a return** as percentage of original item price after factoring in labor, transportation and warehouse costs

**7%** Year-over-year increase in **cost of returns**

**\$500k** The bottom line impact of a **\$1 million** reduction in returns

**20%** Reduction in inventory from an **optimized returns process**

## 3 of the top 6 causes of returns are fulfillment/warehouse issues



**Wrong item sent**



**Product arrived damaged**



**Product arrived later than expected**

## Fortna Can Help

Balancing cost and customer expectations can be challenging, but Fortna can help. Fortna enables companies to improve their distribution operations performance with designs and solutions that optimize seamless omnichannel fulfillment and returns. For more information, contact The Distribution Experts™ at [www.fortna.com](http://www.fortna.com).

Key sources: [nrf.com/media-center/press-releases/retail-returns-increased-761-billion-2021-result-overall-sales-growth](http://nrf.com/media-center/press-releases/retail-returns-increased-761-billion-2021-result-overall-sales-growth) | [wsj.com/articles/retailers-many-unhappy-returns-11641387605](http://wsj.com/articles/retailers-many-unhappy-returns-11641387605) | [cnbc.com/2021/12/16/retailers-face-rising-holiday-return-costs-a-new-cbre-optoro-report-says.html](http://cnbc.com/2021/12/16/retailers-face-rising-holiday-return-costs-a-new-cbre-optoro-report-says.html)