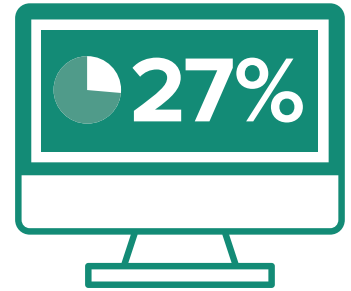




Returns transparency is key to building trust with shoppers in new global markets.

One in four shoppers avoid buying from international retailers due to concerns around returns.

A quarter (27%) of shoppers said they would be more likely to shop cross-border if all import charges, taxes and duties were clearly displayed.

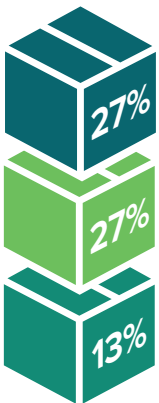


Environmental concerns are often driving factors in whether or not a shopper becomes a customer.



29% of respondents said that sustainable shipping was a significant criteria when making a purchase, including responsible returns policies.

Returns: Leveraging Logistics to Unlock Global Loyalty



27% of respondents said they are inclined to pay for a membership if it means they can return their purchases for free.

27% would pay return shipping charges.

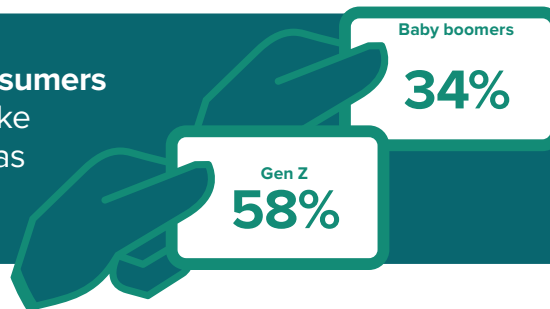
13% would accept a restocking fee.



40% are willing to wait up to two weeks for free shipping

In exchange for free shipping, 40% of shoppers are willing to wait four to seven days for their international purchases to be delivered, and another 40% would wait up to two weeks.

Overall, nearly half of consumers said they are willing to make purchases even if there was a nominal returns charge.



However, Gen Z was more than 1.7 times more likely to accept a fee than Baby Boomers.

Asendia provides best-in-class delivery and returns solutions, tailor-made for the needs of retailers and their customers around the world. Find out more at www.asendia.com

Responses were gathered from an online panel of adults 18+, representative of national quotas for key demographics in 18 countries. Survey questions and responses were translated into each country's native language and currencies were converted to local currencies before being converted back to \$US for comparison purposes. 18,679 surveys were completed between October 31st and November 14th 2023. Overall margin of error is approximately 5% at a 95% confidence level, varying by country population size.