Headline return rates

Metric	Country	Year	Value	Source
Online sales returned Measure: sales value	United States	2025	**19.3%**	NRF & Happy Returns, 2025 Retail Returns Landscape
All retail sales returned Measure: sales value	United States	2025	**15.8%**	NRF & Happy Returns, 2025 Retail Returns Landscape
All retail sales returned Measure: sales value	United States	2024	**16.9%**	NRF & Happy Returns, 2025 Retail Returns Landscape
Online apparel return rate Measure: orders	United States	12 months to Mar 2023	**24.4%**	Coresight Research, The True Cost of Apparel Returns (2023)
Fashion items returned (fashion e-tailers) Measure: items	Germany	2021	**33.6%**	University of Bamberg, European Return-o-Meter, via TextilWirtschaft (2022)
Fashion shipments returned (fashion e-tailers) Measure: shipments	Germany	2021	**64.3%**	University of Bamberg, European Return-o-Meter, via TextilWirtschaft (2022)
Returns caused by size and fit Measure: returns	United States	2022	**45%**	Narvar, The State of Returns 2022 (vendor survey)

Return rates by country

Metric	Country	Year	Value	Source
B2C e-commerce parcels returned Measure: parcels	Germany	2021	**24.2%**	University of Bamberg, European Return-o-Meter (2021 data)
Share of returned parcels that are fashion Measure: parcels	Germany	2021	**83%**	University of Bamberg, European Return-o-Meter (2021 data)
Share of returned items that are fashion Measure: items	Germany	2021	**91%**	University of Bamberg, European Return-o-Meter (2021 data)
Return parcels (estimate) Measure: parcels	Germany	2026	**560 million parcels**	Forschungsgruppe Retourenmanagement, Bamberg — 2026 return parcel estimate
Fashion retailers with item return rate above 20% Measure: retailers	Germany, Austria, Switzerland	2026	**67.5%**	EHI Retail Institute, retailer survey 2026 (108 DACH online retailers)
Consumer-electronics retailers with item return rate of 10% or less Measure: retailers	Germany, Austria, Switzerland	2026	**94.5%**	EHI Retail Institute, retailer survey 2026 (108 DACH online retailers)
Non-food online orders returned Measure: orders	Spain	2025	**23.7%**	Retail Economics & ZigZag, Spain returns benchmark 2025
Clothing orders returned Measure: orders	Spain	2025	**31%**	Retail Economics & ZigZag, Spain returns benchmark 2025
Footwear orders returned Measure: orders	Spain	2025	**27%**	Retail Economics & ZigZag, Spain returns benchmark 2025
Online orders returned, all categories Measure: orders	Italy	H1 2024	**5.9%**	Netcomm, via ItaliaOggi (H1 2024)

Metric	Country	Year	Value	Source
Clothing orders returned Measure: orders	Italy	H1 2024	**11%**	Netcomm, via ItaliaOggi (H1 2024)
Fashion return rate on one company's marketplace channels Measure: orders · Not a national statistic; Germany 59% in the same study.	Italy	2025	**14.7%**	Returns@Yocabe with Sapienza University of Rome, via Sky TG24 (2026)
Parcels to consumers returned Measure: parcels	Netherlands	2025	**11.4%**	ACM Post- en Pakketmonitor, via Thuiswinkel.org
Return parcels Measure: parcels	Netherlands	2025	**70.11 million parcels**	ACM Post- en Pakketmonitor, via Thuiswinkel.org
E-commerce parcels returned Measure: parcels · PostNord quoting Transportföretagen Paketindex.	Sweden	Q2 2026	**5.1 million parcels**	PostNord, E-barometern Q2 2026
Online shoppers who returned an item in the past month Measure: shoppers	Sweden	Q2 2026	**14%**	PostNord, E-barometern Q2 2026
Shoppers who prefer to return via a parcel locker Measure: shoppers · 6% in 2021.	Sweden	Q2 2026	**16%**	PostNord, E-barometern Q2 2026
Online shoppers who returned at least one item in 12 months Measure: shoppers · Share of people, not a return rate.	Poland	2026	**46%**	Gemius, E-commerce w Polsce 2026
Non-food purchases returned (forecast) Measure: value	United Kingdom	2025	**25.1 GBP bn**	Retail Economics & ZigZag, UK returns benchmark 2025

People who bought clothes, shoes or accessories online in the last 3 months (2024)

Metric	Country	Year	Value	Source
Bought clothes, shoes or accessories online (last 3 months) Measure: people	Ireland	2024	**66.9 % of people 16–74**	Eurostat, isoc_ec_ibgs (I_BCLOT1, % of individuals 16–74)
Bought clothes, shoes or accessories online (last 3 months) Measure: people	Netherlands	2024	**64.1 % of people 16–74**	Eurostat, isoc_ec_ibgs (I_BCLOT1, % of individuals 16–74)
Bought clothes, shoes or accessories online (last 3 months) Measure: people	Denmark	2024	**59.4 % of people 16–74**	Eurostat, isoc_ec_ibgs (I_BCLOT1, % of individuals 16–74)
Bought clothes, shoes or accessories online (last 3 months) Measure: people	Sweden	2024	**53.6 % of people 16–74**	Eurostat, isoc_ec_ibgs (I_BCLOT1, % of individuals 16–74)
Bought clothes, shoes or accessories online (last 3 months) Measure: people	Germany	2024	**48.5 % of people 16–74**	Eurostat, isoc_ec_ibgs (I_BCLOT1, % of individuals 16–74)
Bought clothes, shoes or accessories online (last 3 months) Measure: people	France	2024	**46.1 % of people 16–74**	Eurostat, isoc_ec_ibgs (I_BCLOT1, % of individuals 16–74)
Bought clothes, shoes or accessories online (last 3 months) Measure: people	EU-27	2024	**42.3 % of people 16–74**	Eurostat, isoc_ec_ibgs (I_BCLOT1, % of individuals 16–74)

Metric	Country	Year	Value	Source
Bought clothes, shoes or accessories online (last 3 months) Measure: people	Poland	2024	**41.7 % of people 16–74**	Eurostat, isoc_ec_ibgs (I_BCLOT1, % of individuals 16–74)
Bought clothes, shoes or accessories online (last 3 months) Measure: people	Greece	2024	**41 % of people 16–74**	Eurostat, isoc_ec_ibgs (I_BCLOT1, % of individuals 16–74)
Bought clothes, shoes or accessories online (last 3 months) Measure: people	Spain	2024	**40.6 % of people 16–74**	Eurostat, isoc_ec_ibgs (I_BCLOT1, % of individuals 16–74)
Bought clothes, shoes or accessories online (last 3 months) Measure: people	Portugal	2024	**35.8 % of people 16–74**	Eurostat, isoc_ec_ibgs (I_BCLOT1, % of individuals 16–74)
Bought clothes, shoes or accessories online (last 3 months) Measure: people	Türkiye	2024	**29.8 % of people 16–74**	Eurostat, isoc_ec_ibgs (I_BCLOT1, % of individuals 16–74)
Bought clothes, shoes or accessories online (last 3 months) Measure: people	Romania	2024	**28.1 % of people 16–74**	Eurostat, isoc_ec_ibgs (I_BCLOT1, % of individuals 16–74)
Bought clothes, shoes or accessories online (last 3 months) Measure: people	Italy	2024	**26.8 % of people 16–74**	Eurostat, isoc_ec_ibgs (I_BCLOT1, % of individuals 16–74)
Bought clothes, shoes or accessories online (last 3 months) Measure: people	Bulgaria	2024	**26.3 % of people 16–74**	Eurostat, isoc_ec_ibgs (I_BCLOT1, % of individuals 16–74)

Return reasons

Metric	Country	Year	Value	Source
Returns due to size and fit Measure: returns	United States	2022	**45%**	Narvar, The State of Returns 2022 (vendor survey)
Retailers naming size/fit as top return reason Measure: retailers	United States	2023	**53%**	Coresight Research, The True Cost of Apparel Returns (2023)
Retailers naming colour as top return reason Measure: retailers	United States	2023	**16%**	Coresight Research, The True Cost of Apparel Returns (2023)
Retailers naming damage as top return reason Measure: retailers	United States	2023	**10%**	Coresight Research, The True Cost of Apparel Returns (2023)
Shoppers who returned an item because they did not like it Measure: shoppers	Germany	2023	**54%**	Bitkom, consumer survey (2023)
Shoppers who returned an item that did not match the picture or description Measure: shoppers	Germany	2023	**42%**	Bitkom, consumer survey (2023)
Shoppers who returned a faulty or damaged item Measure: shoppers	Germany	2023	**53%**	Bitkom, consumer survey (2023)
Shoppers who deliberately ordered extra (e.g. several sizes) Measure: shoppers	Germany	2023	**37%**	Bitkom, consumer survey (2023)
Returns due to wrong fit Measure: returns	Netherlands	2023	**27%**	Thuiswinkel.org, Hoeveel pakketjes gaan er retour? (2023)
Returns due to damaged product Measure: returns	Netherlands	2023	**26%**	Thuiswinkel.org, Hoeveel pakketjes gaan er retour? (2023)

Metric	Country	Year	Value	Source
Returns due to deliberately ordering extra sizes Measure: returns	Netherlands	2023	**24%**	Thuiswinkel.org, Hoeveel pakketjes gaan er retour? (2023)
Returns because item looked different in reality Measure: returns	Netherlands	2023	**19%**	Thuiswinkel.org, Hoeveel pakketjes gaan er retour? (2023)

Who returns: bracketing, age and gender

Metric	Country	Year	Value	Source
Gen Z consumers who bracket Measure: consumers	United States	2024	**51%**	NRF & Happy Returns, 2024 consumer returns report
Online shoppers who bracket Measure: shoppers	Spain	2025	**25%**	Retail Economics & ZigZag, Spain returns benchmark 2025
Gen Z shoppers who bracket Measure: shoppers	Spain	2025	**35%**	Retail Economics & ZigZag, Spain returns benchmark 2025
Share of online orders returned by women Measure: orders	Germany	2023	**12%**	Bitkom, consumer survey (2023)
Share of online orders returned by men Measure: orders	Germany	2023	**8%**	Bitkom, consumer survey (2023)
Women who returned at least one online purchase in 12 months Measure: shoppers	Poland	2026	**51%**	Gemius, E-commerce w Polsce 2026
Men who returned at least one online purchase in 12 months Measure: shoppers	Poland	2026	**42%**	Gemius, E-commerce w Polsce 2026
Serial returners: share of shoppers / share of returns Measure: shoppers / returns	Spain	2025	**11 / 23 %**	Retail Economics & ZigZag, Spain returns benchmark 2025

Cost and scale of returns

Metric	Country	Year	Value	Source
Cost of e-commerce returns Measure: value · Cited from press sources in the presentation.	Italy	2025	**about 2.5 EUR bn per year**	LIUC – Università Cattaneo / Politecnico di Milano, ReRouting project presentation (Oct 2025)
Transport share of total reverse-logistics cost Measure: 15 case studies	Italy	2025	**50–80 %**	LIUC – Università Cattaneo / Politecnico di Milano, ReRouting project presentation (Oct 2025)
Online apparel & footwear returned Measure: value	United States	2023	**38 USD bn**	Coresight Research, The True Cost of Apparel Returns (2023)
Processing cost of online apparel & footwear returns Measure: value	United States	2023	**25.1 USD bn**	Coresight Research, The True Cost of Apparel Returns (2023)
Retail merchandise returned, all categories Measure: value	United States	2025	**849.9 USD bn**	NRF & Happy Returns, 2025 Retail Returns Landscape
Share of returns that are fraudulent Measure: returns	United States	2025	**9%**	NRF & Happy Returns, 2025 Retail Returns Landscape
Retailers putting cost per returned item at up to EUR 10 Measure: retailers	Germany, Austria, Switzerland	2025	**53.3%**	EHI Retail Institute, retailer survey 2025

Metric	Country	Year	Value	Source
Returned items resold as new Measure: items	Germany	2021	**93.2%**	University of Bamberg, European Return-o-Meter (2021 data)
Returned items scrapped Measure: items	Germany	2021	**1.3%**	University of Bamberg, European Return-o-Meter (2021 data)
Online returns value Measure: value	Spain	2025	**13.3 EUR bn**	Retail Economics & ZigZag, Spain returns benchmark 2025
Ban on destroying unsold clothes, accessories and footwear (large companies) in force from Measure: regulation	European Union	2026	**2026-07-19**	European Commission, ban on destroying unsold clothes and shoes (2026)

Free vs paid returns

Metric	Country	Year	Value	Source
Shoppers calling free returns a major consideration Measure: shoppers	United States	2025	**82%**	NRF & Happy Returns, 2025 Retail Returns Landscape
Retailers charging for returns Measure: retailers	United Kingdom	2025	**42%**	Retail Economics & ZigZag, UK returns benchmark 2025
Young-fashion retailers charging for returns Measure: retailers	United Kingdom	2025	**80%**	Retail Economics & ZigZag, UK returns benchmark 2025
Retailers offering free returns Measure: retailers	Germany	2021	**88.7%**	University of Bamberg, European Return-o-Meter (2021 data)
Retailers offering free returns Measure: retailers	Rest of Europe	2021	**52.4%**	University of Bamberg, European Return-o-Meter (2021 data)
Average return window Measure: retailers	Germany	2021	**53.5 days**	University of Bamberg, European Return-o-Meter (2021 data)
Average return window Measure: retailers	Rest of Europe	2021	**29.6 days**	University of Bamberg, European Return-o-Meter (2021 data)
Retailers fully covering return shipping Measure: retailers	Germany, Austria, Switzerland	2026	**60.6%**	EHI Retail Institute, retailer survey 2026 (108 DACH online retailers)

Measured effects of fit tools

Metric	Country	Year	Value	Source
Size-related returns prevented by Size & Fit tools Measure: size-related returns · 8% in 2025.	Zalando (Europe)	2026	**9%**	Zalando, Returns at Zalando
Fewer size-related returns on items with size advice Measure: size-related returns	Zalando (Europe)	2026	**10%**	Zalando, Returns at Zalando
Underlying returns rate reduction Measure: returns rate · Size guides, reviews and fair-use policy combined.	ASOS (global)	FY25	**150 basis points**	ASOS plc, FY25 results

Our calculations (Fashio)

Metric	Country	Year	Value	Source
Online clothing returns on one basis: estimated share of items returned (our calculation) Measure: our calculation · Germany is measured on items (2021). For order-based rates the high end is the order rate (one item per order); the low end multiplies it by Bamberg's German ratio of items to shipments returned, 33.6 ÷ 64.3 = 0.52.	DE	2026-11-24	**33.6% %**	Fashio calculation from the sources above (formula in note)
Online clothing returns on one basis: estimated share of items returned (our calculation) Measure: our calculation · Germany is measured on items (2021). For order-based rates the high end is the order rate (one item per order); the low end multiplies it by Bamberg's German ratio of items to shipments returned, 33.6 ÷ 64.3 = 0.52.	ES	2026-11-24	**16.2–31% %**	Fashio calculation from the sources above (formula in note)
Online clothing returns on one basis: estimated share of items returned (our calculation) Measure: our calculation · Germany is measured on items (2021). For order-based rates the high end is the order rate (one item per order); the low end multiplies it by Bamberg's German ratio of items to shipments returned, 33.6 ÷ 64.3 = 0.52.	US	2026-11-24	**12.8–24.4% %**	Fashio calculation from the sources above (formula in note)
Online clothing returns on one basis: estimated share of items returned (our calculation) Measure: our calculation · Germany is measured on items (2021). For order-based rates the high end is the order rate (one item per order); the low end multiplies it by Bamberg's German ratio of items to shipments returned, 33.6 ÷ 64.3 = 0.52.	IT	2026-11-24	**5.7–11% %**	Fashio calculation from the sources above (formula in note)
How many times more often fashion is returned than the average online purchase (same source, same basis; our calculation) Measure: our calculation · Fashion rate ÷ all-category rate: Bamberg 64.3% ÷ 24.2% of parcels (2021); Netcomm 11% ÷ 5.9% of orders (H1 2024); Retail Economics & ZigZag 31% ÷ 23.7% of non-food orders (2025).	DE	2026-11-24	**2.7× ×**	Fashio calculation from the sources above (formula in note)
How many times more often fashion is returned than the average online purchase (same source, same basis; our calculation) Measure: our calculation · Fashion rate ÷ all-category rate: Bamberg 64.3% ÷ 24.2% of parcels (2021); Netcomm 11% ÷ 5.9% of orders (H1 2024); Retail Economics & ZigZag 31% ÷ 23.7% of non-food orders (2025).	IT	2026-11-24	**1.9× ×**	Fashio calculation from the sources above (formula in note)
How many times more often fashion is returned than the average online purchase (same source, same basis; our calculation) Measure: our calculation · Fashion rate ÷ all-category rate: Bamberg 64.3% ÷ 24.2% of parcels (2021); Netcomm 11% ÷ 5.9% of orders (H1 2024); Retail Economics & ZigZag 31% ÷ 23.7% of non-food orders (2025).	ES	2026-11-24	**1.3× ×**	Fashio calculation from the sources above (formula in note)