

UPS Predicts Record-Breaking National Returns Day

26-12-2019

UPS (NYSE: UPS) predicts a seventh consecutive record-breaking National Returns Day as consumers send back holiday orders ranging from ill-fitting sweaters to duplicate kitchen gadgets. On Jan. 2, consumers are expected to deposit 1.9 million returns packages into the UPS network - a 26% spike from last year's peak returns day.

This process is a change from years past, when consumers would rush to physical retailers the day after Christmas and stand in long lines to make returns. UPS has helped rewrite that narrative by offering both retailers and consumers tools to make the returns process flexible, transparent and

profitable. Now, consumers make purchases with returns in mind, and, according to the UPS Pulse of the Online Shopper study, 73% of online shoppers say the returns experience affects their likelihood to buy from a retailer again.

Source: [UPS](#)