

Takeback Tuesday: Returns expected to increase by 52% on first working day of the year

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On Tuesday 2 January 2024 - Takeback Tuesday - returns of online purchases are predicted to increase by 52 per cent compared to the average number of return parcels per day in December, according to Royal Mail. Takeback Tuesday is the day many Brits will return their unwanted and ill-fitting Christmas presents, following the festive season.

Returns are an important part of the online shopping experience. According to a study commissioned by Royal Mail, 81 per cent of shoppers agree a good returns experience would make them more likely to shop with that retailer in the future.

81 per cent of consumers are also less likely to shop with a retailer that charges for returns, than one that doesn't. Almost half (47 per cent) of those surveyed said free returns would most encourage them to choose one retailer over another when shopping online.

61 per cent of people would prefer to get their return parcels collected from home rather than dropping them off themselves. Royal Mail's Parcel Collect service is currently free* making it even easier to send returns in the

post.

Nick Landon, Chief Commercial Officer at Royal Mail, said: "Now that the festive shopping period has drawn to a close, January is the busiest time of the year for returns. As every retailer knows, an easy and convenient returns experience that's in line with shoppers' expectations, is vital for repeat business. Because it's so convenient, Royal Mail's Parcel Collect service has been growing fast all year, passing the million collections in a week mark for the first time in December. It makes it so much easier to return a parcel because people don't have to leave their house. Their regular postie can collect it from them at the same time as they deliver. We can even collect from a safe place if people aren't going to be in."

Source: [Royal Mail](#)