

The Fraud Report

Consumers continue to grapple with rising fraud and package theft concerns, signaling growing risks for retailers ahead of the holiday season. New survey data reveals shifting consumer expectations and highlights where brands risk losing trust—and where they can build loyalty.

Younger Shoppers Are More Susceptible to Fraud

Fraud is not only more frequent but more complex for younger demographics. **Nearly four in five (79%) consumers have received a fraudulent shipping message,** and 15% admit to clicking or replying—led by Millennials (24%).

Younger shoppers also admit to riskier behaviors, with 17% of **Millennials and 16% of Gen Z falsely reporting a package as lost or stolen to receive a refund, compared to just 2% of Boomers.**

This dual exposure—falling victim to scams and contributing to fraudulent claims—amplifies the retailer challenge.



Retailer Response Can Make or Break Loyalty



Resolution speed is emerging as the ultimate loyalty test. **More than half (57%) of consumers say they would stop shopping with a retailer that fails to quickly resolve theft or fraud issues.**

The stakes are high: **55% admit they've skipped an online purchase altogether because shipping felt too risky, with Gen Z leading at 63%. In today's environment,** a retailer's ability to reassure, resolve, and restore confidence directly dictates long-term loyalty.

Shipping Protection as a Loyalty Lever

Consumers increasingly view shipping protection as essential, not optional.

Two-thirds (66%) would pay for added security, but expectations vary by generation. Millennials (37%) and Gen Z (34%) are most willing to pay every time, while only 7% of Boomers share the same sentiment. For older shoppers, protection is viewed as a standard retailer responsibility.

Retailers who proactively bundle or normalize shipping protection stand to gain trust and differentiate in a crowded market.



Would stop shopping with a retailer that fails to resolve theft/fraud quickly



Have skipped an online purchase because shipping felt too risky



Say stolen packages are their biggest fraud concern this holiday season



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