

THE CHECKOUT GAP

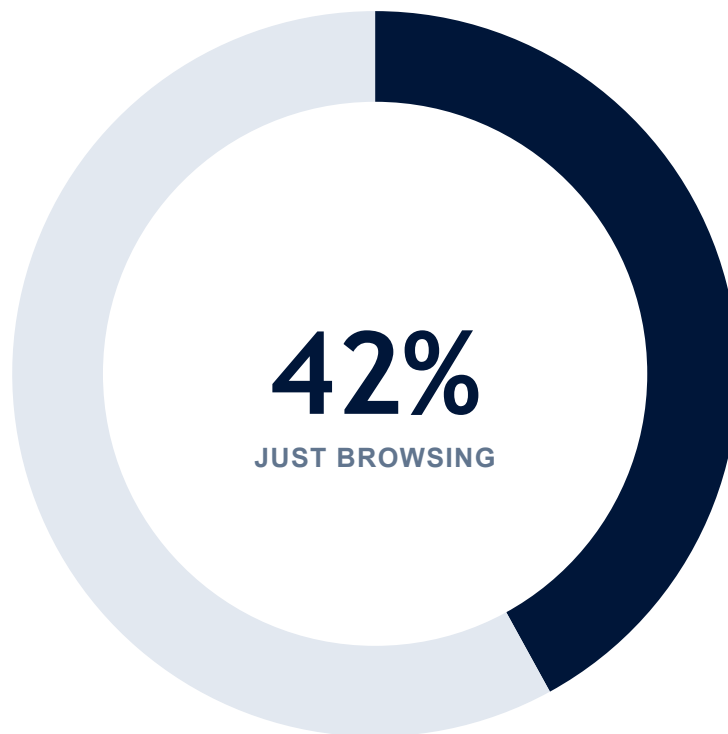
WHY INTEREST DOES NOT ALWAYS BECOME AN ORDER



Average cart abandonment across 50 studies. A broad benchmark, not a forecast for any individual store.

A CART IS NOT ALWAYS A COMMITMENT.

One reason can sit outside the checkout itself.



U.S. online shoppers who reported abandoning because they were browsing or not ready to buy.

ASK ABOUT INTENT BEFORE FRICTION.

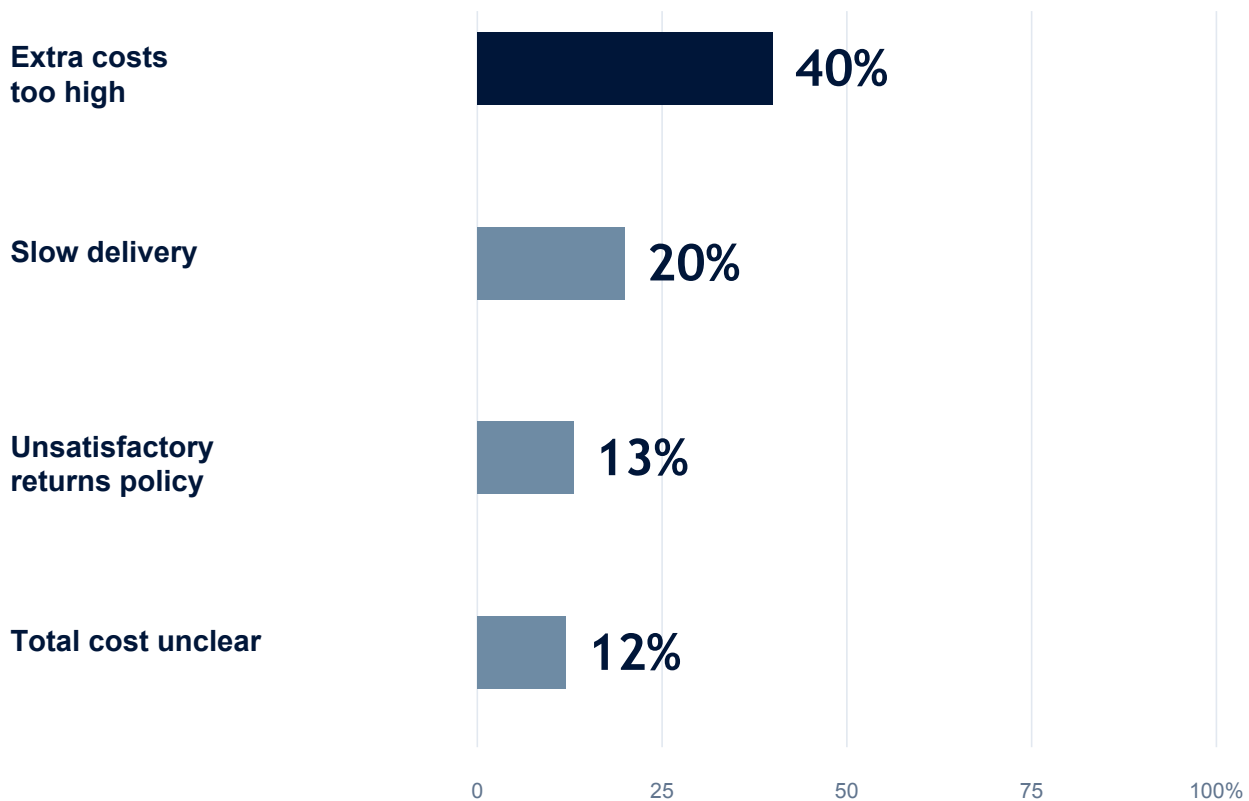
Research implication: segment planned purchases, comparison visits and saved-for-later baskets before interpreting exits.

42% uses the U.S. online-shopper base. The pale remainder is all other responses. It is not the share of all abandoned carts caused by low intent.

Source: Baymard Institute | Reasons for abandonment

THE COST OF BUYING EXTENDS BEYOND PRICE.

Selected reasons for abandonment, excluding browsing.



TEST THE WHOLE OFFER.

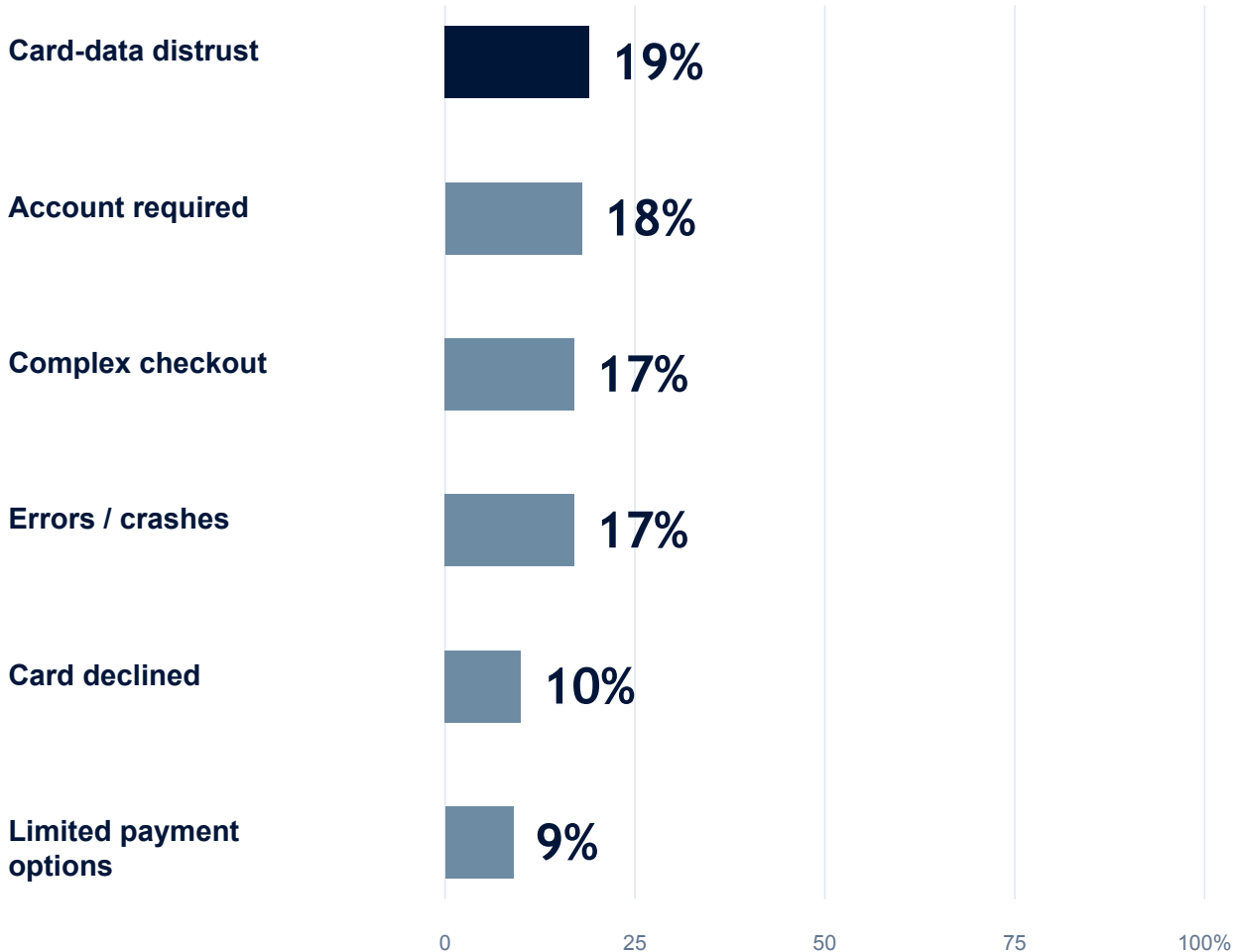
Research implication: probe the total charge, delivery promise and return conditions together in a realistic purchase task.

U.S. shoppers; browsing excluded by the source. Reasons can overlap.
Bars are not portions of one total; percentages must not be added.

Source: Baymard Institute | Current reasons chart

CONFIDENCE AND EFFORT CAN BOTH INTERRUPT.

Other reported reasons, on the same percentage scale.



LOCATE THE MOMENT OF HESITATION.

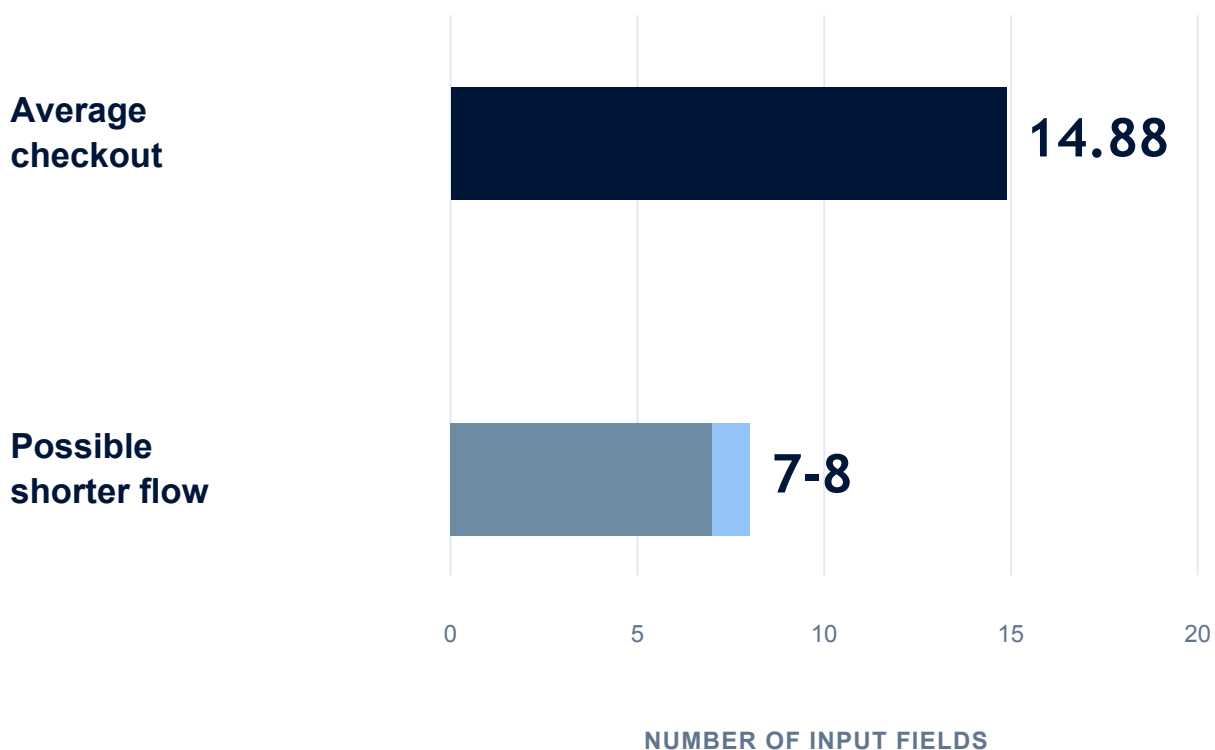
Research implication: combine task observation with an immediate exit question, then test the specific obstacle identified.

Same source base as page 03. Selected responses; reasons are non-exclusive.
Self-reported barriers do not establish the effect of a proposed fix.

Source: Baymard Institute | Current reasons chart

HOW MUCH WORK DOES CHECKOUT ASK?

Form fields shown by default - a separate UX benchmark.



COUNT THE DEMANDS, THEN TEST THEM.

Research implication: audit each field for necessity. Check completion, errors and customer understanding after any change.

14.88 is the source-reported average; 7-8 is its feasible shorter-flow range.
These are design benchmarks, not before-and-after results or a promised uplift.

Source: Baymard Institute | Checkout usability research

READ THE NUMBERS IN CONTEXT.

Sources, scope and how to read the charts.

01 / BENCHMARK + SURVEY

Cart abandonment statistics

Baymard Institute. Overall benchmark: 50 studies. Current reasons chart accessed 27 September 2026. The public page does not disclose the reason-survey sample size or field dates.

[Open the original source](#)

02 / USABILITY BENCHMARK

Checkout usability research

Baymard Institute. Form-field averages and feasible shorter-flow range. Field count is distinct from total form elements.

[Open the original source](#)

Editorial rules: keep the benchmark, survey and UX measures separate. Do not add overlapping reasons or treat a stated obstacle as causal proof. All suggested actions in this report are research proposals. Local validation is needed before setting a commercial target.

Research reviewed 27 September 2026. Original charts and editorial interpretation.
Secondary research; no Core Behaviour fieldwork is claimed.