Extra costs are the reason shoppers give most often for abandoning a cart, in 21 of 26 published surveys

24 November 2026. Shipping, taxes and fees are the answer shoppers give most often when asked why they left an online cart. Waverunner compared 26 published surveys that ask this question, and extra costs come first in 21 of them. In the middle survey, 46% of shoppers name extra costs. The next reason, slow delivery, is named by 34% in the surveys that list it.

- **No other reason leads more than two surveys.**
- **Payment problems rank lower.** Eighteen surveys list both an extra cost and a payment problem: a declined card, a payment error or a missing payment method. Extra costs are named more often in 15 of the 18.
- **The best-known figure is lower than it was.** The Baymard Institute, whose US survey is the figure quoted most often, published 55% for extra costs in 2018 and 40% in 2026. Baymard does not say why its figure fell.

How the study was done. The study takes each survey's full list of answers from the original report, for surveys published from 2016 to 2026 in any language. A survey is included when it asks about abandoning a cart in general, prints three or more reasons with a percentage, and one of them is a cost. The middle survey is the median: the surveys differ in wording, country, year and sample, so they are not averaged. Seven of the 26 ask what would make shoppers leave rather than what made them leave, and they run higher: a middle figure of 58%, against 41% for the other nineteen. Some counts rest on judgement calls: without three PayPal surveys that ask what would make shoppers leave, extra costs lead in 18 of 23. Twenty-six surveys is a modest set, and none asks how much extra cost is too much.

About Waverunner. Waverunner sells ecommerce CRM and payment orchestration to online shops, and produced and published this study. Waverunner has a commercial interest in how merchants read payments research. It did not commission or fund any of the surveys.

Contact: Mat Stawczyk, mat@waverunner.ai

The study, its figures and every figure used with its source:
https://waverunner.ai/blog/cart-abandonment-reasons/