ECOMMERCE

Online shopping cart abandonment rates by study, 2015 to 2025

Baymard Institute's running list of 50 cart abandonment studies puts the average documented rate at 70.22%, meaning roughly seven in ten online baskets are left without a purchase. Individual studies since 2015 range from 56.82% to 84.27%.

Online, with downloads and the latest version: https://www.anthonymcgrath.co/data/online-cart-abandonment-rates/

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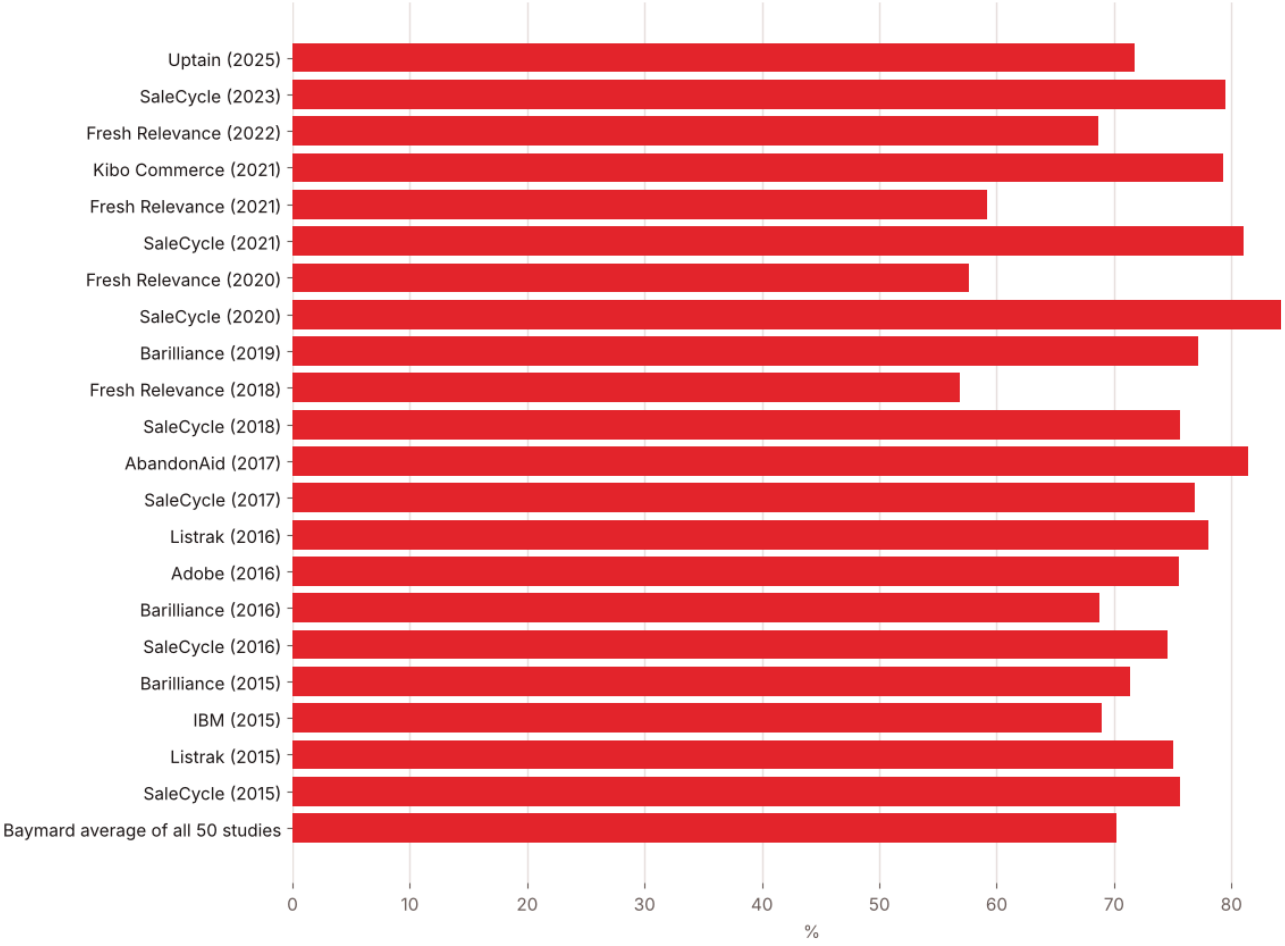

Source: Baymard Institute · Free data: anthonymcgrath.co/data/online-cart-abandonment-rates/

Key findings

• The average documented cart abandonment rate across 50 studies is 70.22%, according to Baymard Institute.

• The highest rate among studies since 2015 is SaleCycle's 84.27% for 2020; the lowest is Fresh Relevance's 56.82% for 2018.

• The most recent study on the list, Uptain's for 2025, found a 71.72% abandonment rate.

The data

Study (year)	Cart abandonment rate (%)
Uptain (2025)	71.72
SaleCycle (2023)	79.53
Fresh Relevance (2022)	68.7
Kibo Commerce (2021)	79.3
Fresh Relevance (2021)	59.22
SaleCycle (2021)	81.08
Fresh Relevance (2020)	57.6
SaleCycle (2020)	84.27
Barilliance (2019)	77.13
Fresh Relevance (2018)	56.82
SaleCycle (2018)	75.6
AbandonAid (2017)	81.4
SaleCycle (2017)	76.9
Listrak (2016)	78
Adobe (2016)	75.5
Barilliance (2016)	68.8
SaleCycle (2016)	74.52
Barilliance (2015)	71.39
IBM (2015)	68.95
Listrak (2015)	75
SaleCycle (2015)	75.6
Baymard average of all 50 studies	70.22

Sources

Baymard Institute, Cart Abandonment Rate Statistics (List of 50 studies and average of 70.22%, last updated 22 September 2025 (page fetched 29 October 2026))
https://baymard.com/lists/cart-abandonment-rate

Method

All studies on Baymard's list with a study year of 2015 or later are shown, in the order Baymard lists them, plus Baymard's published average across all 50 studies (2006 to 2025).

Notes

Studies use different methods, samples and definitions, so rates are not directly comparable; the average is a simple average of published figures. Baymard's list spells SaleCycle as 'SalesCycle' for some entries and 'Freshrelevance' for one; names are standardised here. Shown by study rather than by year because Baymard publishes one running average, not an annual series.

How to cite

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