



GLOBAL FRAUD TRENDS IN ONLINE RETAIL

FRAUD & PAYMENTS REPORT 2025



ravelin.com

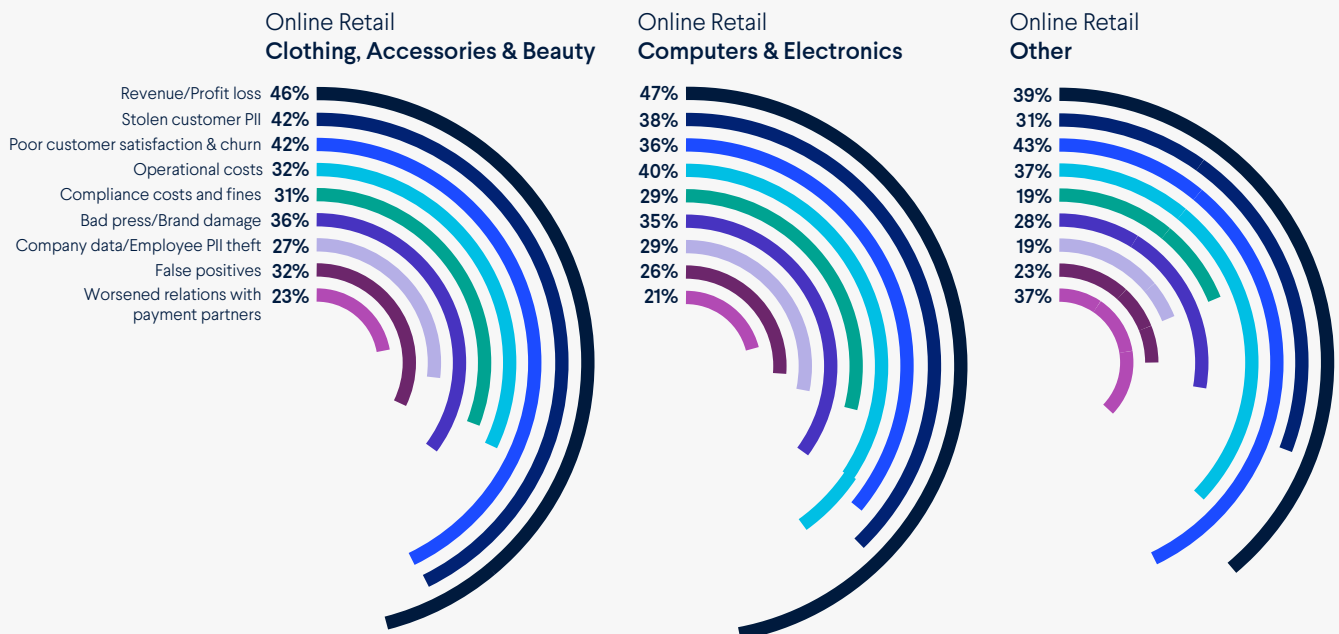
HOW IS FRAUD AFFECTING ONLINE RETAIL COMPANIES IN 2025?

“WHICH OF THESE POTENTIAL CONSEQUENCES OF FRAUD HAVE AFFECTED YOUR COMPANY IN THE PAST 12 MONTHS?”



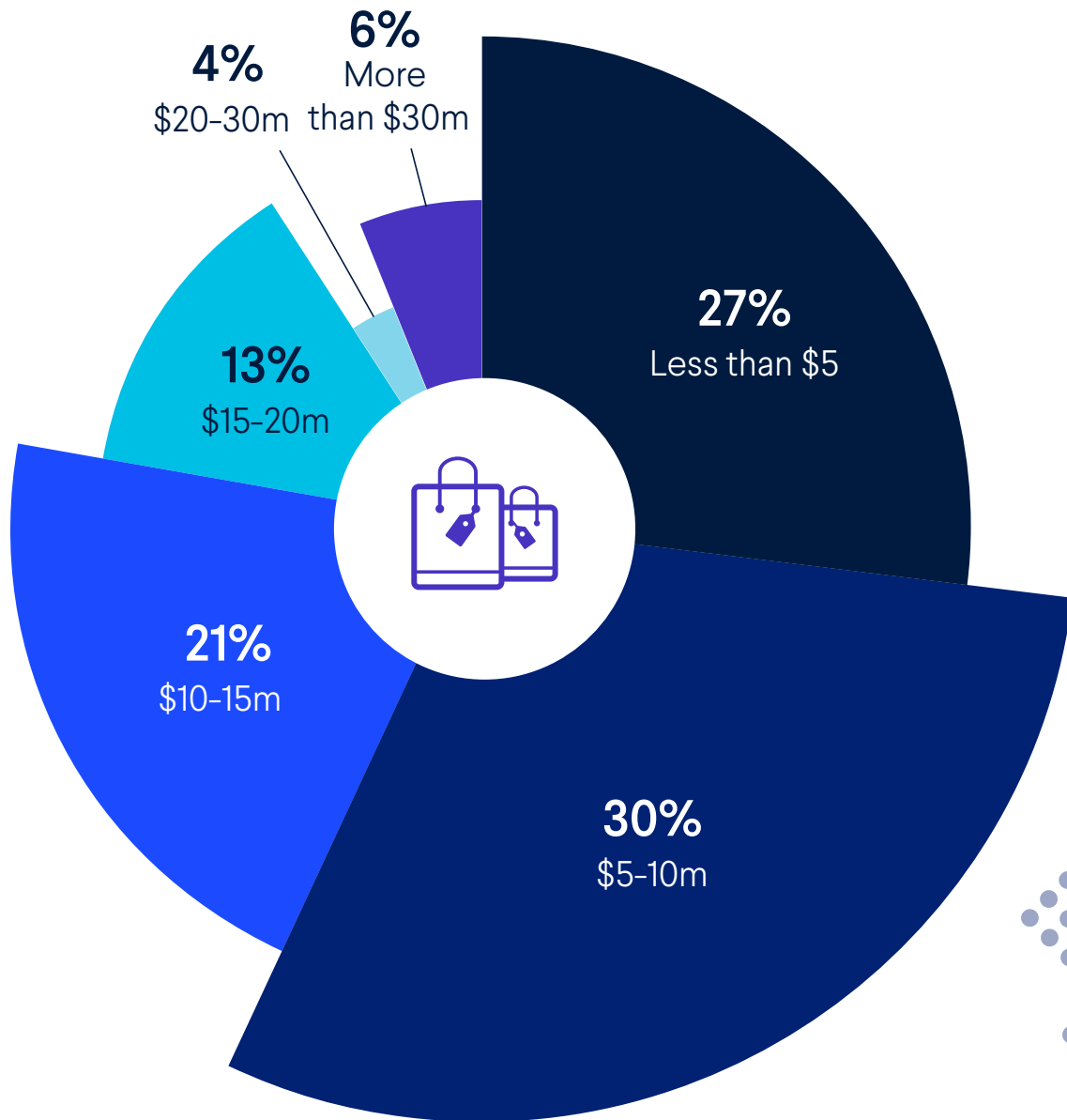
Revenue is a key concern for the very competitive Online Retail sector, where customer PII theft and low satisfaction/churn complete the top 3 consequences of fraudulent activity. But robust protection from fraud can also provide the competitive advantage.

PER SUBSECTOR



THE COST OF FRAUD

“HOW MUCH DOES FRAUD COST YOUR COMPANY PER YEAR? (IN USD)”

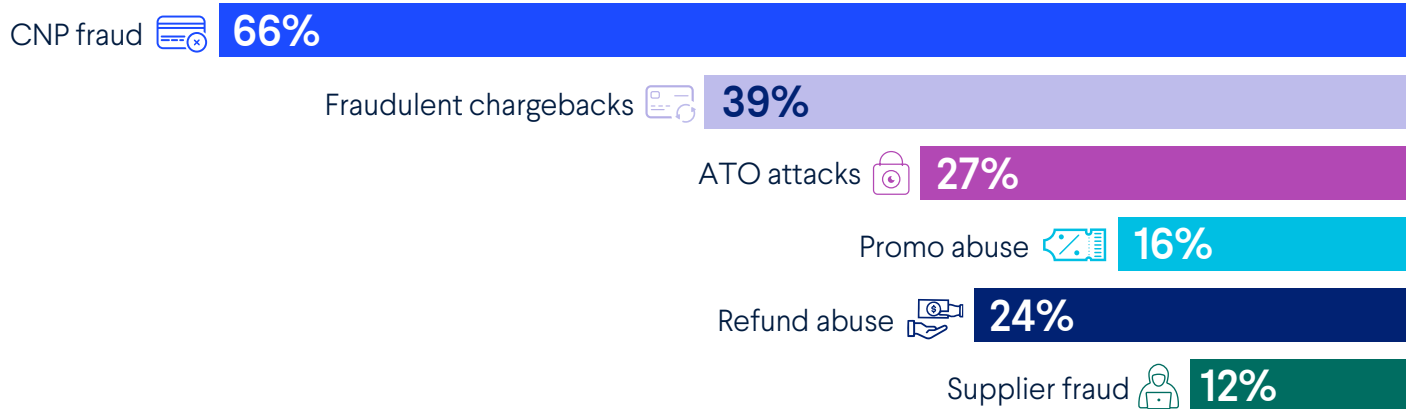


\$11m
average annual loss to fraud
in the retail sector*

*Estimated average based on the midpoint of each range, and \$40m used for “More than \$30m”.

THE MOST EXPENSIVE TYPES OF ONLINE FRAUD FOR RETAIL

“WHICH TYPE OF FRAUD COSTS YOUR BUSINESS THE MOST?
CHOOSE UP TO 2.”



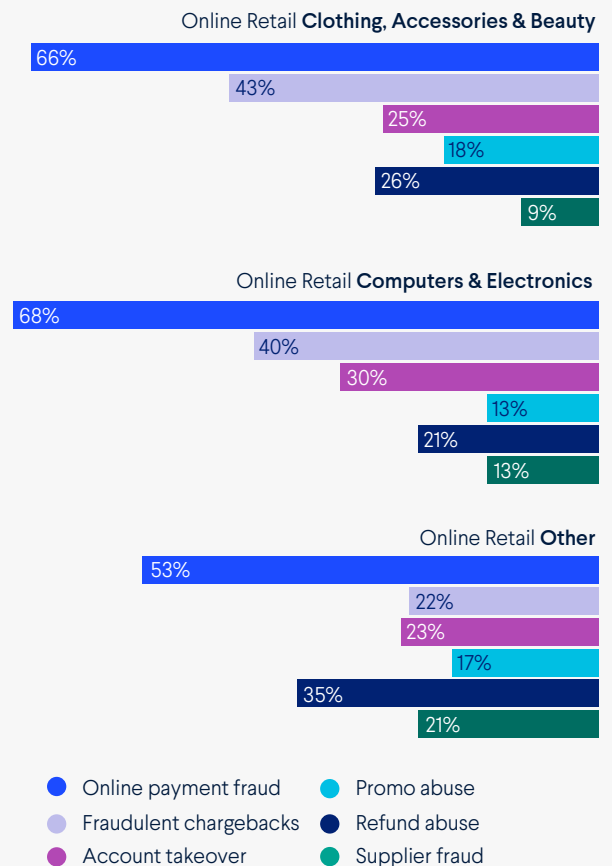
”

“Fraudsters have diversified, but traditional card fraud is still going strong.

It’s also obvious that merchants are facing difficulties understanding and quantifying newer types of fraud – for example, refund abuse.”

Mairtin O’Riada
Co-Founder & COO at Ravelin

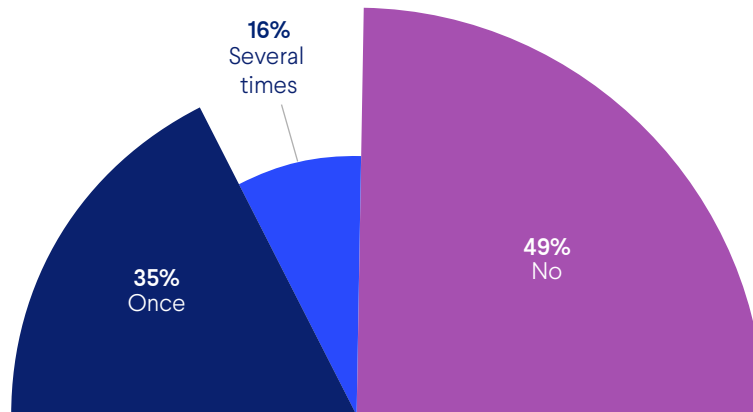
PER SUBSECTOR



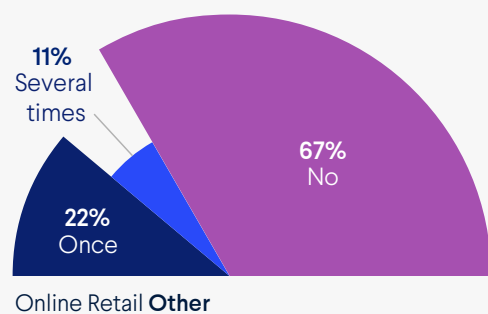
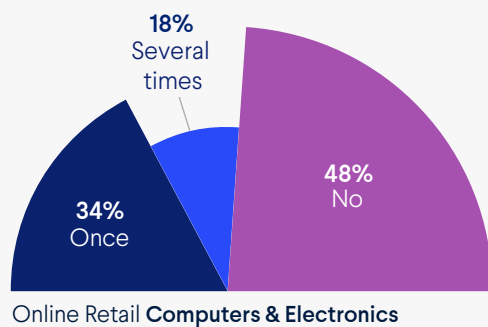
FRAUD IN THE HEADLINES

“HAS YOUR COMPANY BEEN FEATURED IN THE PRESS OR SOCIAL MEDIA AS A RESULT OF FRAUD IN THE PAST 12 MONTHS?”

Online Retail **Overall**

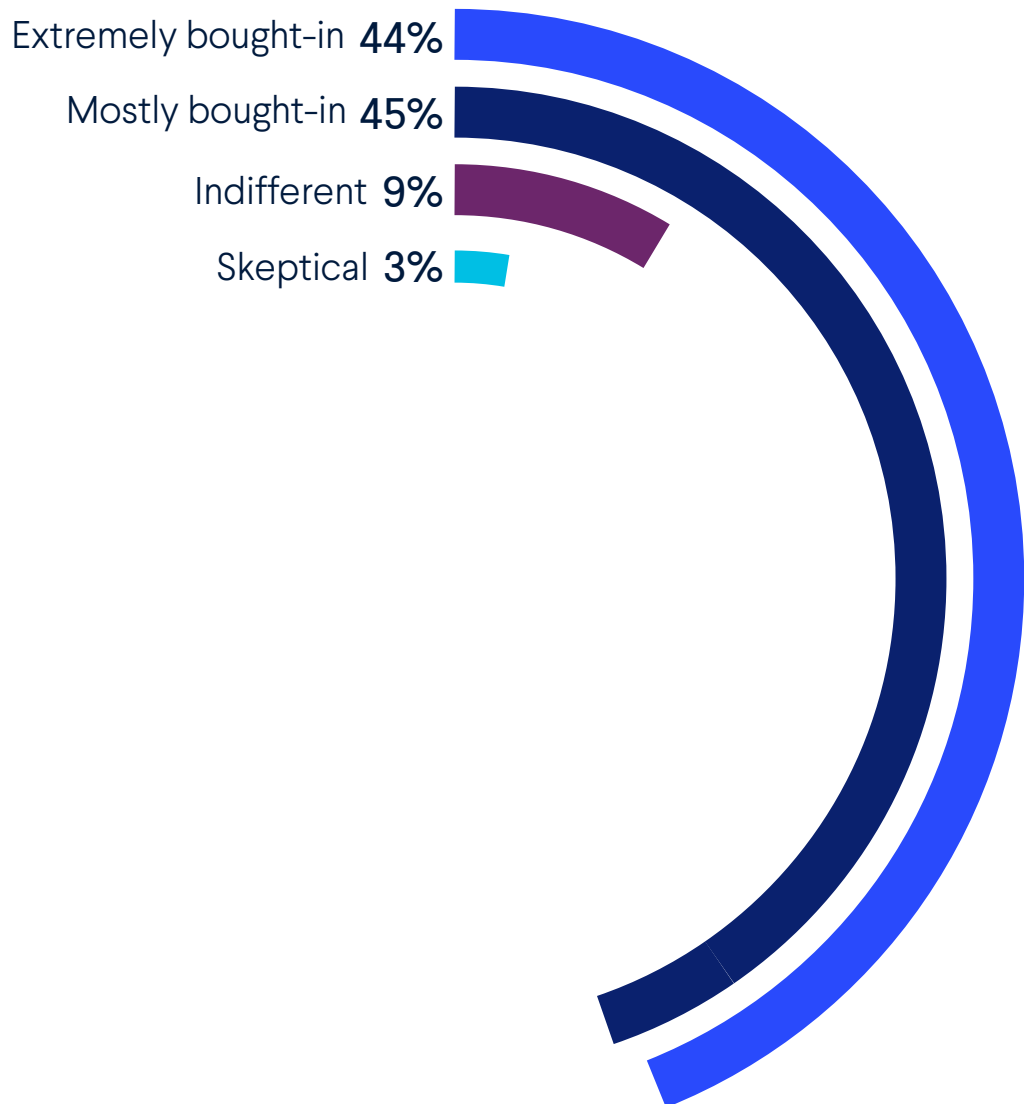


PER SUBSECTOR



LEADERS' ATTITUDES TO FRAUD

“HOW BOUGHT-IN ARE LEADERS AT YOUR COMPANY
ON THE IMPORTANCE OF STOPPING FRAUD OR ABUSE?”



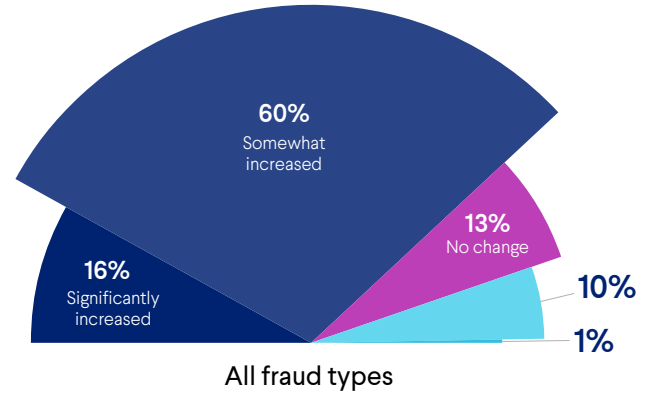
“Mainstream media has been paying more attention to fraud and cybersecurity more generally – with more reports as a result.

Merchants would be wise to consider the impact fraud has on their brand image, including social media mentions and discussions.”

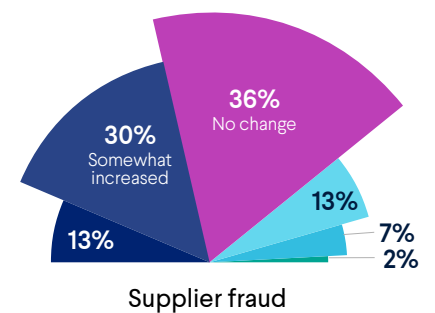
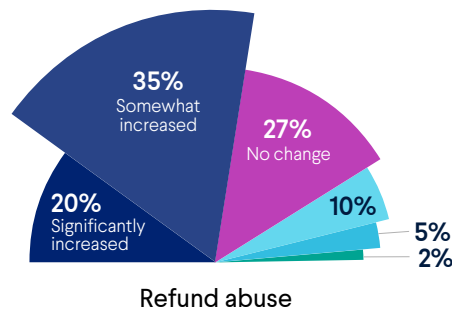
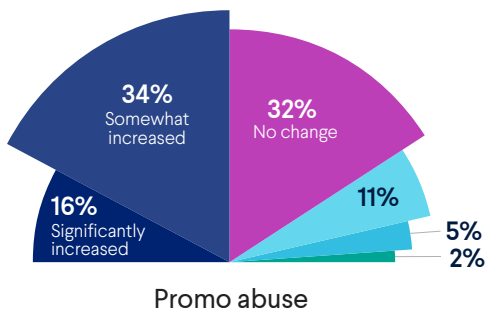
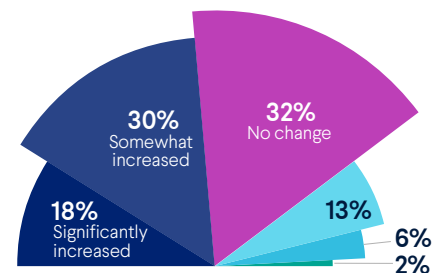
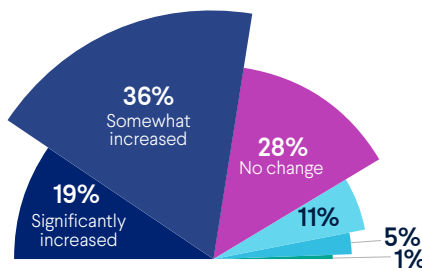
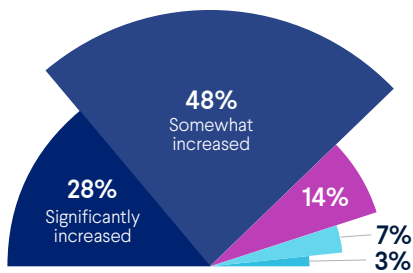
Nick Lally
Co-Founder & CFO at Ravelin

FRAUD IS INCREASING ACROSS THE BOARD IN THE RETAIL SECTOR

“IN THE PAST 12 MONTHS, HAVE YOU NOTICED A CHANGE IN THE VOLUME OF FRAUD THAT AFFECTS YOUR COMPANY?”



● Significantly increased ● Somewhat increased ● No change ● Somewhat decreased ● Significantly decreased ● Don't know/N/A

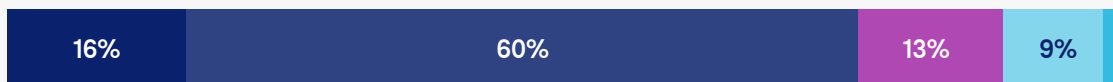


FRAUD TRENDS IN RETAIL SUBSECTORS

Online Retail **Clothing, Accessories & Beauty**



Online Retail **Computers & Electronics**



Online Retail **Other**



● Significantly increased
● Somewhat increased
● No change
● Somewhat decreased
● Significantly decreased

TRENDS IN CHARGEBACKS AND DISPUTES

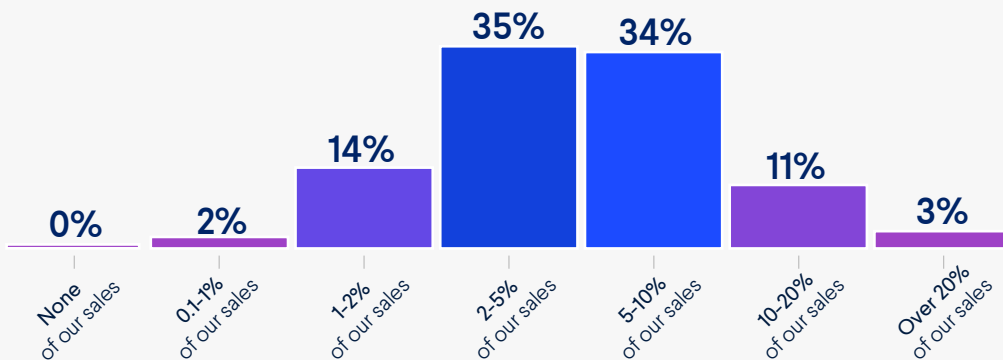
THE AVERAGE ONLINE RETAIL MERCHANT

challenges
39% of disputes...

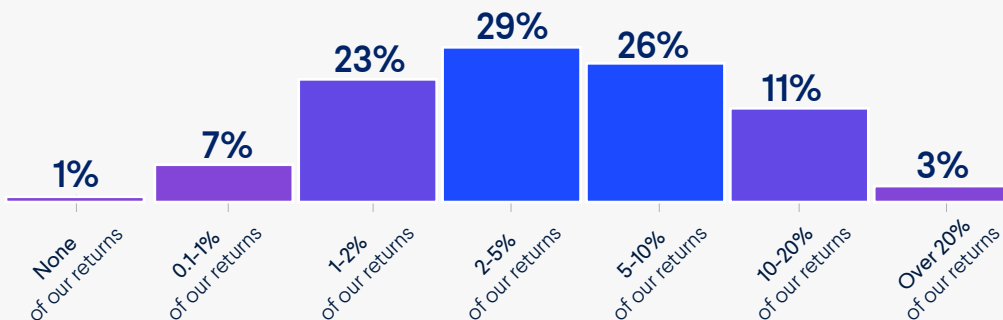
...and is successful with
47% of them

TRENDS IN REFUNDS & REFUND ABUSE

“IN THE PAST 12 MONTHS, WHAT PERCENTAGE OF YOUR SALES DID YOU RECEIVE REFUND REQUESTS ON?”



“IN THE PAST 12 MONTHS, WHAT PERCENTAGE OF ALL RETURNS OR REFUNDS DO YOU ESTIMATE TO BE A RESULT OF POLICY ABUSE?”



FIRST-PARTY FRAUD & ABUSE TRENDS

“HAVE YOU NOTICED A CHANGE IN CUSTOMER/LEGITIMATE CARDHOLDER BEHAVIOR OVER THE PAST 12 MONTHS?”

PER SUBSECTOR

Online Retail **Clothing, Accessories & Beauty**



Online Retail **Computers & Electronics**



Online Retail **Other**



- They're more likely to attempt opportunistic fraud
- No difference observed
- They're less likely to attempt opportunistic fraud

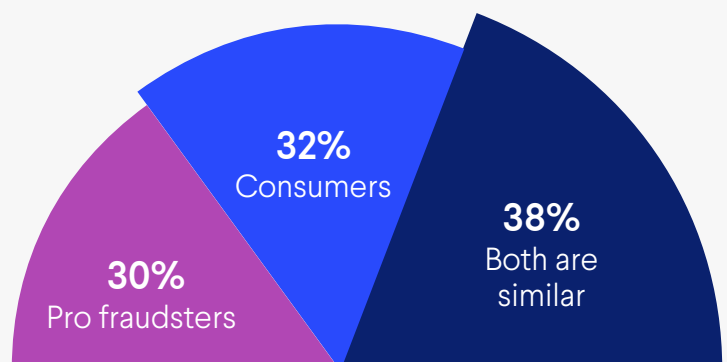
Online Retail **Overall**



FRAUDSTER VS CONSUMER THREAT

PERCEIVED THREAT HIERACHY

- 1 The use of stolen cards by fraudsters
- 2 False claims for chargebacks by consumers
- 3 False claims for refunds by consumers
- 4 Account takeover attempts by criminals
- 5 Promo abuse by consumers
- 6 Supplier fraud by criminals



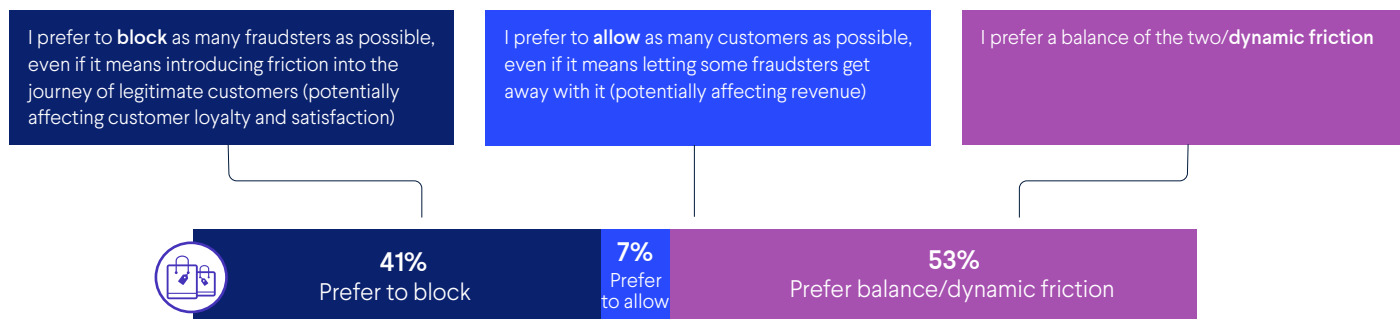
AI IN FRAUD PREVENTION

“ARE YOU CURRENTLY USING MACHINE LEARNING (ML), LARGE LANGUAGE MODELS (LLM) OR ANY OTHER AI TECH TO DETECT/PREVENT FRAUD?”

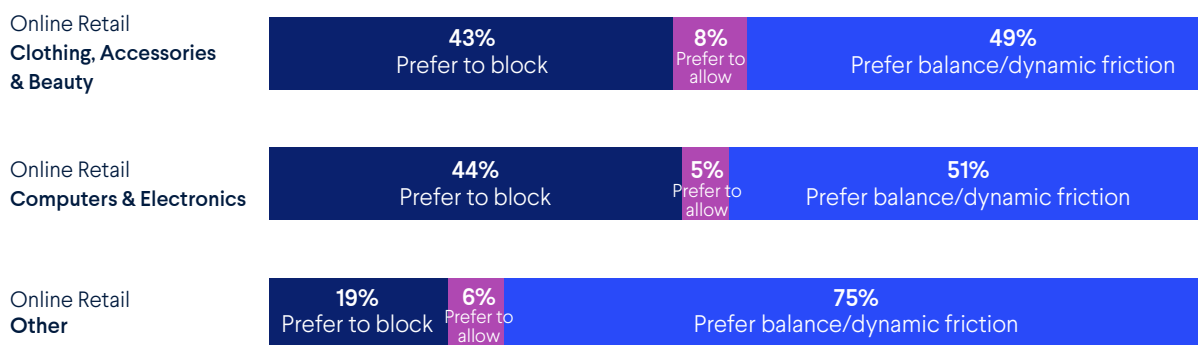


FRICION VS SECURITY: A MERCHANT’S DILEMMA

“WHERE DO YOU STAND ON FRICION VS SECURITY WHEN IT COMES TO ONLINE PURCHASES?”



PER SUBSECTOR



ONLINE RETAILERS' APPROACHES TO REFUNDS & RETURNS

"ARE QUICK AND SEAMLESS REFUNDS IMPORTANT TO YOUR BUSINESS MODEL AND/OR CUSTOMERS?"

87% Yes

13% No

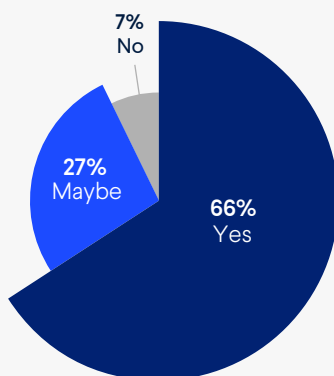
"DO YOU USE TECHNOLOGY TO ASSESS WHICH CUSTOMERS ARE TRUSTWORTHY TO BETTER MANAGE THEIR REFUND/RETURNS EXPERIENCE?"

84% Yes

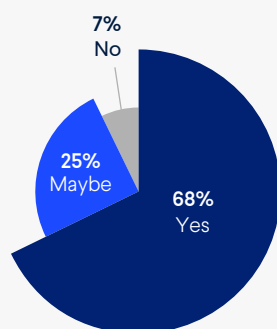
16% No

COULD WE TRY HARDER?

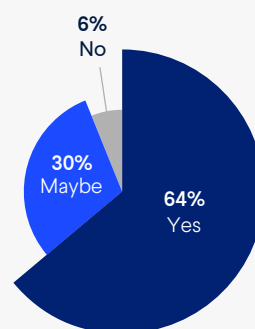
"DO YOU BELIEVE YOUR COMPANY SHOULD BE DOING MORE TO BATTLE FRAUD?"



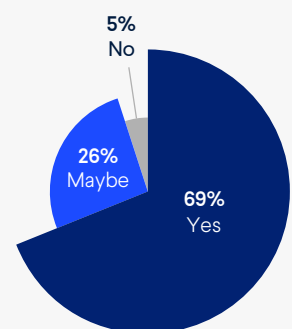
Online Retail
Overall



Online Retail
Clothing, Accessories & Beauty



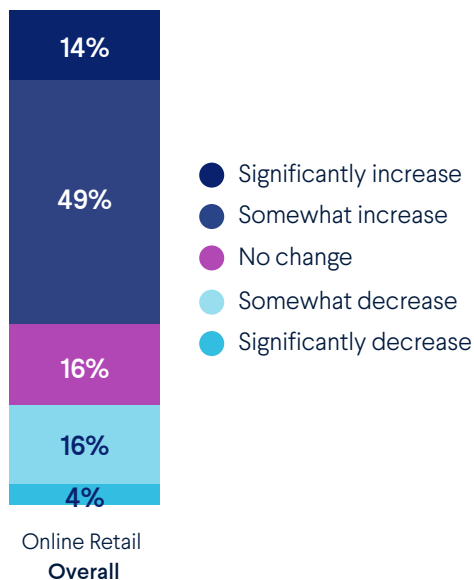
Online Retail
Computers & Electronics



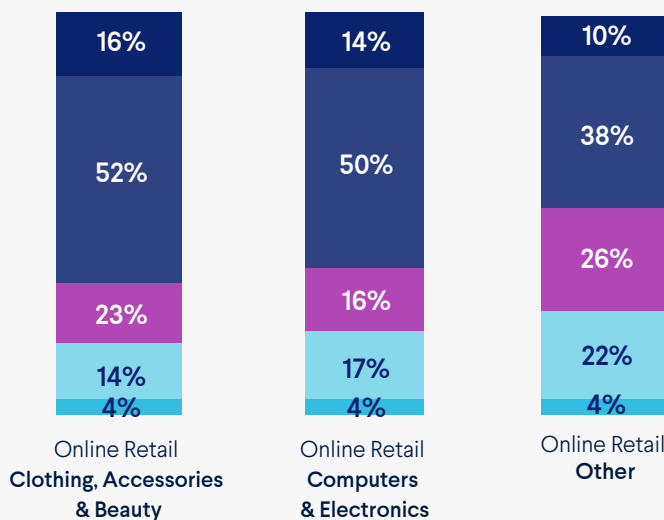
Online Retail
Other

THE FUTURE OF FRAUD

“DO YOU EXPECT FRAUD AGAINST YOUR COMPANY TO INCREASE OR DECREASE IN THE NEXT 12 MONTHS?”



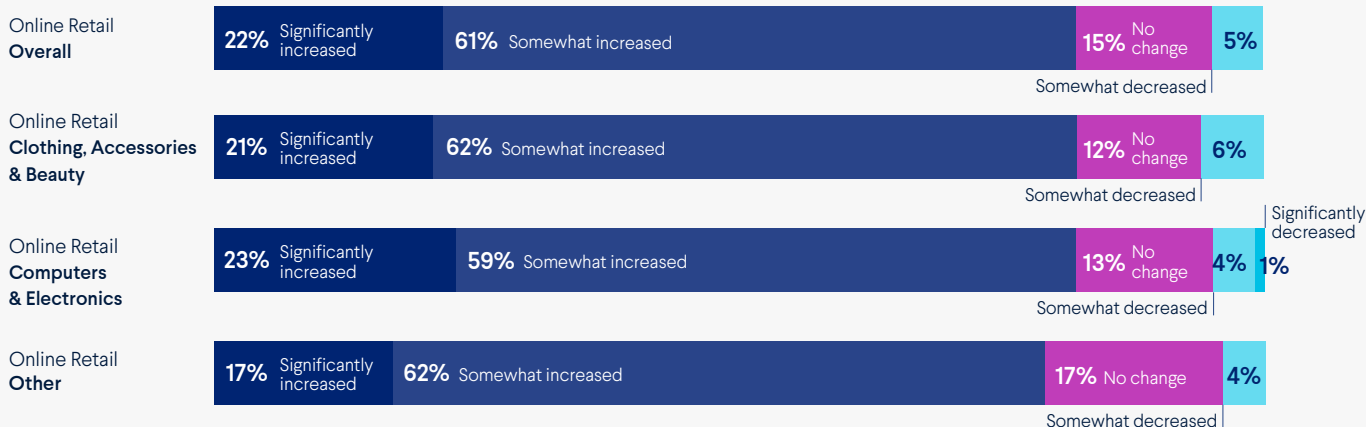
PER SUBSECTOR



FUTURE FRAUD SPEND

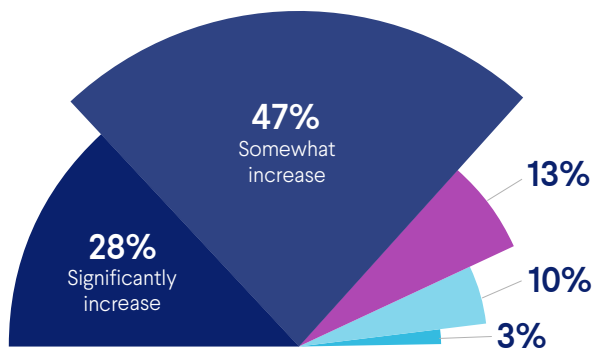
“IN THE NEXT 12 MONTHS, DO YOU EXPECT TO SPEND MORE OR LESS ON COMBATING FRAUD, INCLUDING TOOLS/SOLUTIONS, CONTRACTORS, FRAUD LOSS, RESOURCES, ETC.?”

PER SUBSECTOR

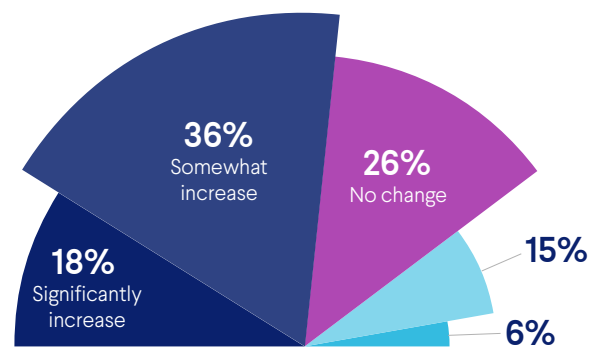


FUTURE FRAUD TRENDS IN ONLINE RETAIL

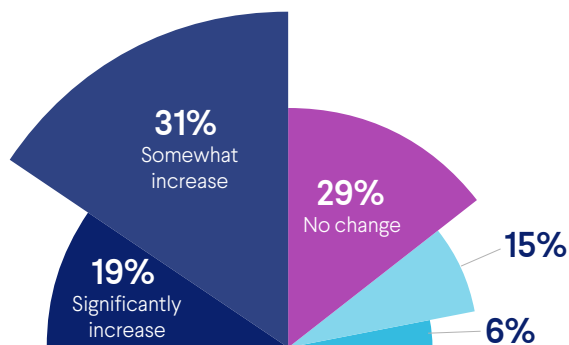
“WHICH TYPES OF FRAUD DO YOU THINK WILL INCREASE
IN THE NEXT 12 MONTHS, AND BY HOW MUCH?”



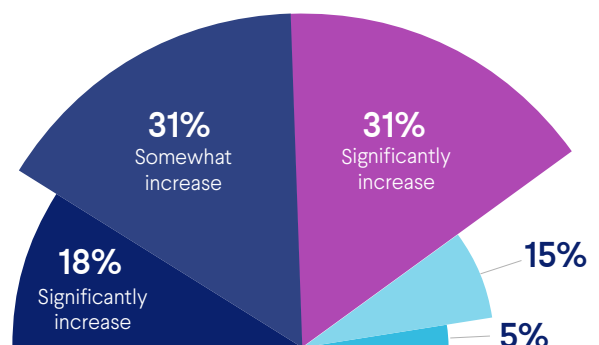
CNP fraud



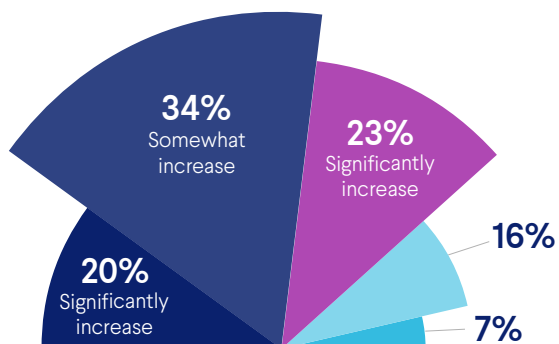
Fraudulent chargebacks



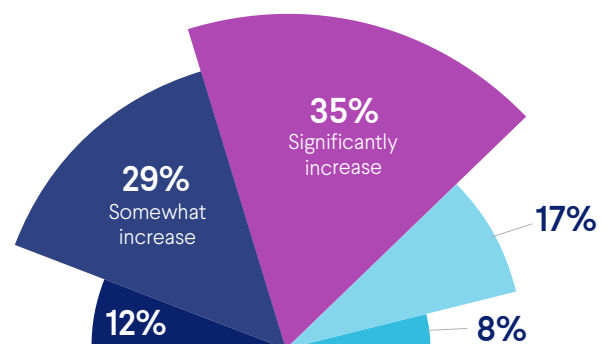
ATO attacks



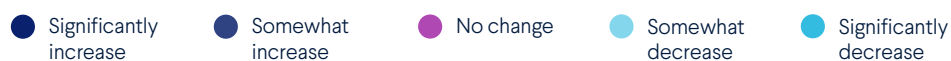
Promo abuse



Refund abuse



Supplier fraud



Online fraud can be a challenge for the Retail sector.

Ravelin has built solutions to address all these pain points, learning from your historical data to inform a fraud prevention strategy that works for your specific landscape – and no-one else's.

Get in touch today to chat about payment fraud, account takeover attacks, refund abuse, voucher, promo & policy abuse, transaction optimization, 3D Secure, link analysis or supplier fraud.

Book a call at ravelin.com/contact-us.



10.7bn

fraud scores a year calculated

\$62bn

in transactions processed

340+

merchants protected

METHODOLOGY & DEMOGRAPHICS

In January 2025, Ravelin commissioned research provider Qualtrics to carry out an online survey of 1466 fraud and payments professionals from around the world, with a focus on the UK, USA, Canada, France, Germany, Italy, Spain, Australia, Brazil, and Mexico.

Participants belonged to the C-suite or Fraud/Risk, Finance/Payments, Compliance/Operations or Product teams of enterprises in the following industries: Retail, Travel & Hospitality, Digital Goods, Marketplaces. Survey participants all worked for businesses with more than \$50 million in annual revenue and/or over 500 employees, which sell their products either online or both online and offline.

They were asked questions around their observations, attitudes and predictions related to fraud and payments in the past 12 months, at present, as well as in the future.

Any 2024 data referenced is from Ravelin's Global Fraud Trends: Fraud & Payments Survey 2025.

Thank you for reading our Global Fraud Trends Report.

Questions? Comments?
Please write to marketing@ravelin.com.

We frequently release new findings in fraud and payments.

Make sure you follow us on LinkedIn or by signing up at ravelin.com.