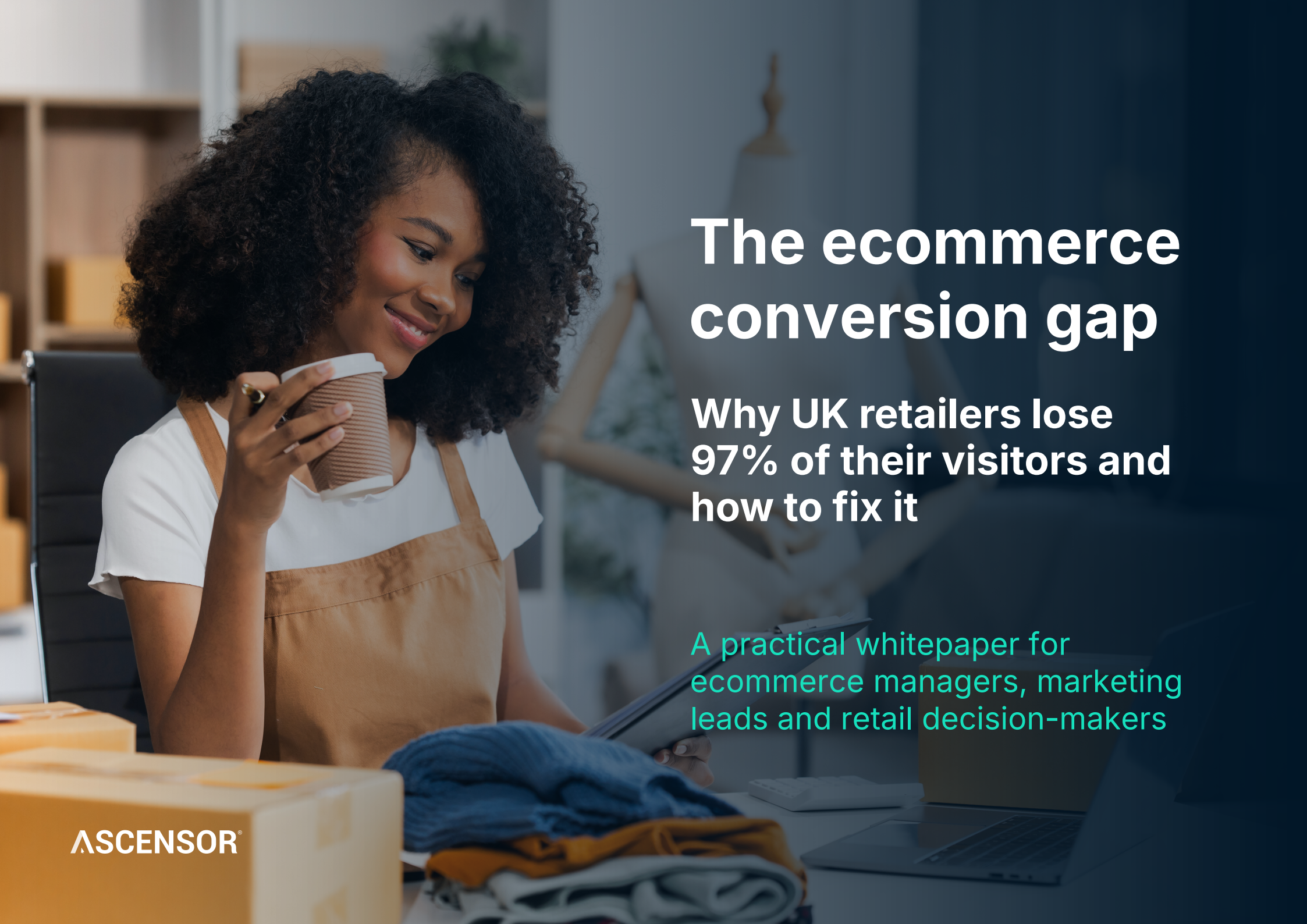

The ecommerce conversion gap

Why UK retailers lose 97% of their visitors and how to fix it

A practical whitepaper for ecommerce managers, marketing leads and retail decision-makers

ASCENSOR®

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Executive Summary

The average UK ecommerce site converts between 2% and 3% of its visitors. That means for every 100 people who land on your site, 97 or 98 leave without buying anything.

Some of those visitors were never going to buy. They were browsing, comparing prices or killing time on the train. But a significant portion had genuine intent. They found your product, liked what they saw, maybe even added it to their basket. Then something got in the way.

That something is the conversion gap. It sits between the traffic you pay for and the revenue you actually collect. And in a market where UK online retail sales reached around £127 billion in 2024, small improvements in conversion rate can translate into serious money.

The good news is that most conversion problems are fixable. They're caused by slow pages, confusing navigation, clunky checkouts, weak product information and missing trust signals. These are design and development problems and they have design and development solutions.

This whitepaper breaks down where UK ecommerce sites lose their visitors, why those visitors leave and what you can do about it. Each section includes benchmarks, practical recommendations and a clear link between the fix and its commercial impact.

The final section provides a 12-month roadmap you can use to plan and prioritise conversion improvements across your site. The approach is compounding rather than campaign-based.

Small, consistent gains in conversion rate will deliver more over 12 months than any single redesign.

The conversion gap in numbers

Before fixing a problem, it helps to understand its scale. The conversion gap in UK ecommerce is wide, persistent and expensive.

The headline numbers

UK online retail is enormous. It is widely cited as Europe's largest ecommerce market and the third-largest globally behind China and the United States. Around 30% of all UK retail spending happens online. But the average conversion rate sits stubbornly between 2% and 3%.

That figure has barely moved in a decade. Traffic has grown. Platforms have improved. Marketing budgets have ballooned. And still, the vast majority of visitors leave without spending a penny.

70.2% The average global cart abandonment rate, calculated from over 50 separate studies by Baymard Institute. Seven out of every ten shoppers who add a product to their basket walk away before paying.

In the UK specifically, the estimated value of abandoned online baskets was around £38 billion in 2024. That figure is not entirely recoverable. Some of those abandoned baskets reflect normal browsing behaviour. But Baymard's research estimates that the average large ecommerce site could achieve a 35% increase in conversion rate through better checkout design alone.

What the benchmarks tell you

Conversion rates vary significantly by sector, device and traffic source. Knowing where you sit relative to your industry helps you set realistic targets and identify where the biggest gains are hiding.

Food and beverage sites typically convert higher because purchases are familiar and repeatable. Fashion and apparel sit in the middle. Furniture and luxury goods convert lower because the buying decision is longer, the price is higher and customers often want to see the product in person before committing.

The device split is equally telling. Desktop conversion rates generally sit around 3% to 4%. Mobile conversion lags behind, often between 1.2% and 2.9%, despite mobile devices driving 70% to 78% of all retail site traffic. This mismatch between where traffic comes from and where revenue is generated is one of the most significant conversion problems in UK ecommerce.

Traffic source matters too. Email and referral traffic convert at roughly seven times the rate of social media traffic. Social platforms drive awareness and discovery, but turning that attention into purchases requires a different approach. Organic and paid search sit somewhere in the middle, bringing visitors with clearer intent but still requiring strong landing pages to close the deal.

What it means for you

If your conversion rate is below your sector average, there are likely quick wins available. If you are at or above average, the opportunity shifts towards more systematic, test-driven improvements.

Either way, the commercial case is straightforward. A site generating £1 million in annual revenue at a 2% conversion rate would generate £1.5 million at 3%. Same traffic, same marketing spend, 50% more revenue. That is why conversion rate optimisation delivers a higher return on investment than almost any other marketing activity.

Why visitors leave without buying

Understanding why people abandon is the first step towards fixing it. The reasons are well-documented and remarkably consistent across studies, sectors and regions.

The top reasons for basket abandonment

Baymard Institute's research, drawing on thousands of user sessions and survey responses, identifies the same causes appearing year after year.

Unexpected costs remain the single biggest reason shoppers abandon. Over half of all abandonment is triggered by shipping fees, taxes or surcharges that appear late in the checkout process. When the final price is higher than expected, trust breaks down instantly.

Forced account creation is the second most common cause. Requiring visitors to register before they can buy creates an unnecessary barrier. Many shoppers are making a one-off purchase and have no interest in creating yet another online account. Guest checkout should always be available.

A complicated or lengthy checkout process accounts for around 22% of all abandonment. The average checkout flow has 5.1 steps and 11.3 form elements. That is far more than most purchases require. Every additional field and every extra page gives the shopper another reason to reconsider.

Lack of trust drives roughly 17% of abandonment. Shoppers who are unfamiliar with your brand need reassurance that their payment details are safe, that the product will arrive and that they can return it if needed. Without visible trust signals, doubt creeps in at the worst possible moment.

Slow delivery and limited payment options complete the top five. In a market where next-day delivery has become the baseline expectation and digital wallets like Apple Pay and Google Pay offer one-tap payment, retailers who cannot match these standards lose sales to those who can.

The browsing factor

It is worth acknowledging that a significant share of basket abandonment is simply browsing behaviour. Shoppers use baskets as wishlists, comparison tools and bookmarking systems. They add products to see the total cost. They save items to come back to later. They compare your price against a competitor's.

This means your true abandonment problem is smaller than the headline rate suggests. But it also means you need strategies for re-engaging these browsers. Abandoned basket emails, retargeting campaigns and saved basket functionality all play a role here. Abandoned basket emails alone often generate a 40% to 45% open rate, far higher than standard marketing emails and a strong share of engaged recipients go on to complete their purchase.

What it means for you

The list of causes reveals something important: most abandonment is preventable. It is caused by friction, surprise costs and missing information. These are problems you can fix without rebuilding your entire site. Show the full cost early. Offer guest checkout. Simplify your forms. Display trust signals prominently. Make delivery options clear. Each of these changes, individually, can move your conversion rate by measurable amounts.

Speed: the invisible conversion killer

Site speed is one of those factors that nobody notices when it works and everybody notices when it does not. A fast site feels professional, reliable and easy to use. A slow site feels frustrating, untrustworthy and hard work.

The numbers behind speed

Research consistently shows a strong relationship between load time and conversion performance. The pattern is clear: faster sites sell more.

3x A site loading in 1 second has been shown to convert at around three times the rate of one loading in 5 seconds. At 10 seconds, the gap can widen significantly.

A study by Yottaa, analysing over 500 million visits across 1,300 ecommerce sites, found that 63% of visitors bounce from pages taking more than four seconds to load. One second saved on mobile load time increased conversions by 3% on average. And nearly 70% of consumers say page speed directly affects their willingness to buy from an online retailer.

The commercial impact is tangible. Vodafone tested the relationship directly and found that a 31% improvement in their Largest Contentful Paint metric led to an 8% increase in sales. Renault saw a 13% rise in conversions from a one-second LCP improvement. Swappie cut load time by 23% and saw mobile revenue climb by 42%.

Where the slowdowns hide

Most ecommerce speed problems come from a predictable set of causes. Unoptimised images are the most common culprit. High-resolution product photos are essential for selling online, but they need proper compression, responsive sizing and lazy loading to avoid dragging down page performance.

Third-party scripts are the second major offender. Analytics tags, chat widgets, personalisation tools, retargeting pixels and social media embeds all add weight to every page load. Individually, each one seems harmless. Collectively, they can add seconds to your load time. Audit your third-party scripts regularly and remove anything that is not pulling its weight.

Server response time, render-blocking CSS and JavaScript and excessive HTTP requests make up most of the rest. These are technical issues that your development team or agency can address systematically.

Mobile speed deserves special attention

Web pages can load almost 88% slower on mobile than on desktop. The average unoptimised product page takes 6.1 seconds to load and product and category pages account for 72% of all page views during a shopping journey. If your product pages are slow on mobile, you are losing the majority of your visitors before they even see what you sell.

Google's Core Web Vitals remain the most useful framework for measuring and improving site speed. Focus on Largest Contentful Paint (how quickly the main content loads), Interaction to Next Paint (how responsive the page feels) and Cumulative Layout Shift (how stable the page is while loading). These three metrics capture what users actually experience.

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What it means for you

Test your site speed using Google PageSpeed Insights. Look at your product pages and category pages on mobile specifically. If your Largest Contentful Paint is above 2.5 seconds, there is work to do. Start with image optimisation and third-party script auditing, as these typically deliver the fastest gains. Then work with your development team to address server response times, code efficiency and caching.

Speed optimisation is not a one-off project. As you add new products, new tools and new marketing integrations, performance can degrade gradually. Build speed monitoring into your regular reporting cadence to catch slowdowns early.

Mobile: where traffic meets friction

Mobile devices now drive the majority of UK ecommerce traffic. Smartphones account for around 74% of retail site visits worldwide and UK mobile commerce is projected to exceed £100 billion. Yet mobile conversion rates remain significantly lower than desktop.

This gap represents one of the largest untapped revenue opportunities in UK retail. Closing it does not require a radical rethink. It requires a disciplined focus on reducing friction at every step of the mobile shopping journey.

The mobile conversion problem

79% Mobile cart abandonment rate, compared to approximately 69% on desktop. The ten-percentage-point gap highlights the friction that mobile shoppers face at checkout. The reasons are largely practical. Mobile screens are small, making form-filling awkward.

Typing credit card numbers, addresses and account details on a phone keyboard is tedious and error-prone. Mobile network connections can be unreliable, adding delays and uncertainty. And mobile users are more easily distracted, with notifications, messages and app switching competing for their attention throughout the buying process.

Fixing the mobile experience

Digital wallets are essential. Apple Pay, Google Pay and Shop Pay let shoppers complete purchases with a single tap or face scan, bypassing the form-filling entirely. If you are not offering these payment methods prominently, you are forcing mobile users through a checkout process designed for desktop keyboards.

Simplify your forms. Use autofill wherever possible. Enable address lookup so shoppers can start typing their postcode and select their full address from a list. Minimise the number of fields and remove anything that is not strictly necessary to process the order.

Design for thumbs. Tap targets need to be large enough to hit accurately. Navigation should be reachable from the bottom of the screen, where thumbs naturally rest. Text should be readable without zooming. Product images should be swipeable and zoomable.

Prioritise speed above all else. Mobile users are less patient than desktop users and more likely to be on slower connections. Every tenth of a second counts. Compress images aggressively, lazy-load below-the-fold content and minimise JavaScript execution.

What it means for you

Review your analytics and compare mobile conversion rate against desktop. If the gap is wider than 1.5 percentage points, there are gains to be found. Walk through your own checkout on a phone and note every moment of friction, every field that requires manual typing and every page that loads slowly. Then prioritise fixes based on impact.

The retailers closing the mobile gap fastest are those treating mobile as the primary experience and desktop as the secondary one. Given traffic patterns, this makes commercial sense. Design for the smallest screen first.

Product pages that sell

Your product page is where most buying decisions are made or abandoned. It is the moment a visitor decides whether to add to basket or hit the back button. Getting this page right has a disproportionate impact on your overall conversion rate.

What strong product pages have in common

Clear, benefit-led descriptions. Shoppers want to know what a product does for them, not just what it is. Features matter, but benefits sell. Write for the customer, not for the search engine. A good product description answers the questions a shopper would ask in a physical store.

High-quality images from multiple angles. Online shoppers cannot pick up your product and examine it. Your photography needs to compensate for that. Show the product in context, from multiple angles and at close range. Include lifestyle images alongside studio shots. For fashion and homewares, show scale and proportion. Visible pricing with no surprises. Display the total cost as early as possible, including delivery. If you offer free delivery over a threshold, make that prominent. If there are size or colour-based price variations, show them before the shopper reaches checkout.

Social proof. Reviews are the single most powerful trust signal on a product page. Research shows that 93% of buyers read reviews before making a purchase. Products with reviews convert at significantly higher rates than those without. Volume matters too. A product with 50 reviews carries more weight than one with three, even if both have the same average rating.

Clear calls to action. The ‘add to basket’ button should be impossible to miss. It should be visible without scrolling, use a contrasting colour and sit close to the price and key product information. Do not make shoppers hunt for it.

The personalisation opportunity

Personalised product recommendations can increase ecommerce revenue by 10% to 30%. This goes beyond simple ‘customers also bought’ modules. Modern personalisation engines analyse browsing patterns, purchase history and contextual signals to serve genuinely relevant suggestions. The effect compounds over time as the system learns more about each customer.

For retailers with large catalogues, personalisation also helps with discovery. When a visitor lands on a product page that is not quite right for them, well-placed recommendations can redirect them towards something that is. Without this, the visitor simply leaves.

What it means for you

Audit your top 20 product pages by traffic volume. Check each one against the criteria above. Are descriptions benefit-led? Are images high quality and plentiful?

Is the price clear and complete? Are reviews visible and recent? Is the call to action obvious? These pages represent the highest-traffic entry points to your conversion funnel and improvements here ripple through to your bottom line.

Checkout: the final barrier

The checkout is where money changes hands. It is also where the largest share of high-intent visitors are lost. A shopper who reaches your checkout has already found a product they want and decided to buy it. Losing them at this stage is the most expensive kind of abandonment.

The checkout friction problem

Baymard Institute's extensive checkout research paints a clear picture. The average checkout flow contains 5.1 steps and 11.3 form elements. Their testing shows that most checkouts could reduce the number of form elements by 20% to 60% without losing any information needed to process the order.

35% The potential increase in conversion rate that the average large ecommerce site could achieve through better checkout design, according to Baymard Institute's benchmark of 60 leading ecommerce sites.

The most common checkout problems are structural. Requiring account creation before purchase. Showing shipping costs only at the final step. Asking for the same information twice. Using form layouts that confuse autofill. Not validating input in real time, forcing users to submit a form and then scroll back up to find errors. Each of these issues has been solved many times over. The knowledge exists. It is just not consistently applied.

Checkout best practice

Offer guest checkout. Always. You can invite shoppers to create an account after they have completed their purchase, when the friction cost is lower and they have a reason to come back.

Show the full cost from the start. Delivery charges, taxes and any additional fees should be visible before the shopper enters their payment details. Surprises at this stage destroy trust.

Minimise form fields. Remove anything that is not essential. Combine name fields where possible. Use address lookup to eliminate manual address entry. Default to the most common options. Every field you remove reduces the chance of the shopper giving up.

Support multiple payment methods. Credit and debit cards, PayPal, Apple Pay, Google Pay, Shop Pay and buy-now-pay-later options like Klarna or Clearpay. BNPL integration can increase checkout completion in certain retail segments. Display progress clearly. Show shoppers where they are in the checkout process and how many steps remain. Uncertainty breeds anxiety and anxious shoppers abandon.

Validate in real time. Check input as the shopper types. Flag errors immediately and clearly, explaining what needs to change. Do not wait until the form is submitted.

What it means for you

Walk through your own checkout process on both desktop and mobile. Time it. Count the fields. Note every moment where you hesitate, get confused or feel uncertain. Then do the same on two or three competitor sites. The comparison will reveal your biggest friction points faster than any analytics report.

Checkout improvements are among the highest-ROI changes you can make to an ecommerce site. They affect every transaction, every day and they compound. A 5% improvement in checkout conversion applied across thousands of daily sessions adds up rapidly.

Trust: the conversion currency

The end of trust-based selling

Online shopping requires a leap of faith. You are asking strangers to hand over their payment details and trust that a product they have never touched will arrive as described. Everything on your site either builds or erodes that trust.

What builds trust

Customer reviews and ratings. As mentioned in the product pages section, reviews are the most powerful trust signal available. They provide social proof, reduce perceived risk and answer questions that your product description might miss. Encourage reviews actively and display them prominently. Do not hide negative reviews. A mix of ratings actually increases trust because it looks authentic.

Clear returns and refund policies. A generous, clearly stated returns policy reduces purchase anxiety significantly. Shoppers who know they can send a product back are more willing to take a chance. Make your returns policy easy to find, easy to understand and as frictionless as possible.

Security indicators. SSL certificates, payment provider logos, security badges and clear privacy statements all contribute to the feeling that a site is safe to buy from. These signals matter most to first-time visitors who have no prior relationship with your brand.

Professional design and content. Spelling mistakes, broken images, inconsistent formatting and outdated content all signal carelessness. If a site cannot get its own content right, shoppers wonder what else it might get wrong. Quality control on your site content is a trust-building exercise.

Contact information and customer service. A visible phone number, email address, live chat option and physical address tell shoppers there are real people behind the brand. The easier it is to reach you, the more confident shoppers feel about buying from you.

Trust and first-time visitors

Trust is most critical for first-time visitors. Returning customers have already had a positive experience and carry that trust with them. But first-time visitors are assessing your credibility from scratch, often within seconds of landing on your site.

This is why trust signals need to be visible immediately, on the homepage, on product pages, in the basket and throughout the checkout. Do not assume that shoppers will look for your returns policy or security credentials. Put them where they cannot be missed.

What it means for you

Ask yourself: if a potential customer landed on your site for the first time and knew nothing about your brand, would they feel confident enough to enter their card details?

If the answer is not a clear yes, there is work to do. Audit your trust signals across the entire journey, from landing page to order confirmation and fill in the gaps.

Search and navigation

How easily visitors find what they are looking for determines whether they stay or leave. This is particularly true for retailers with large product catalogues, where the path from landing page to the right product can involve dozens of decisions.

Site search is a conversion multiplier

2x to 3x Site searchers are two to three times more likely to convert than non-searchers. They arrive with clear intent and are actively looking for a specific product.

This makes on-site search one of the highest-leverage conversion tools available. Yet many ecommerce sites treat search as an afterthought, with poor relevance, limited autocomplete, no tolerance for typos and no visual product previews in results.

Good site search includes intelligent autocomplete that predicts what shoppers are looking for. It handles misspellings and synonyms gracefully. It shows product images, prices and availability directly in the search results. It filters and sorts results in ways that match how shoppers think. And it learns from user behaviour, surfacing popular and high-converting products more prominently.

Navigation and filtering

For shoppers who prefer to browse rather than search, your category structure and filtering system are critical. Clear, logical categories help visitors narrow down large product ranges quickly. Effective filters let them refine by size, colour, price, brand, rating and availability without resetting the page or losing their place.

Common navigation failures include too many top-level categories, inconsistent naming, filters that return zero results and category pages that load slowly due to displaying too many products at once. Each of these problems increases the chance that a visitor gives up before finding what they want.

What it means for you

Check your analytics for on-site search usage and the conversion rate of searchers versus non-searchers. If searchers convert significantly higher, invest in improving your search experience. If search usage is low, it may mean your search bar is not prominent enough or that shoppers have learned it does not work well.

Test your navigation with fresh eyes. Ask someone unfamiliar with your site to find a specific product and watch where they struggle. Their behaviour will reveal problems that your analytics might miss.

Measurement, testing and the CRO mindset

Conversion rate optimisation is a discipline, not a project. The retailers who see sustained conversion improvements are those who build testing and measurement into their ongoing operations rather than treating CRO as a one-off exercise.

What to measure

Overall conversion rate is useful as a headline metric, but it only tells you that a problem exists. To find and fix problems, you need to break conversion down into stages.
Product page conversion rate tells you whether your product pages are doing their job. If visitors land on a product page and leave without adding to basket, the page is failing to persuade.

Add-to-basket rate measures intent. The global average sits around 6.2%, with significant variation by sector. If your rate is below average, your product pages, pricing or product range may need attention.

Basket-to-checkout rate shows how many shoppers with items in their basket actually begin the checkout process. A low rate here suggests issues with basket design, delivery information or pricing transparency.

Checkout completion rate is where the most expensive abandonment happens. A low completion rate points to checkout friction: too many steps, forced registration, limited payment options or unexpected costs.

The value of A/B testing

Opinions are easy. Evidence takes work, but it's worth it. A/B testing lets you compare two versions of a page, a checkout flow or a product layout and measure which one performs better with real traffic.

Testing high-traffic landing pages can deliver conversion improvements of 15% to 20% when done well. But the real value of testing is not any single result. It is the culture of evidence-based decision-making it creates. Teams that test regularly make better decisions, waste less money on changes that do not work and build a compounding advantage over competitors who rely on gut feeling.

Tools and infrastructure

You do not need an enterprise-grade experimentation platform to start testing.

Since Google Optimize was retired, tools such as VWO and Optimizely, or basic A/B tests through your ecommerce platform, can get you started. What you do need is clean analytics data, clear hypotheses, adequate traffic to reach statistical significance and the discipline to let tests run to completion before drawing conclusions.

Heatmapping and session recording tools add another layer of insight. They show you where visitors click, how far they scroll and where they get stuck. This qualitative data often reveals problems that conversion metrics alone cannot explain.

What it means for you

If you are not measuring conversion at each stage of your funnel, start there. Once you can see where visitors drop off, you can prioritise fixes. If you are already measuring but not testing, introduce a simple testing programme focused on your highest-traffic pages. And if you are already testing, review your velocity. The more tests you run, the faster your conversion rate improves.

A 12-month conversion roadmap

Conversion improvement works best when it compounds. Small, consistent gains accumulate over time into significant commercial impact. This roadmap provides a structured approach you can adapt to your own business.

Months 1 to 3: foundations

Start with measurement. Ensure your analytics are tracking conversions at each funnel stage: product page views, add-to-basket events, checkout starts and completed orders. If you do not have this in place, nothing that follows will be measurable.

Run a site speed audit. Test your top 20 pages on mobile using Google PageSpeed Insights. Fix the most impactful issues first: image compression, third-party script reduction, and server response time.

Walk through your checkout on mobile and desktop. List every friction point. Implement quick wins: enable guest checkout if you have not already, add address lookup, display full costs earlier in the journey and ensure digital wallets are available and prominent.

Months 4 to 6: product pages and trust

Audit your top product pages by traffic and revenue. Improve descriptions to focus on benefits. Add more and better images. Ensure reviews are displayed prominently and that your review collection process is active.

Review your trust signals across the site. Add security badges to the checkout. Make your returns policy more visible. Ensure contact information is easy to find. Install live chat if you do not already offer it.

Begin A/B testing on your highest-traffic pages. Start with simple tests: button colours, headline variations, image layouts. Build the testing habit before tackling more complex experiments.

Months 7 to 9: search, navigation and personalisation

Improve your on-site search. Implement autocomplete, typo tolerance and visual search results. Review your category structure and filtering options. Test navigation changes with real users.

Introduce or refine product recommendations. Start with simple cross-sell and upsell modules on product pages and in the basket. Measure their impact on average order value and conversion rate.

Expand your testing programme to include more complex experiments: checkout flow variations, pricing display options, delivery messaging and promotional strategies.

Months 10 to 12: scale, iterate and compound

By this point, you should have clean data, a functioning testing programme and a clear picture of what moves your conversion rate. Focus on scaling what works. Roll out successful test results across the site. Increase your testing velocity. Introduce more sophisticated personalisation.

Review your full funnel and identify the remaining bottlenecks. Set targets for the next 12 months based on what you have learned. Build conversion reporting into your monthly leadership reviews so that CRO remains a strategic priority rather than a periodic project.

What it means for you

This roadmap is deliberately incremental. The temptation is always to do everything at once or to save it all for a major site redesign. But conversion improvement is most effective when it is continuous. A 0.5% improvement in conversion rate every quarter compounds to a significant commercial gain over a year, with no increase in traffic spend.

Conclusion

The conversion gap is real, expensive and largely fixable.
UK ecommerce sites lose the vast majority of their visitors before a transaction takes place. The reasons are consistent, well-understood and solvable: slow pages, mobile friction, weak product information, complicated checkouts and missing trust signals.

Fixing these problems does not require a complete rebuild. It requires measurement, prioritisation and a commitment to continuous improvement. The retailers gaining ground in 2026 are those treating conversion optimisation as an ongoing discipline rather than an annual project.

The commercial case is compelling. In a market where customer acquisition costs continue to rise, improving the return on your existing traffic is the most efficient growth path. Every percentage point of conversion improvement drops straight to revenue, with no additional media spend.
Start with the quick wins. Measure your funnel. Fix your checkout. Speed up your mobile experience. Then build a testing programme that delivers compounding gains month after month.

The gap between where you are and where you could be is your opportunity. Close it systematically, and the results will follow.

Ready to close the conversion gap?

If you want to turn your ecommerce traffic into more revenue, Ascensor can help. We work with retailers across the UK to audit, improve and optimise conversion performance across websites, checkouts, analytics and CRO programmes.

To discuss how we can support your strategy, contact us at:

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