



Shopping Fraud Study Update | 2024

'Tis the season for shopping fraud

With more than \$240 billion in U.S. online sales expected this holiday season, scammers are ready to pounce on unsuspecting shoppers by using fake advertisements to offer deep discounts or hard-to-find popular items.

BBB Scam TrackerSM online shopping reports in 2023



Online shopping fraud rose nearly
125%



4 out of 10
scams were online shopping related



8 out of 10
people susceptible to losing money

Online purchase fraud reports by year

Year	Reports	Median Loss	Susceptibility
2021	16,159	\$103	75%
2022	13,411	\$100	74%
2023	29,858	\$73	81%
2024 (thru Oct.)	19,016	\$78	87%

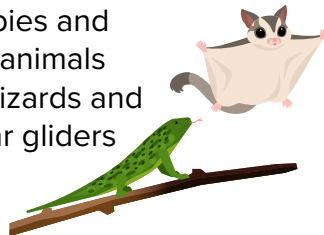
What types of purchases are scammers targeting?

Viral items



Beauty products

Puppies and rare animals like lizards and sugar gliders



Popular exercise shoes

Red Flags

- Items offered at a deep discount
- Deals too good to be true
- Popular item sold by unknown retailer
- Seller asks to pay through a payment app
- Unprofessional looking webpages
- Long shipping windows
- Multiple items offered for the price of one

Tips to avoid online purchase fraud

- Research a seller before purchasing
- Compare item to trusted retailers' prices and shipping windows
- Don't trust a social media advertisement outright
- Be extra alert when buying a viral item
- Use a credit card

For the complete Online Purchase Scams Study and more, visit [BBB.org/scamstudies](https://www.bbb.org/scamstudies)

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