

Unpacking the Latest Insights on Retailers' Fulfillment Challenges



Consumers' expectations for shipping and returns are sky-high, and while retailers want to provide the experience they seek, they have to protect the bottom line. Find out how today's retailers are adapting their offerings to stay competitive while fostering customer engagement and loyalty.

One size doesn't fit all.

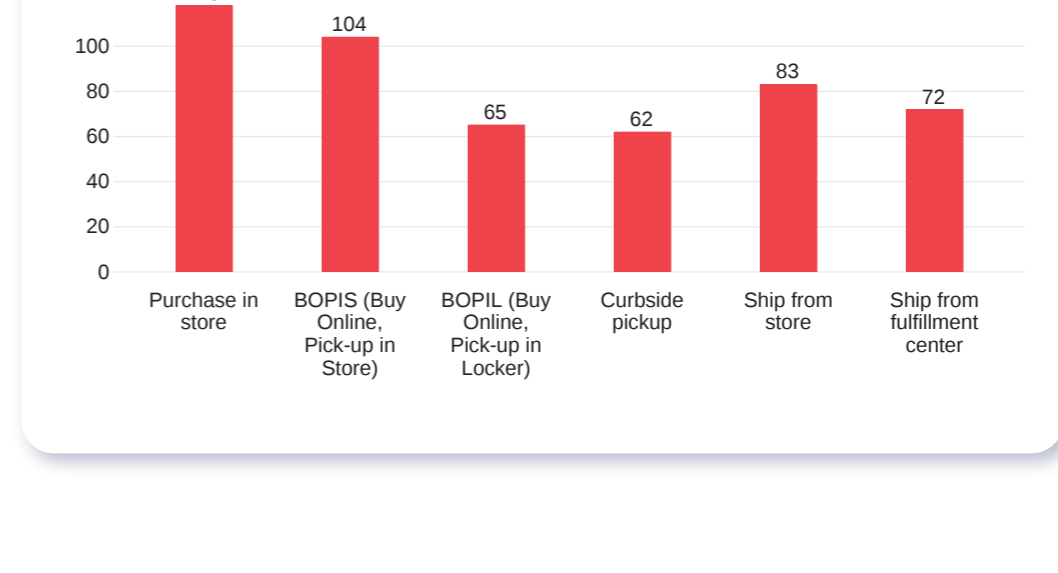
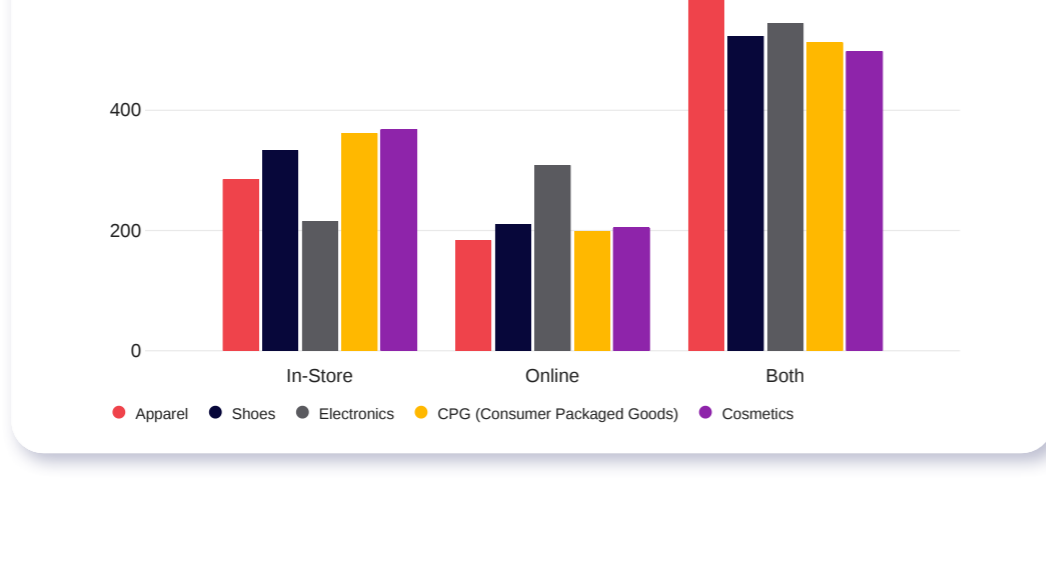
Consumers say shopping and shipping choice is a home run—and retailers are stepping up to the plate.



75% of consumers said a brand's shipping options influence their shopping choice.

Their preferred channel could be described as "everything, everywhere, all at once."

Retailers mirror those preferences with a plethora of fulfillment options.



Yet, retailers aren't giving away the store.

They're juggling consumers' expectations for infinite shipping options with economic realities.



85%

Have adjusted shipping strategies to protect revenue.

95%

Yet, even given these changes, 95% retained their customers.

Shipping cost takes center stage over speed and sustainability.

It's no secret consumers are watching their wallets, and that shows in the shipping selections they make.

Economy Shipping

If free shipping is not available, **70% will choose economy or standard shipping.**

Premium Shipping

Only **15% say they are very likely to pay a slightly higher shipping fee** to cover more sustainable shipping practices.



Returns remain a conundrum.

Customers' expansive return expectations can be a costly challenge for retailers.



92%

of consumers said a brand's return policy influenced their shopping choice.

76%

want free returns with the retailer covering return shipping cost.

Where does this return riddle hurt the most? Retailers gave these top answers:

60%

say inventory that has been returned cannot be resold.

60%

say it is costly to repackage and restock items.

Both sides embrace the appeal of green packaging.

CUSTOMERS

While customers are reticent to pay more for eco-conscious shipping options, earth-friendly packaging is a sustainability win.

Minimal Packaging

57%

of respondents **prefer minimal packaging.**

Ecofriendly Packaging

54%

want **ecofriendly packaging materials.**

RETAILERS

Retailers are aligned, naming packaging-related efforts as their top two sustainability-related efforts for 2024.

Minimal Packaging

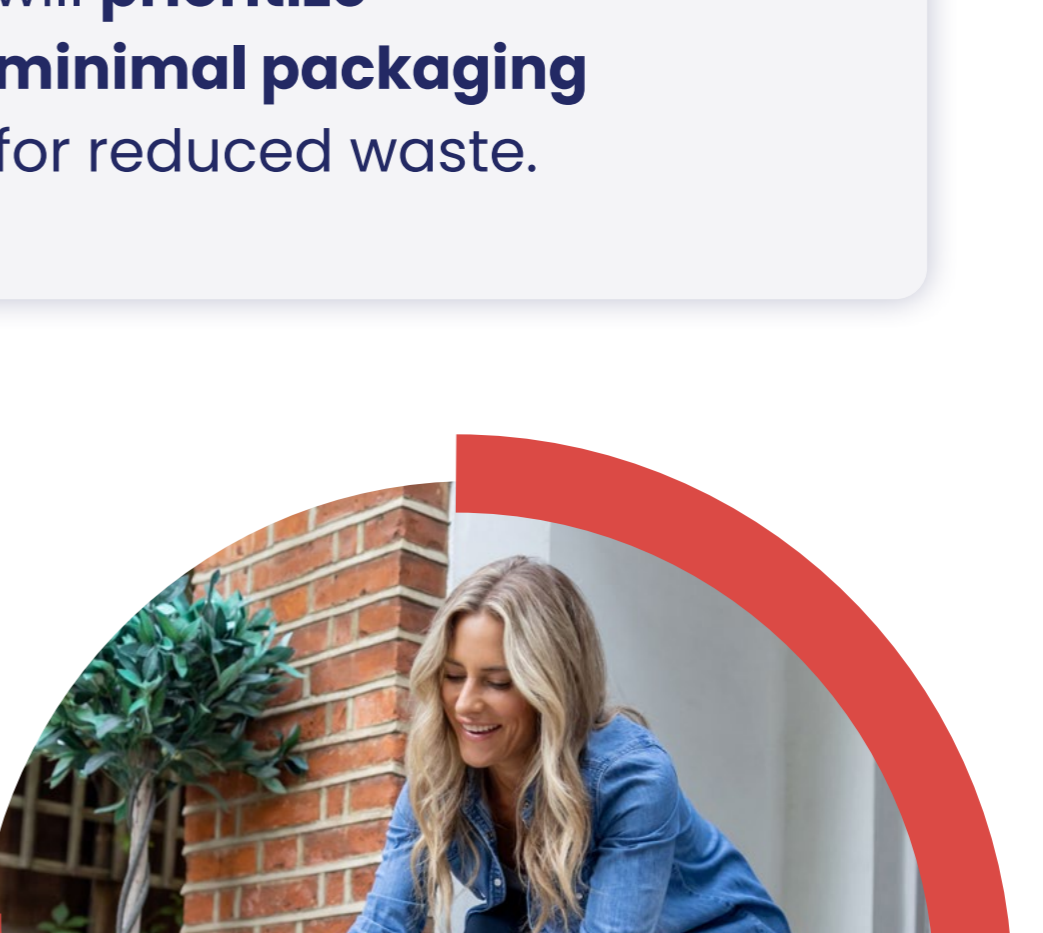
53%

will aim for ecofriendly packaging materials.

Ecofriendly Packaging

49%

will **prioritize minimal packaging** for reduced waste.



Could a strategic partnership help your brand deliver on these expectations?

Retailers have to be more agile than ever to balance consumers' surging expectations with budget realities. That means being judicious in where they spend their energy, talent and focus by prioritizing core competencies, such as product curation, sales and customer service.

Aligning with a third-party logistics (3PL) company allows you to streamline operations, maintain your competitive advantage and foster continued loyalty from customers, while managing your bottom line.