

Global Ecommerce Pulse 2024

Strategies, Challenges and Carrier Insights

Content of the Report

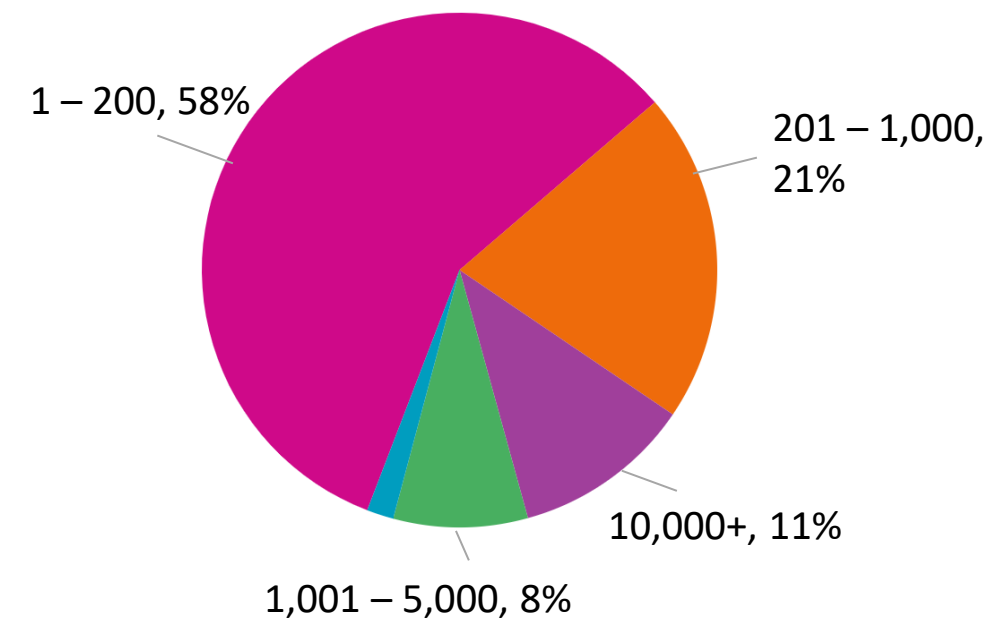
- 1 Research methodology
- 2 Significance of ecommerce logistics
- 3 Ecommerce hurdles
- 4 Shipping carrier preferences
- 5 Carrier management satisfaction insights
- 6 Key factors shaping shipping carrier choices
- 7 Carrier selection strategy perspectives
- 8 Carrier option evaluation trends
- 9 Shipping expense concerns
- 10 Surcharge zone insights
- 11 Ecommerce return rate trends
- 12 Conclusion and key highlights

Respondent Profile

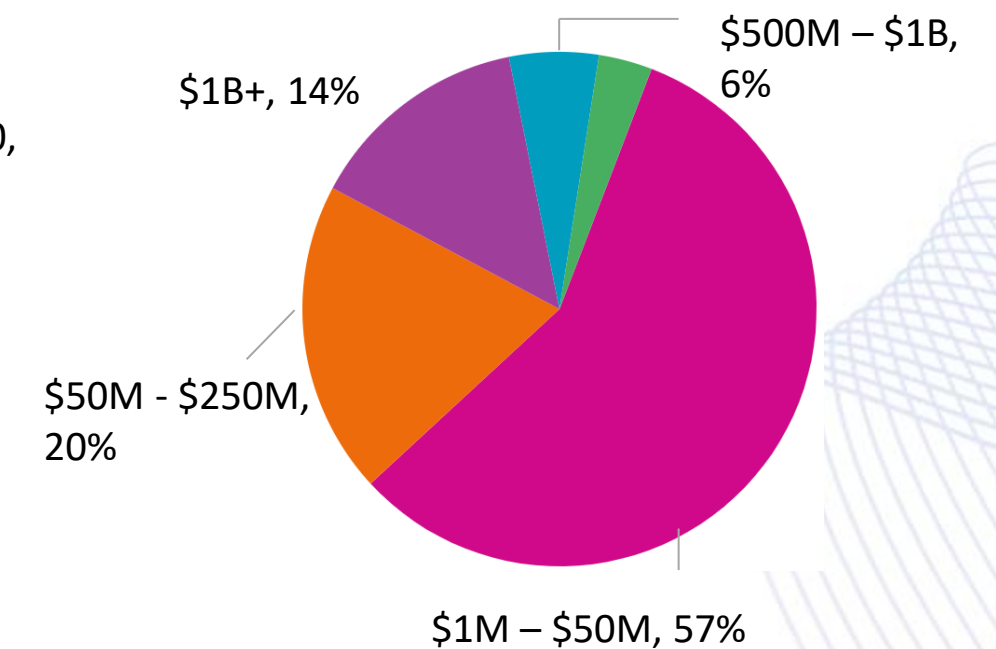
Research Methodology

The research study is centered around a quantitative survey aimed at gathering insights and trends within Ecommerce-intensive industry sectors. The survey includes responses from 178 top executives (CxOs, VPs, and Directors) working in organizations generating \$1 million or more in online revenues in the United States. Data collection was conducted through an impartial survey distributed to key decision-makers and influencers in Supply Chain, Operations, Carrier Management, and Logistics.

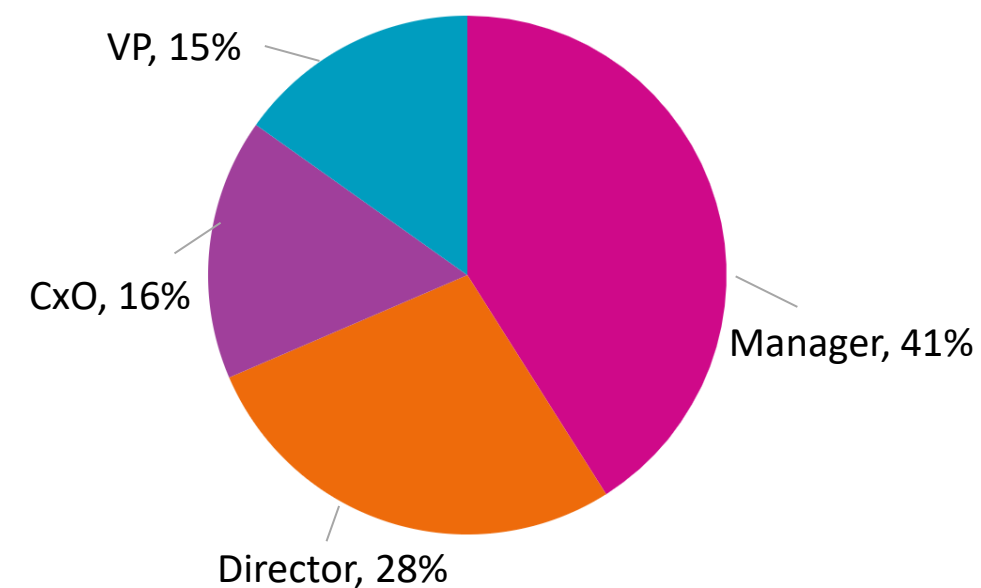
Employee Range



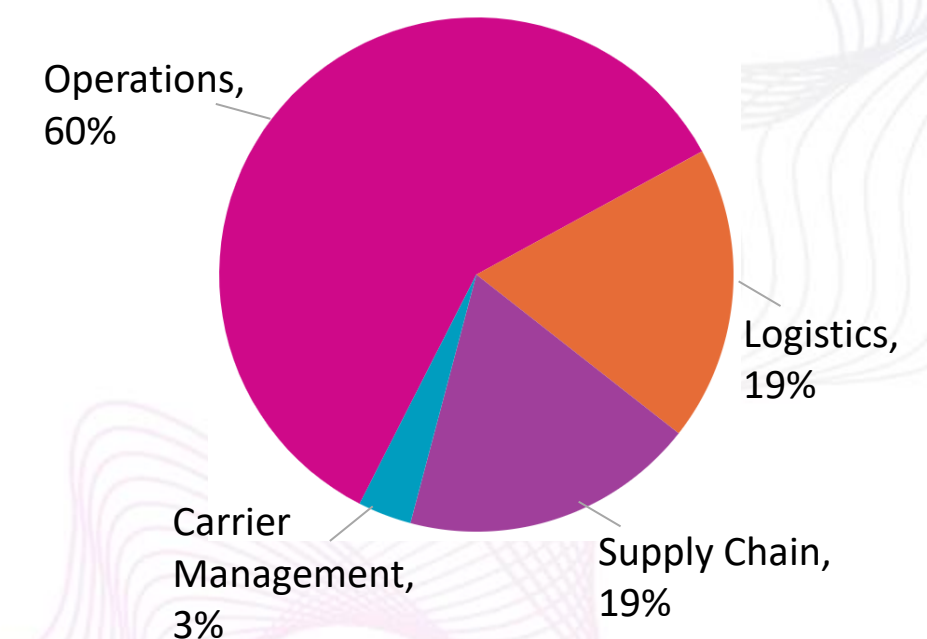
Revenue Range



Decision Makers

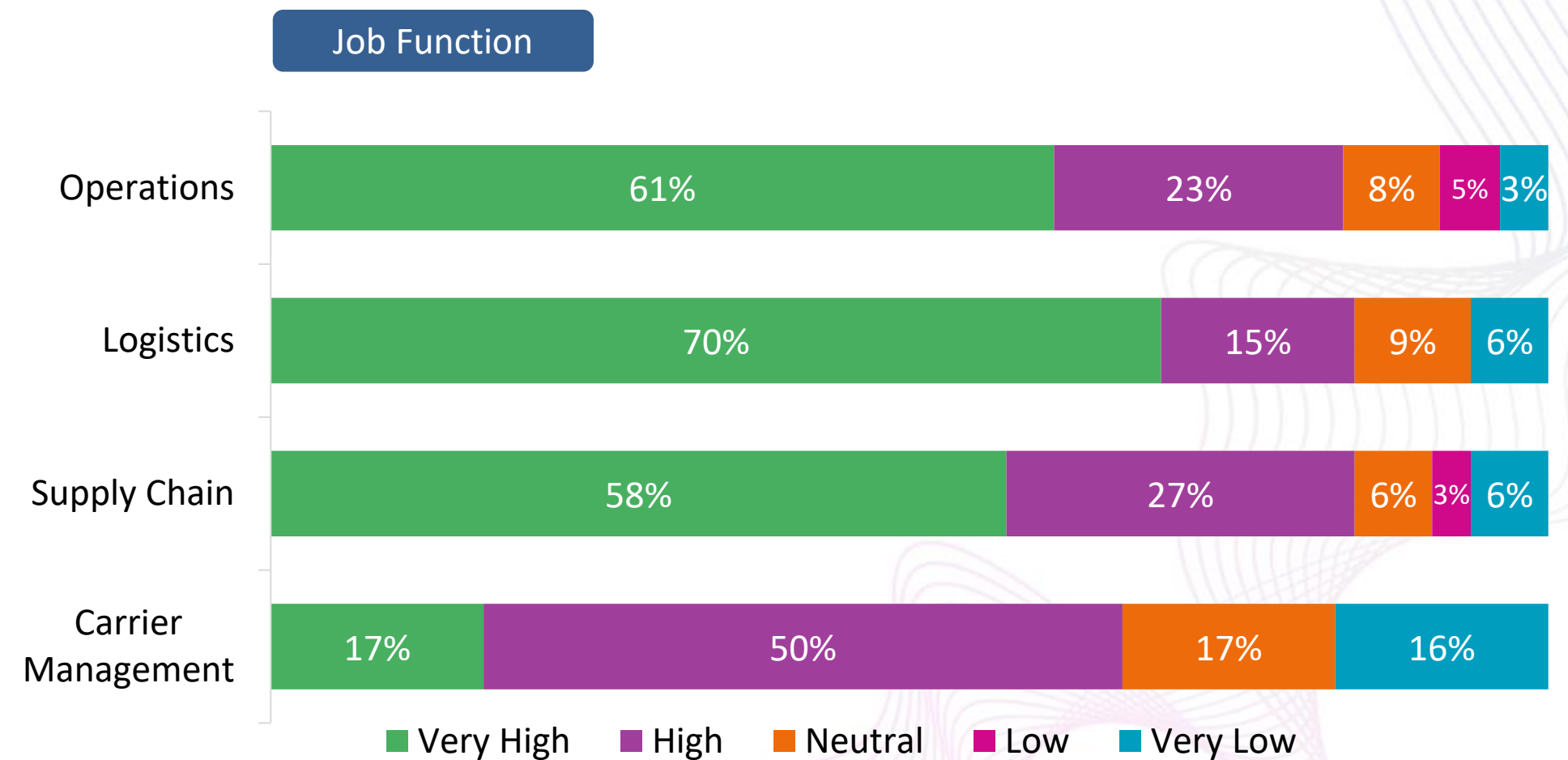
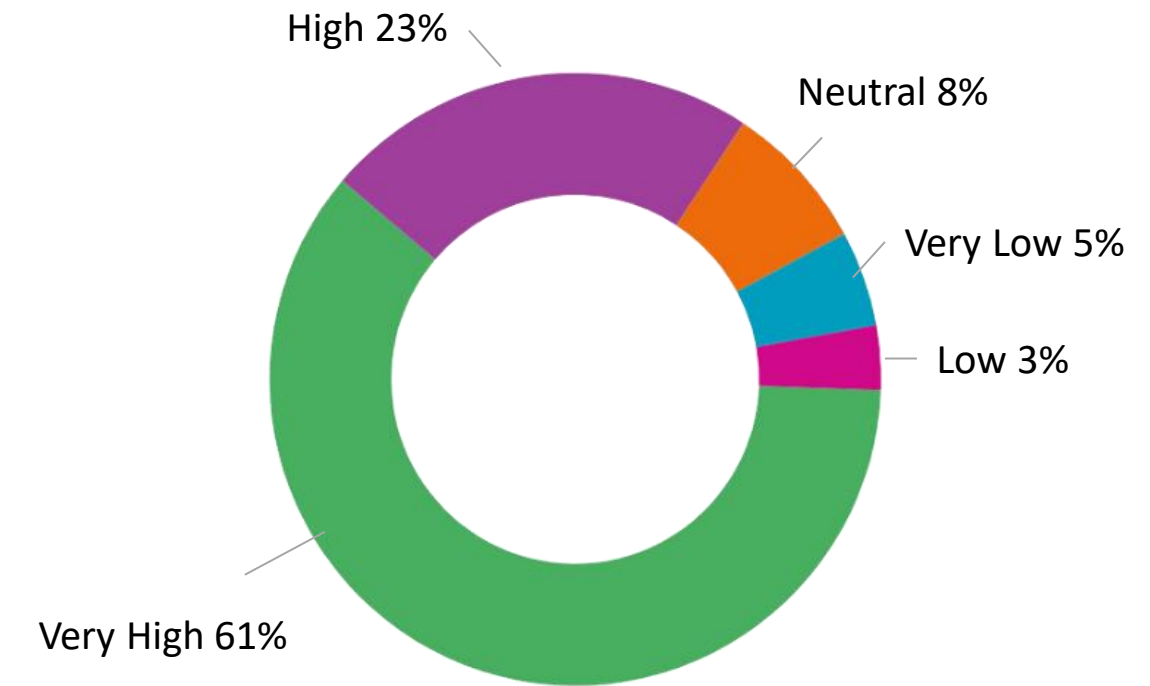


Department



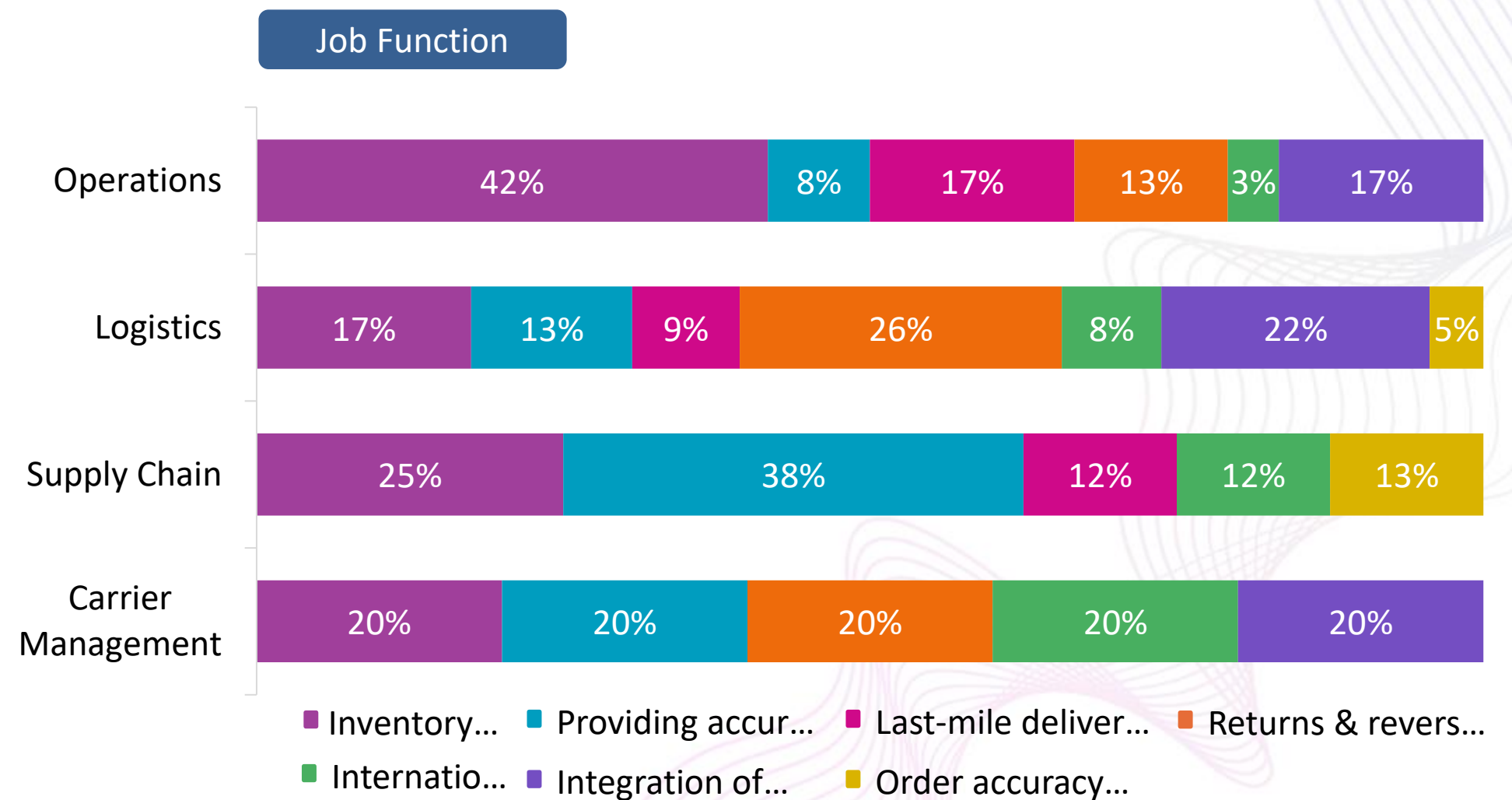
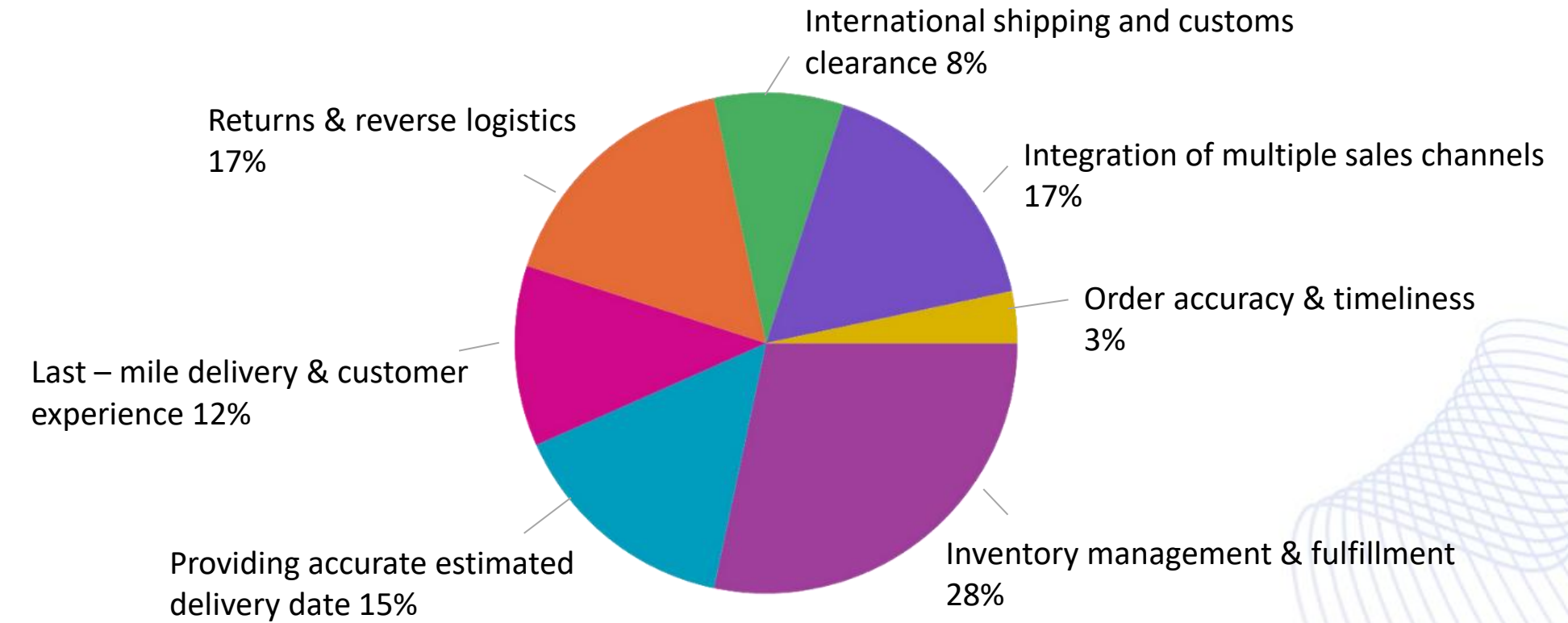
#1 The Significance of Ecommerce Logistics across Industries

A whopping 83% of professionals in supply chain and operations consider ecommerce logistics to be of utmost importance.



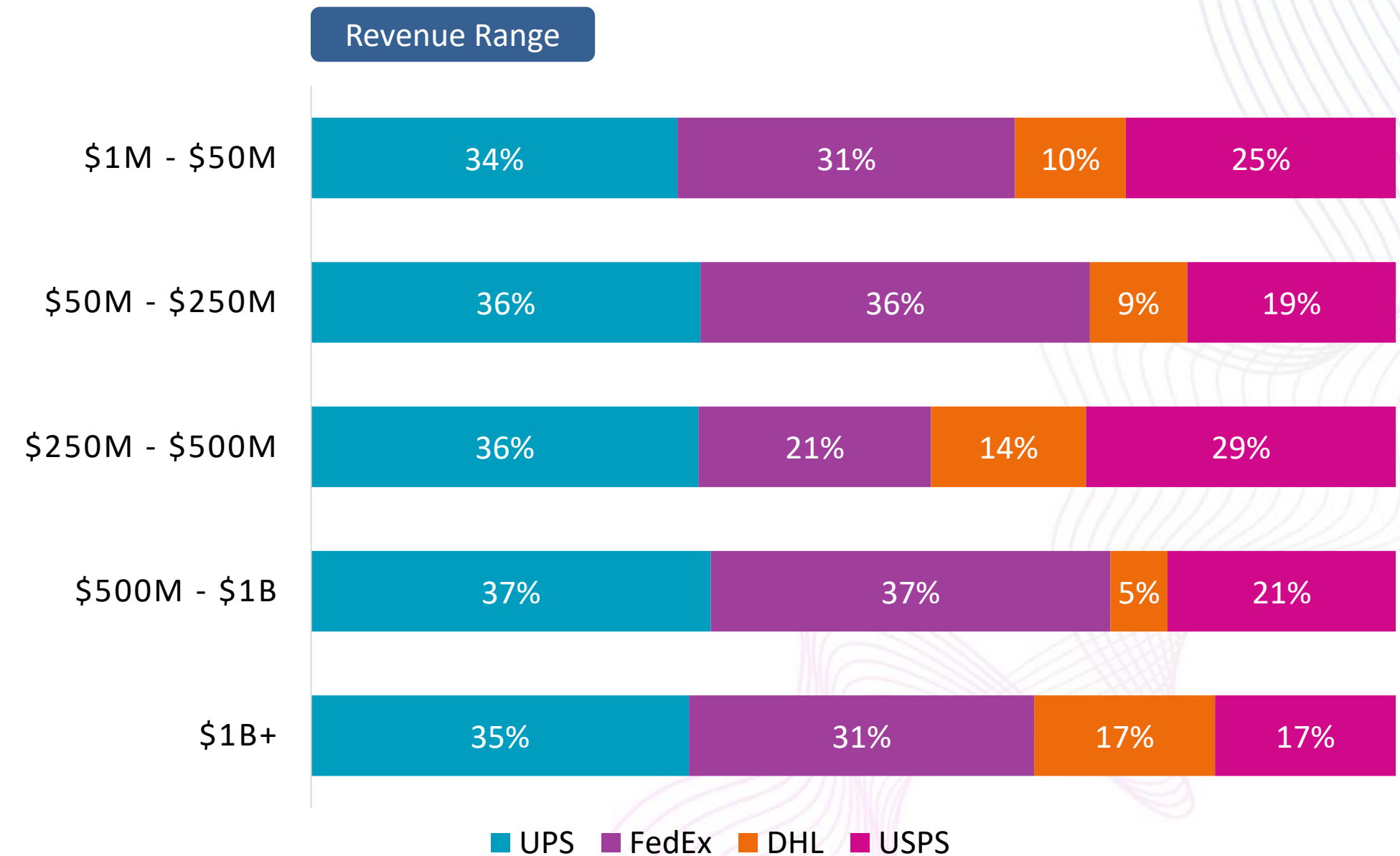
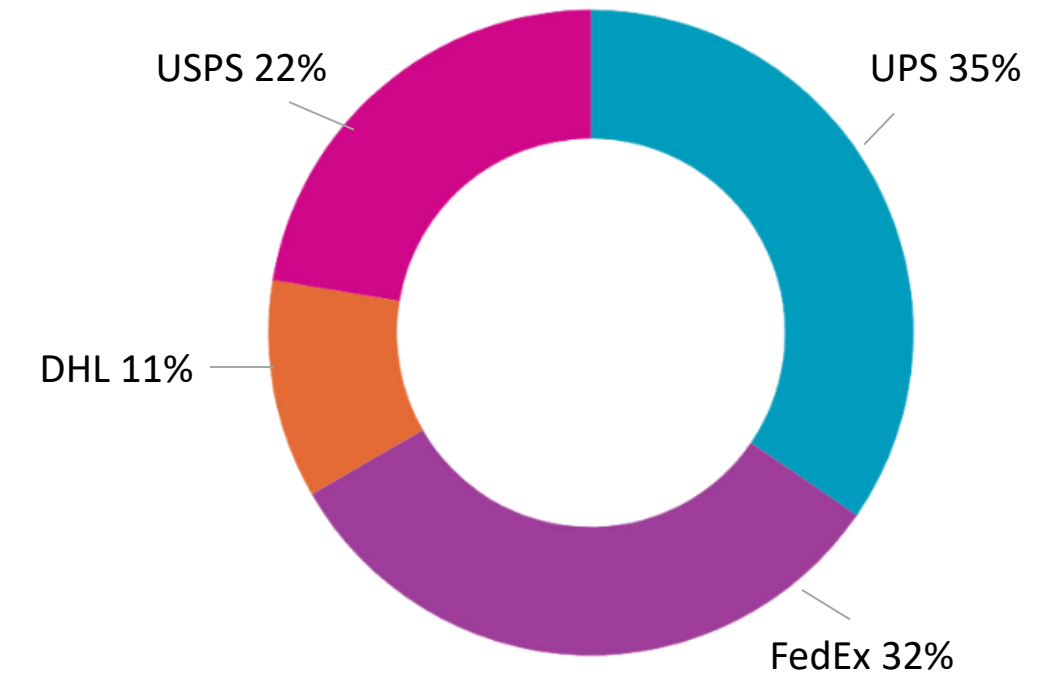
#2 Ecommerce Hurdles: Focus on Inventory and Fulfillment Challenges

Approximately 30% of respondents highlight inventory management and fulfillment as key ecommerce logistics challenges.



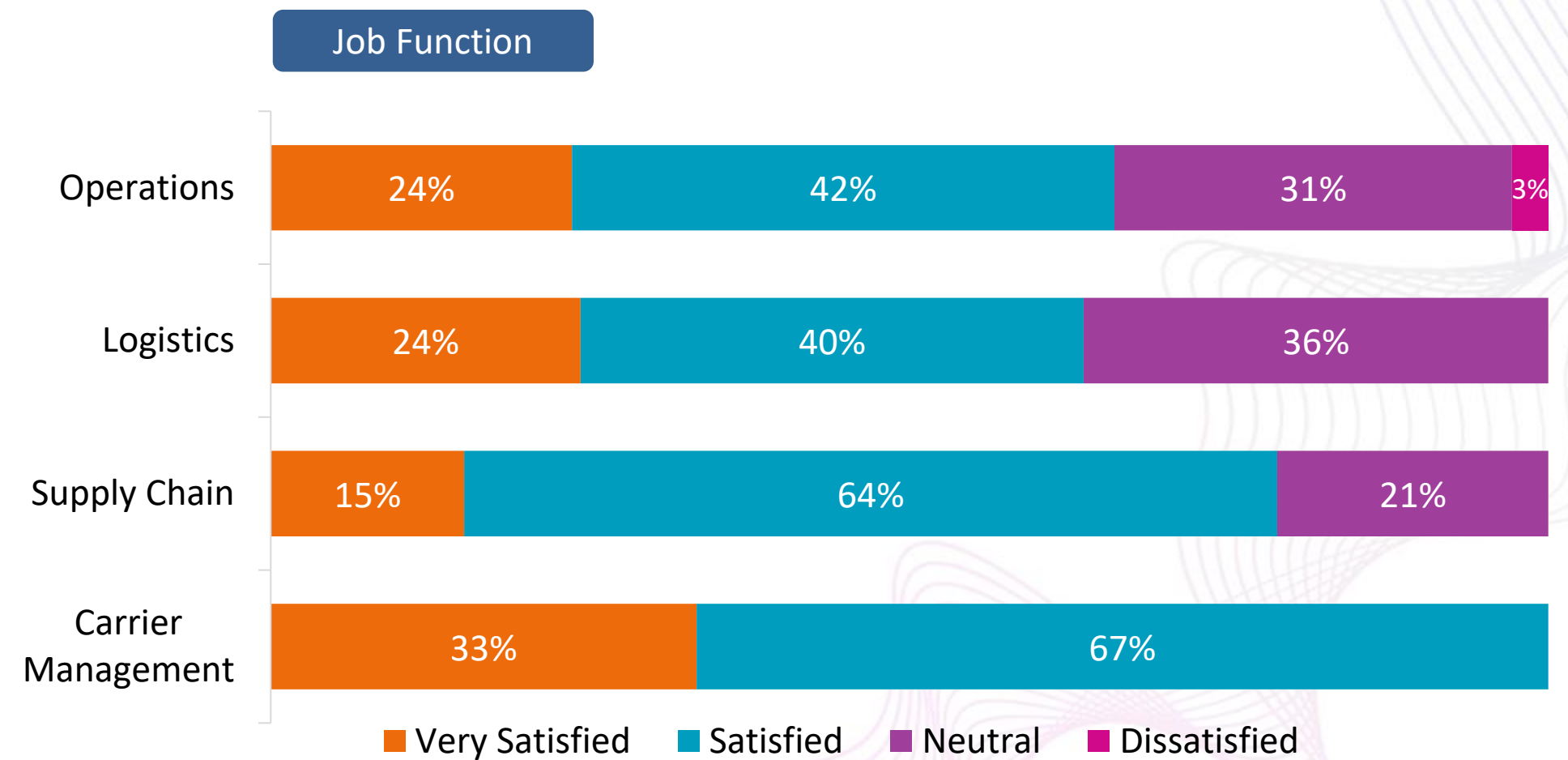
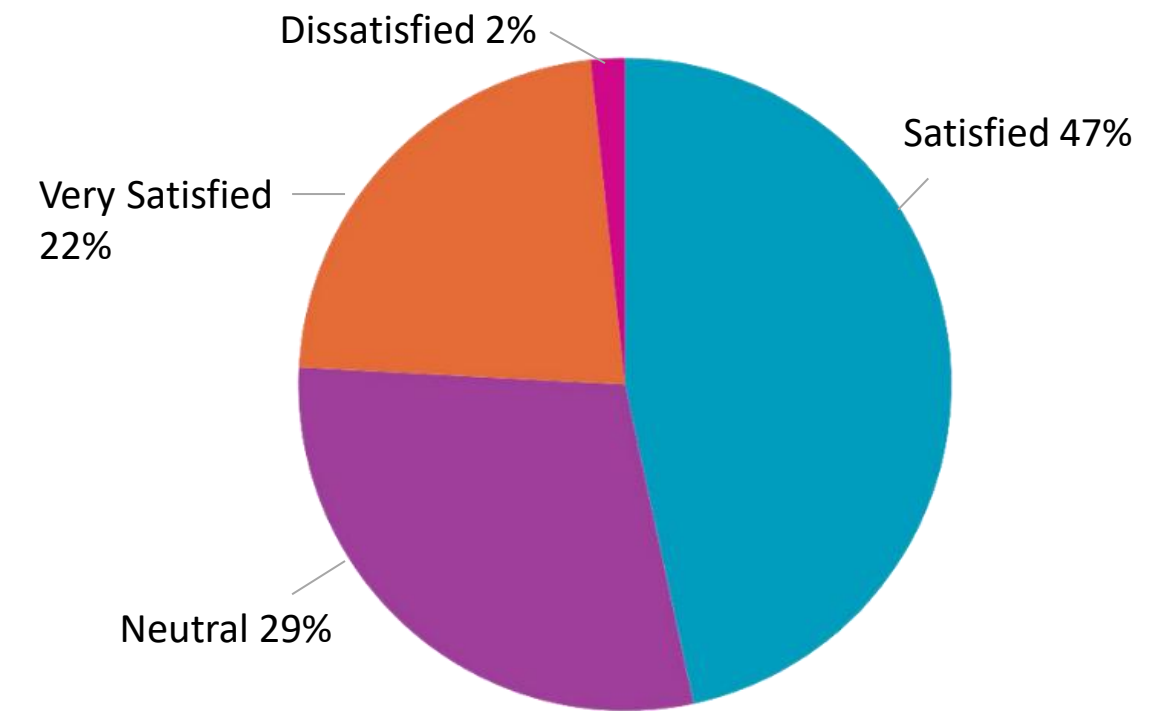
#3 UPS and FedEx Maintain Top Spots as Preferred Shipping Carriers Across Industries

A substantial portion of survey participants favors UPS and FedEx as their go-to shipping carriers of choice.



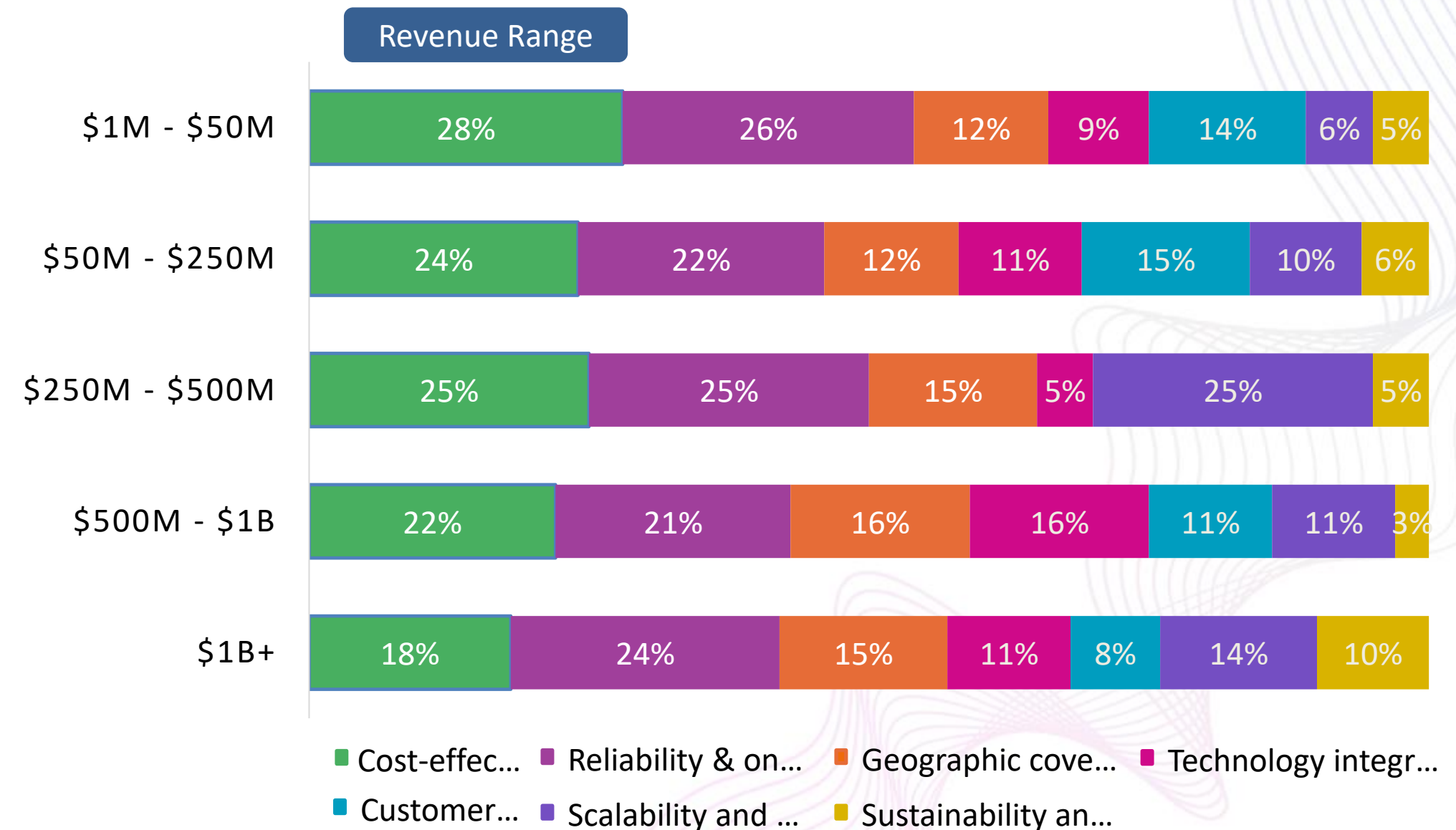
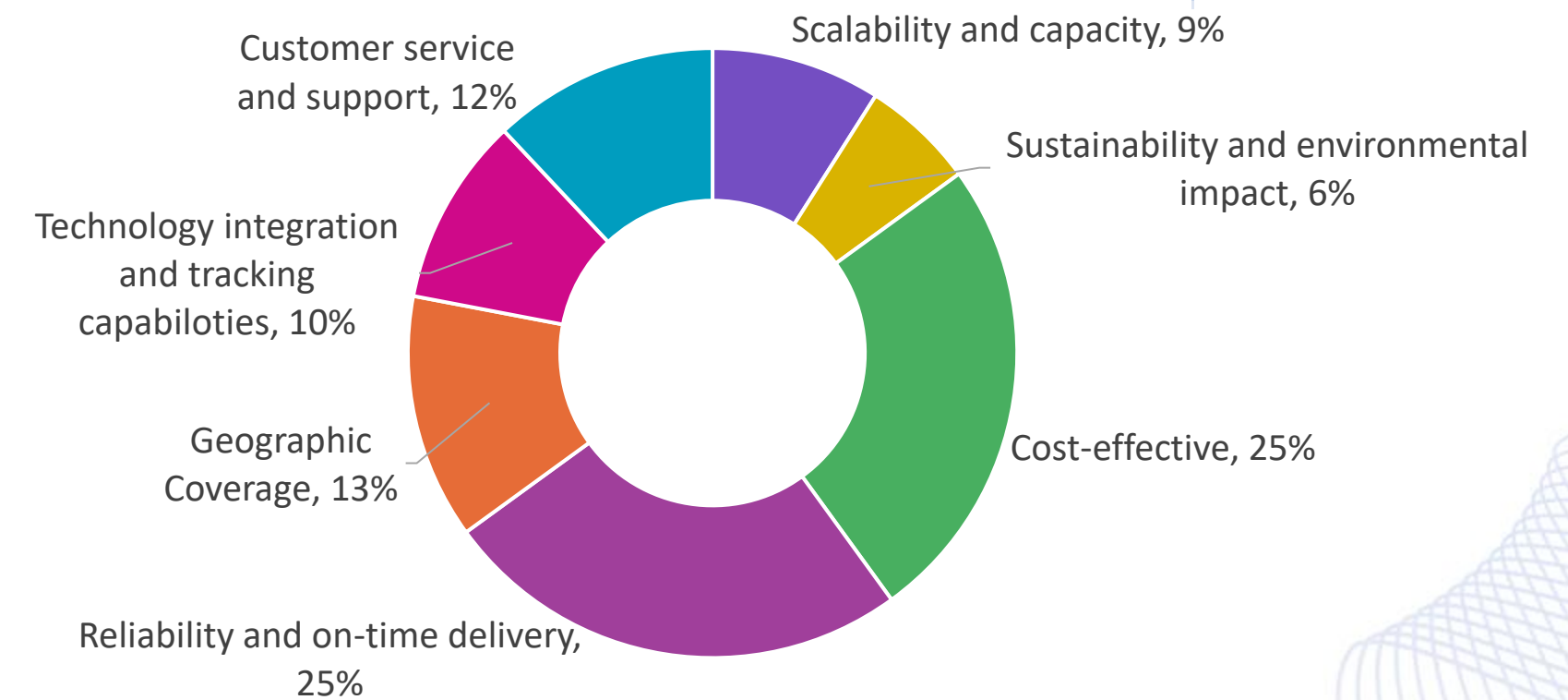
#4 Strong Approval for Current Carrier Management Process

A notable 69% of participants express satisfaction with their existing carrier management process.



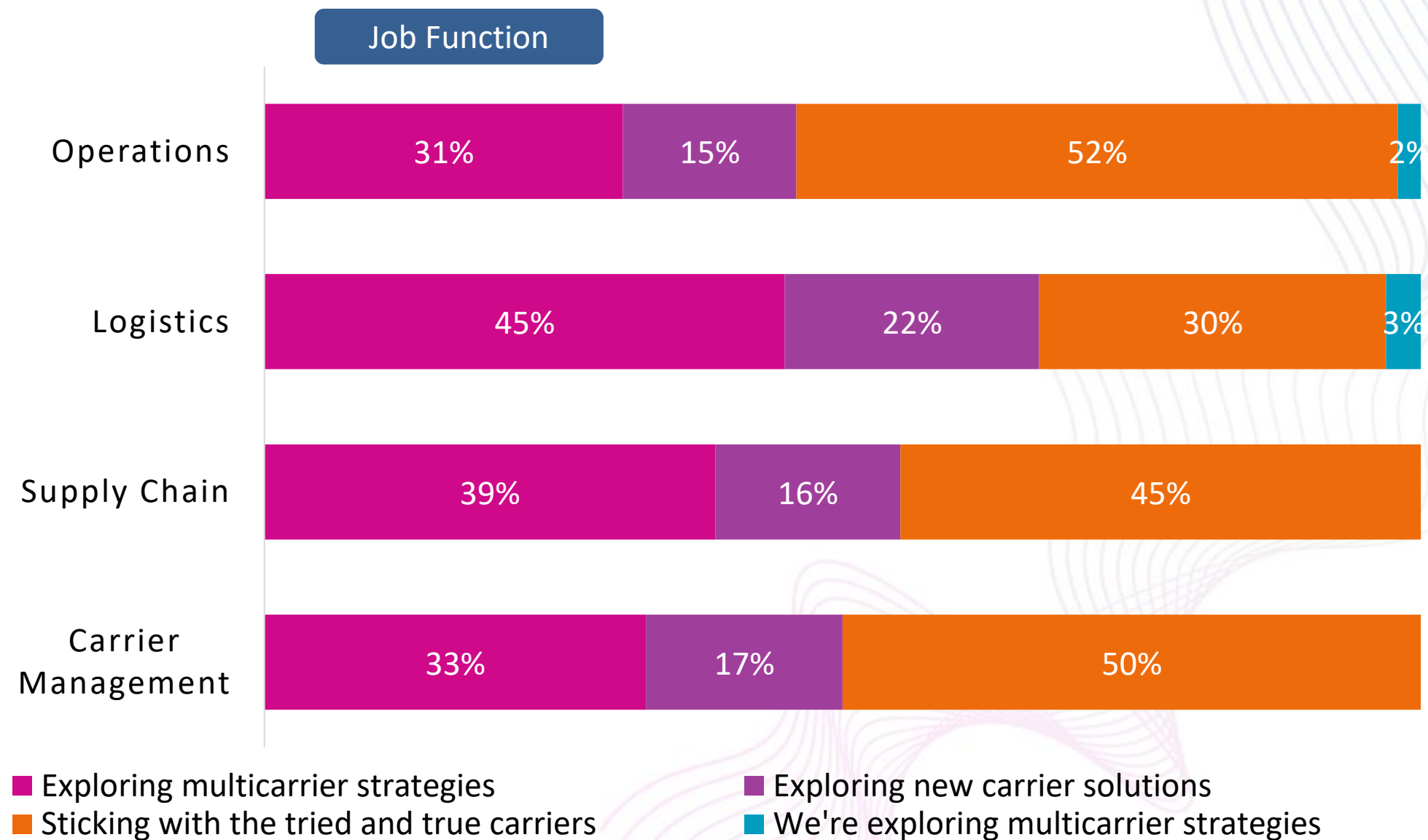
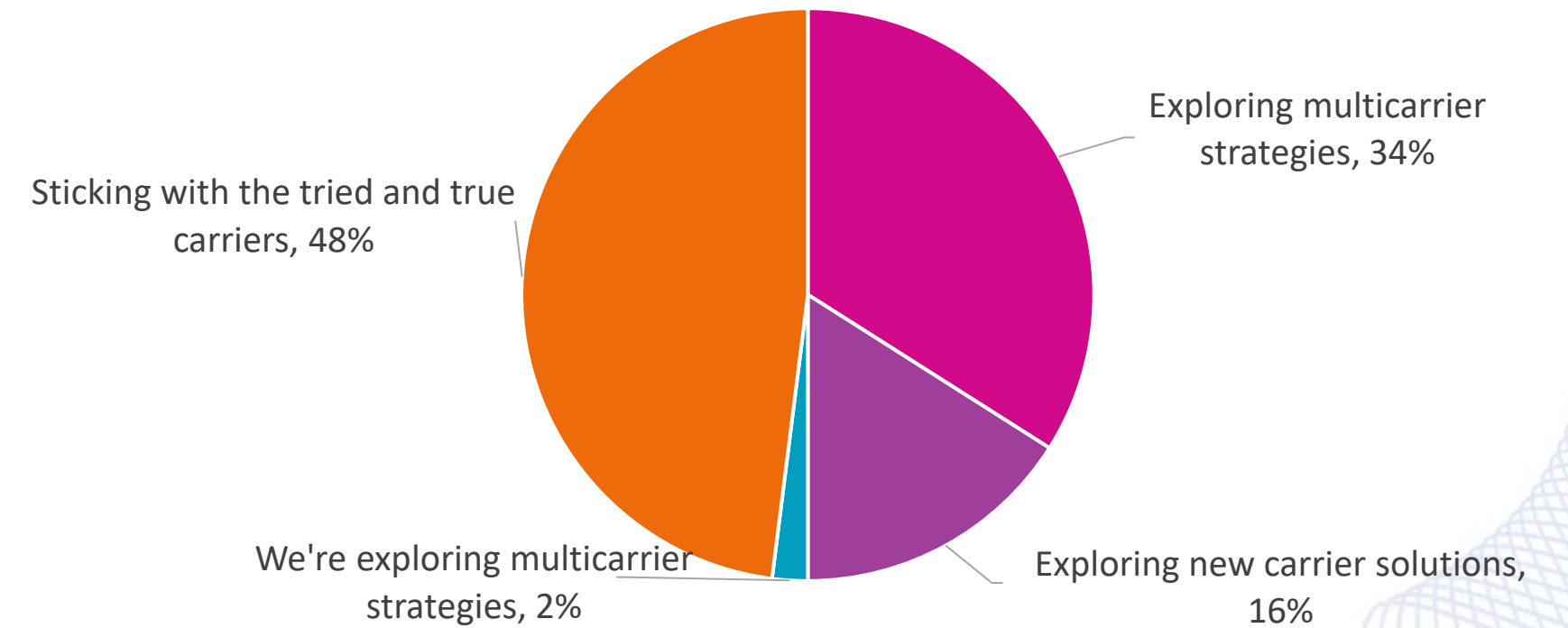
#5 Key Factors Shaping Shipping Carrier Choices: Cost-Effectiveness and Reliability

Nearly half of the participants emphasize cost-effectiveness, reliability, and on-time delivery as the pivotal criteria influencing their choice of shipping carriers.



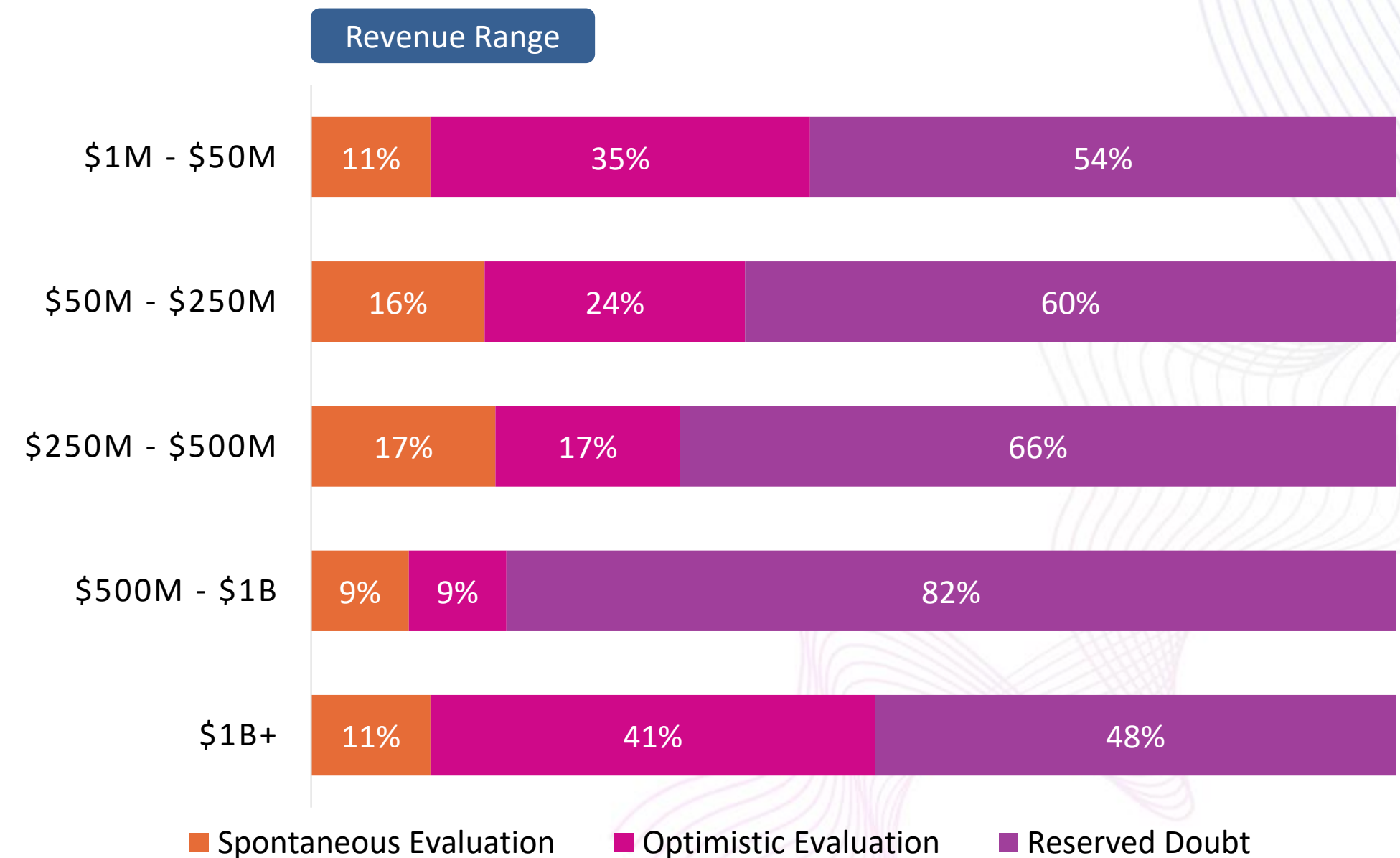
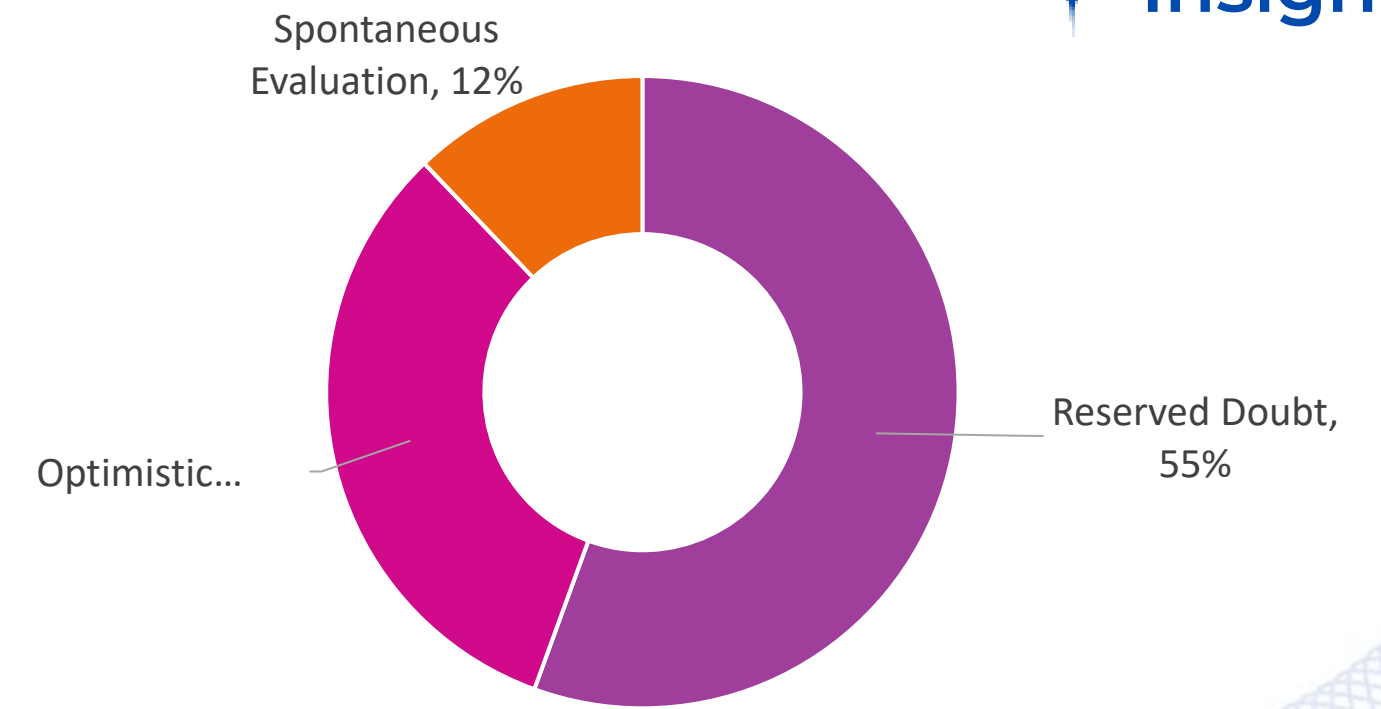
#6 Shipping Carrier Loyalty Prevails

Demonstrating a strong sense of loyalty, almost 50% of participants expressed reluctance to switch from their current shipping carrier.



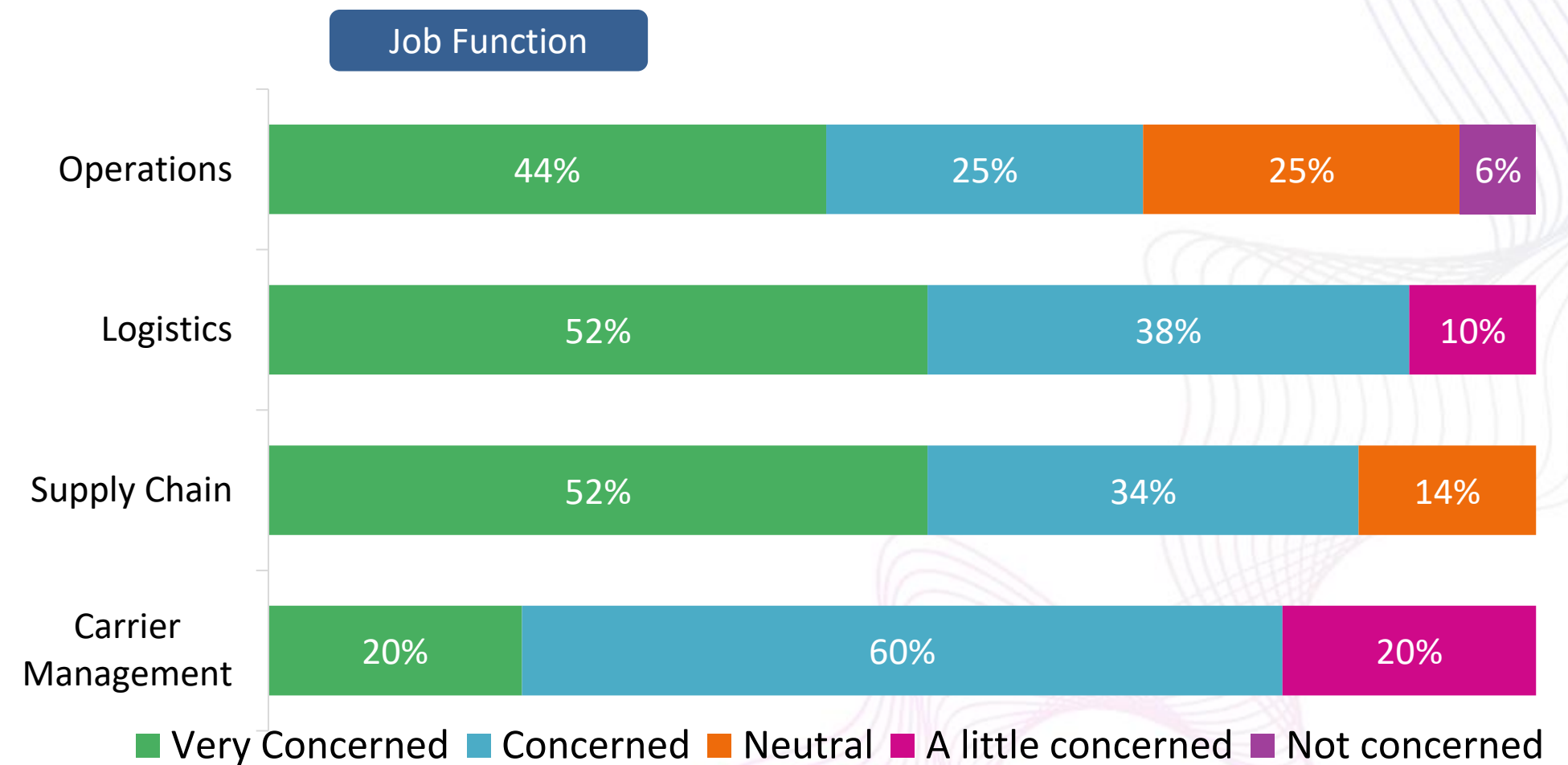
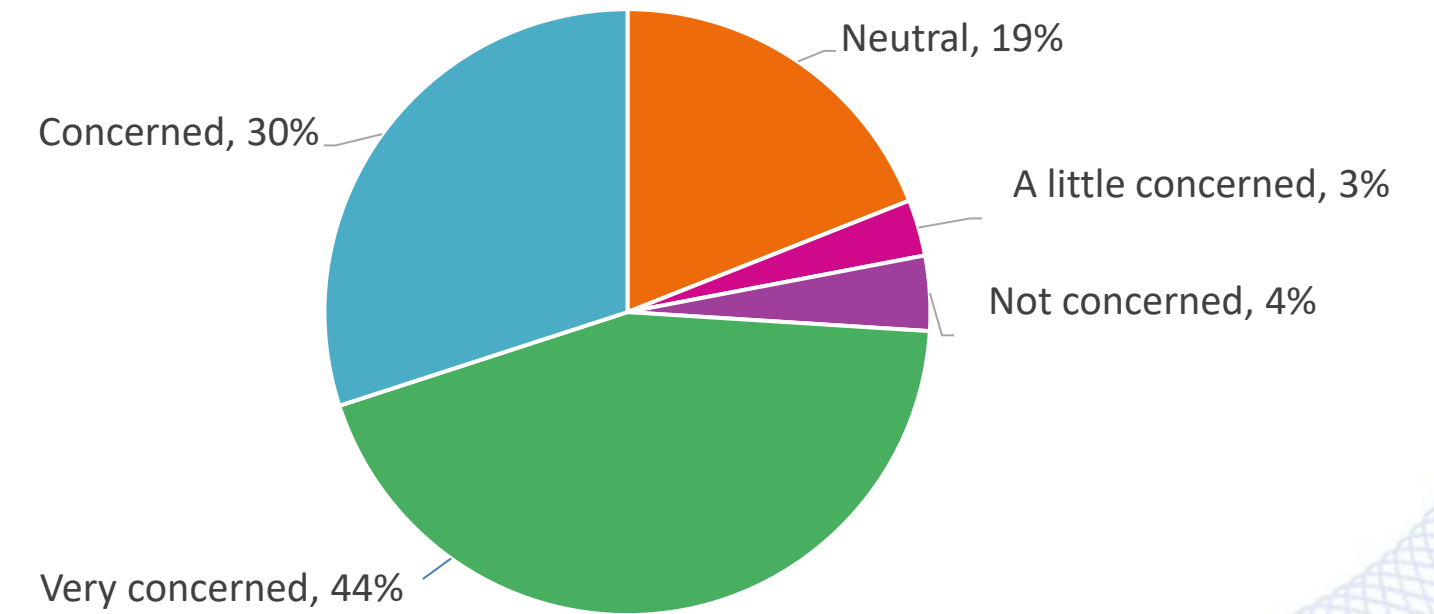
#7 Limited Focus on Assessing New Carrier Options

For 55% of participants, evaluating new carrier options is not a priority.



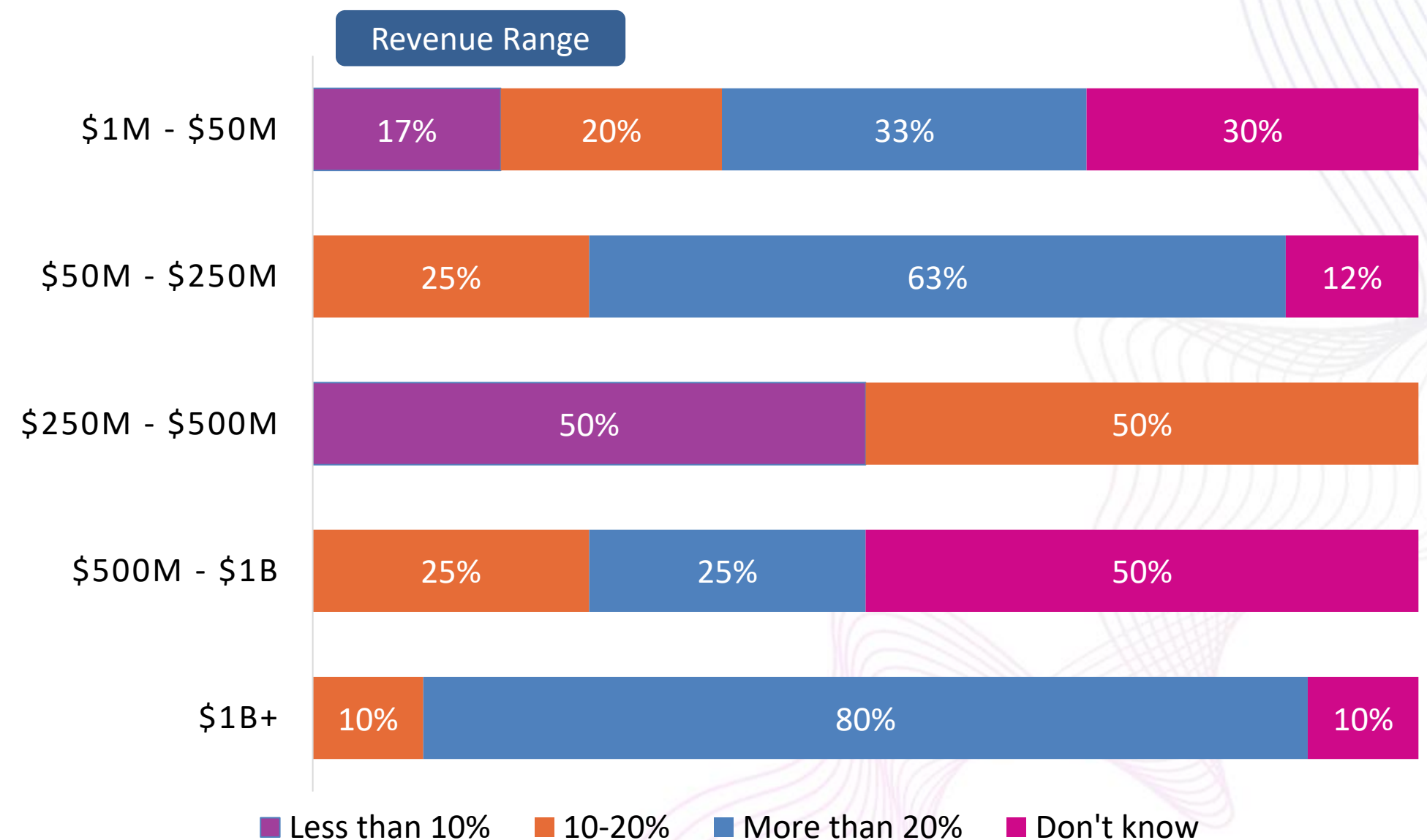
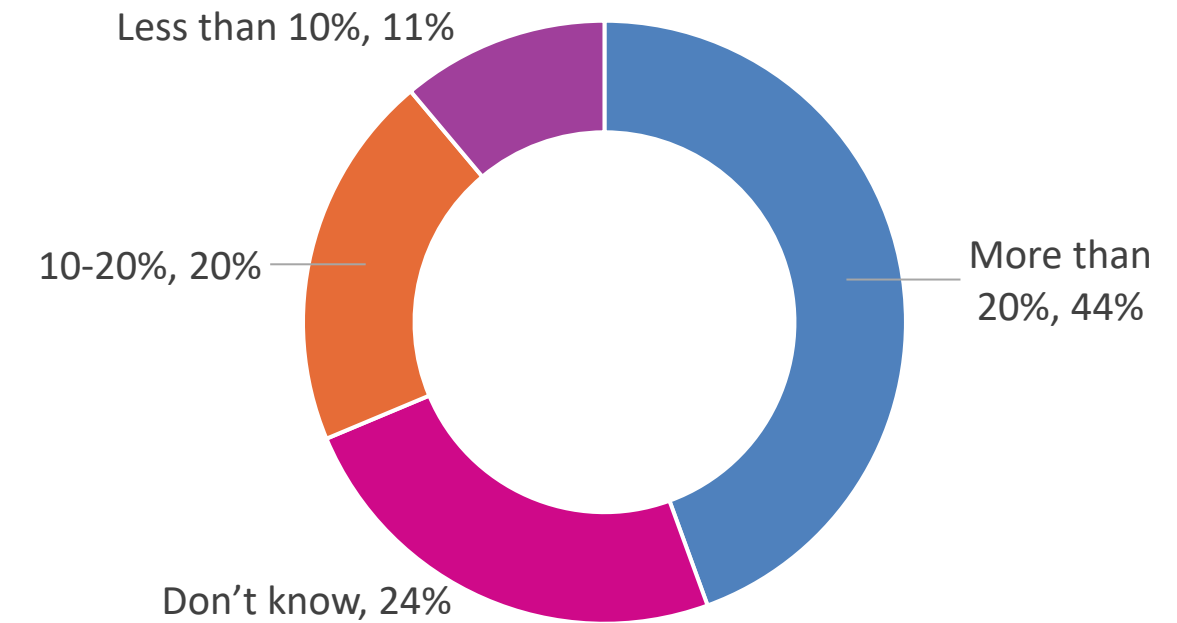
#8 Shipping Cost Dominate Industry Concerns

A substantial 75% of participants express concern regarding their overall shipping expenses, underscoring the pivotal role of cost for the majority of businesses.



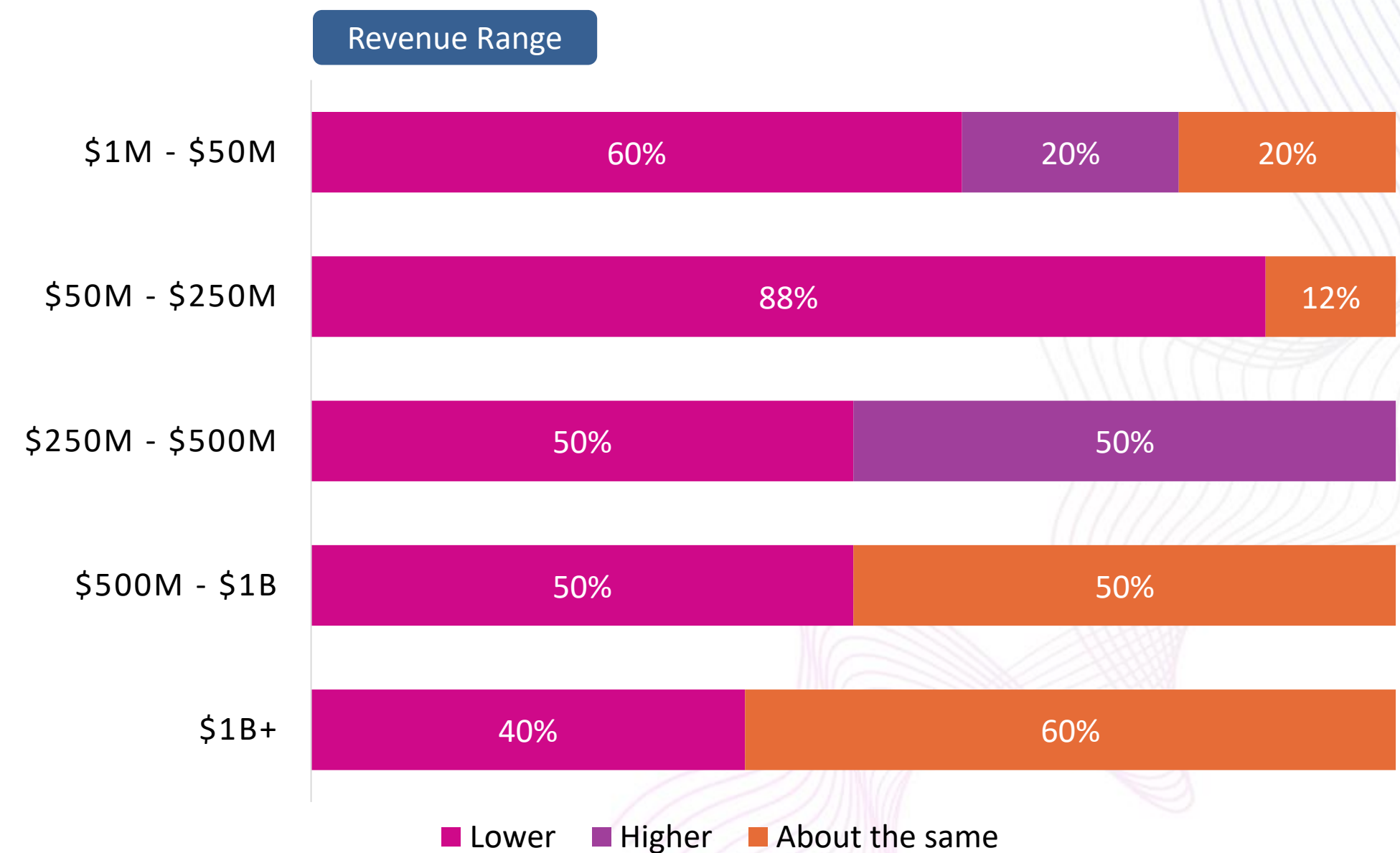
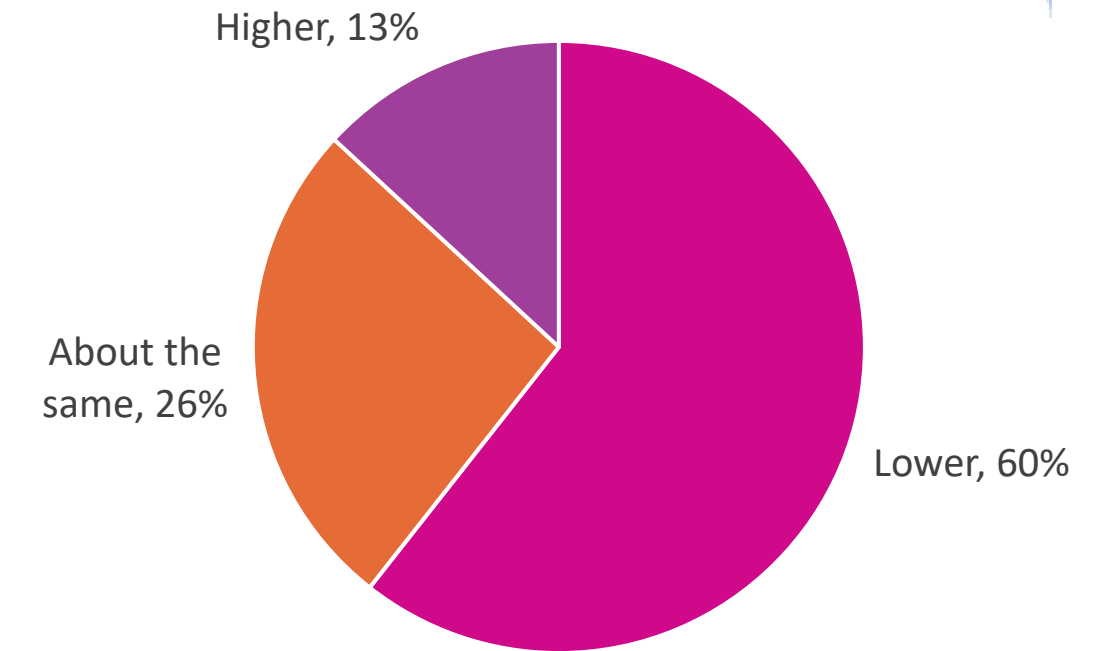
#9 Limited Impact: Few Customers outside of FedEx and UPS Surcharge Zones

A small percentage of participants' customers reside outside of zip codes subject to FedEx and UPS Delivery Area Surcharges.



#10 Below Average Return Rates

60% of respondents indicate that their return rates are lower than the average ecommerce return rate of 18.1%.



Conclusion:

Ecommerce logistics remains paramount, with over 80% ranking it “high” or “very high.” However, a third cite inventory and fulfillment as key pain points, underscoring the need for real-time visibility and streamlined processes. UPS and FedEx still dominate carriers of choice, though cost concerns are driving interest in multicarrier solutions. Notably, 60% enjoy below-average return rates, reflecting effective reverse logistics. Looking ahead, businesses are embracing advanced technologies, focusing on sustainability, and exploring flexible, cost-conscious strategies to stay competitive in 2025.

Looking Ahead to 2025

- **Adoption of Advanced Tech:** Continued integration of automation, AI-driven carrier selection, and real-time tracking will help further optimize logistics.
- **Sustainability & Scalability:** Growing awareness of environmental impact, coupled with the need to scale quickly, may drive interest in more “green” carrier options and innovative shipping solutions.
- **Flexible, Cost-Conscious Strategies:** As shipping costs remain a top concern, exploring diverse carrier partnerships, embracing multi-fulfillment models, and implementing data-driven decision-making will be critical to staying competitive.

Overall, the 2025 Global Ecommerce Pulse research points to a market that values reliable, cost-effective logistics solutions, recognizes the power of technology in refining operations, and stays attuned to evolving consumer expectations—while steadily preparing for the next wave of ecommerce growth.