

e-PAQ



Shopper and Retailer Research

More, more, more: How can e-commerce retailers deliver for the demanding shopper?

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ASENDIA
BY LA POSTE & SWISS POST



THE WORLD IS
YOUR ADDRESS



IN E-COMMERCE, OPPORTUNITIES ARE ALL AROUND FOR THOSE ABLE TO SEE THEM AND EXPLOIT THEM.

The explosion in the number of commerce channels, now including social media and the Metaverse, that connect retailers and brands with their customers, at home and abroad, and the enthusiasm with which shoppers have embraced these channels, presents a tremendous opportunity for companies as they build their DTC business, domestically and across international borders.

Looking deeper into these trends, new research undertaken for this report reveals that authenticity is now a key new driver of revenue and loyalty for global shoppers using these channels. The majority spend more with brands they perceive to be authentic and they are also more loyal to authentic retailers. What they expect in return is brands being straightforward on delivering promises, transparency within supply chains, standing up for sustainability, clear brand values, and transparency with supplier relationships.

While these trends hold for shoppers of all ages, younger shopper cohorts, principally Gen Z and Millennials, are most enthusiastically embracing this broader set of channels as well as the newer social channels, alongside stores, traditional online webstores and marketplaces.

These shoppers want their products quickly, they want them delivered wherever they choose and they want to be able to send them back in any way that suits them. They hold brands

to a higher standard while insisting on speed, convenience and high levels of service. They also expect the brands that provide these products to look sustainable and act sustainably, to deliver at close to or 100% carbon neutrality, to embrace electric vehicles, and to offer reusable packaging.

What this means, as companies face up to the many challenges posed by the current cost-of-living situation in many countries as a result of inflation, the long shadow of the pandemic, and the impact of an uncertain geopolitical landscape, is they are having to plan to serve a customer that is conflicted in their needs and desires.

“The shopper in 2023 wants the world on a string. They say they want to go green and they expect their favourite brands to be green, but they still want their stuff delivered fast, at the best possible price and to get free and convenient returns. How brands respond to this paradox will determine the future shape of e-commerce!”

Renaud Marlière, Global Chief Business Development, Asendia



AT THE SAME TIME, SHOPPERS ARE SAYING THEY WILL BE SPENDING LESS IN 2023.

A harsh reality that is certain to see margins and profitability squeezed for brands that are unable to square the circle of lower demand, elevated and expanded service expectations and their own higher operational costs.

Right now, shopper demands and market inflation are pushing up brands' purchasing and operational costs, so how can they build market share all while making money?

Part of the solution for these companies that have been busy building out their DTC operations, will be to build much clearer view of how shoppers have been shopping over the last year and how they plan to shop in the future, if they are to win their business and loyalty, and, crucially, do so profitably.

Authenticity must also imbue the entire engagement with their customers, from browse to buy and to returns in terms of marketing, order management, delivery and all associated communications.

This is the challenge for retailers and brands and why we have brought you this report, to help you confront the realities of modern e-commerce and provides hard evidences taken from new in-depth research carried out in February 2023 among 8,000 global shoppers in the US, UK, Canada, Germany, France, Switzerland, Hong Kong and Spain, across five demographics: Gen Z (1997-2012), Millennials (1981-1996), Gen X (1965-1980), Baby Boomers (1946-1964), and the Silent Generation (1928-1945).



In-depth research carried out in February 2023 among 8,000 global shoppers



THE FINDINGS ARE COMPARED ALONGSIDE RESEARCH TAKEN AT THE SAME TIME AMONG 800 INTERNATIONAL RETAILERS AND BRANDS

in US, UK, Canada, Germany, France, Switzerland, Hong Kong and Spain, at senior e-commerce, tech & IT, and logistics level.

Brought to you by Asendia, the leader in international e-commerce and mail delivery solutions, the report we hope will help build is a powerful case for retailers and brands to look harder at their customers and prospects' preferences, and find more creative ways to serve them without overly raising their own costs.





Methodology

Quantitative research undertaken by Savanta, A UK-based data, market research and advisory company, in February 2023 based on online interviews with **8,000 global shoppers in the US, UK, Canada, Germany, France, Switzerland, Hong Kong and Spain.**

Asked if they had ever bought something online, both from home country and cross-border, **100%** of respondents agreed.

Across five demographics : Gen Z (1997-2012), Millennials (1981-1996), Gen X (1965-1980), Boomers (1946-1964), Silent Generation (1928-1945)*.

There was an even split between male and female respondents.

8,000 GLOBAL SHOPPERS

* Often not represented in shopper research, the Silent Generation can account for as much as 20% of the population of some countries and is therefore counted as a significant shopper.



Part ONE

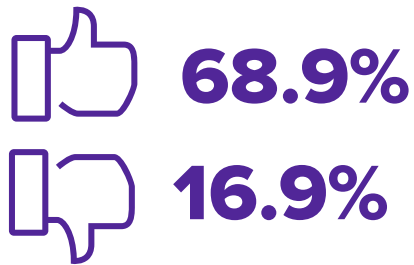
What are shoppers doing now
and what will they do next?



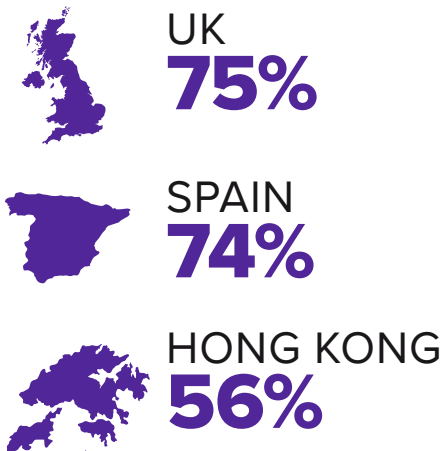
1. SPEND IS DOWN

Right now, shoppers are cutting back their spending, as the research shows, and retailers and brands are predicted to be living with this reality through 2023 and possibly into the first half of 2024.

Asked if they are cutting back on their spending, 68.9% said yes, while 16.9% said no.



The biggest cut backs come from



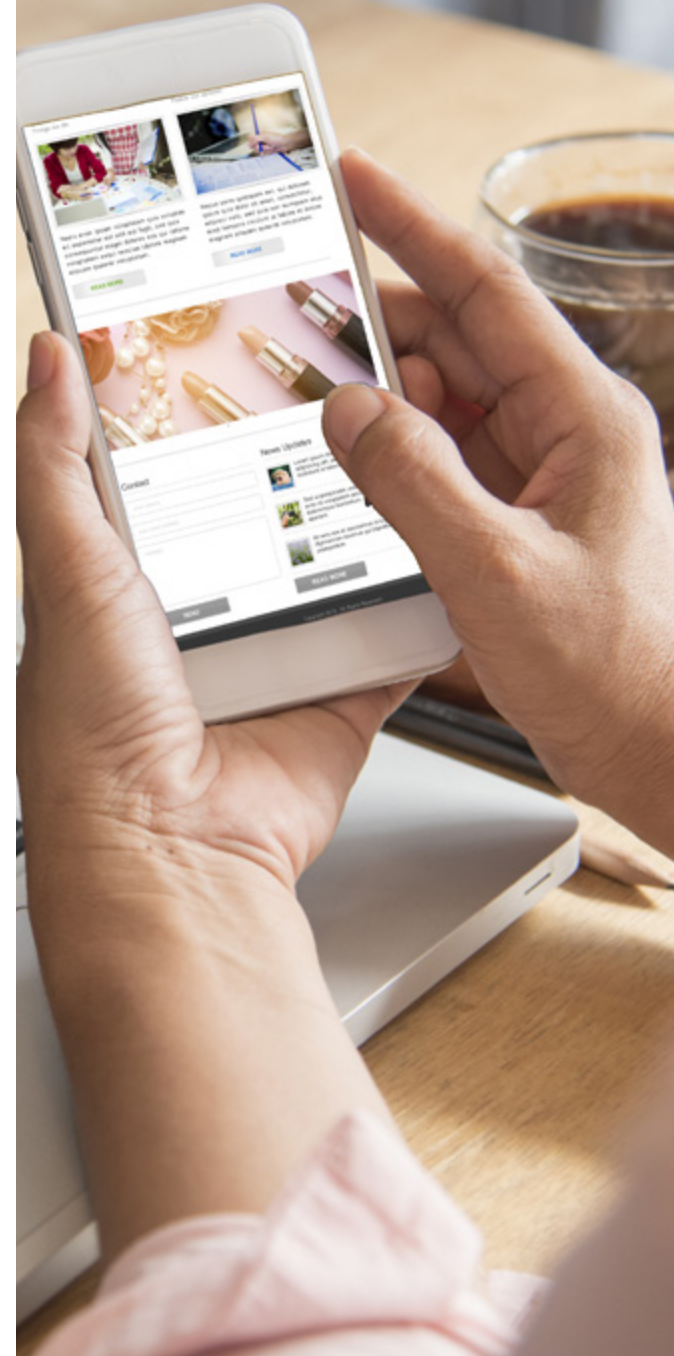
Asked how they intend to better manage or be savvier with their discretionary spending in 2023, global shoppers plan to:

34% cut back on the volume of things I buy

33% shop with online retailers who offer free delivery

31% spend more time searching for deals

This pattern is more or less the same across all countries. There were differences across the generations with Gen Z looking for free delivery the least (24%) rising to 49% for the Silent Generation. 25% of Gen Z emphasised looking for deals, rising to 37% for the Silent Generation.





2. PRICE ISN'T EVERYTHING

And yet, while price normally tops the charts of considerations for purchases during hard times, we can see from the research that it is balanced with other considerations, an important clue for retailers and brands as they consider how to draw their customers in by working with both factual as well as perceived ideas.

Which of the following will be the main considerations for you when shopping in 2023 when deciding which products to buy?



55% price



54% value for money



50% quality

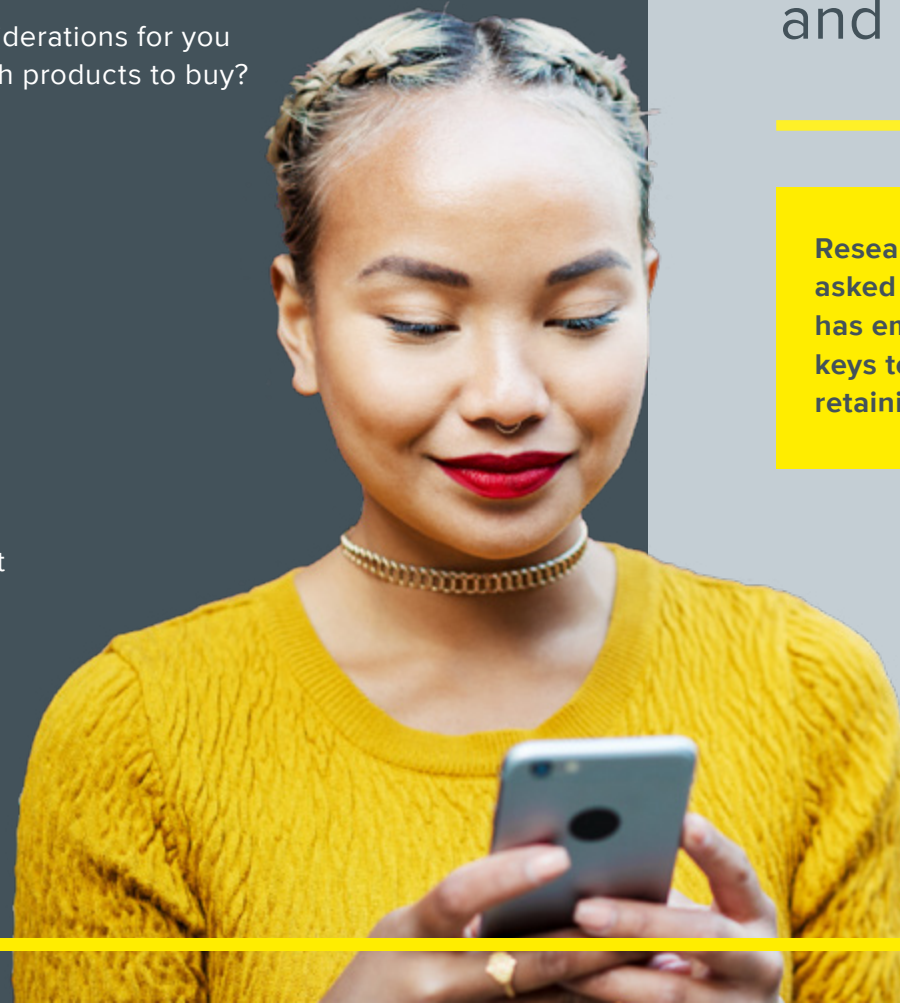


43% cost of delivery

Price was the highest factor for Canadians at **68%** and lowest for Hong Kong residents at **44%**. Value for money is an important perception for the Spanish at **61%**, less so in Hong Kong at **41%**. Canadians are particularly concerned about delivery costs at **54%** unlike Hong Kong residents at **35%**.

Price is about cost but also about value for money, quality and cost of delivery

Research respondents were asked about authenticity, which has emerged as one of the keys to winning business and retaining customers.





3. SHOPPERS SET GREAT STORE BY AUTHENTICITY IN DECIDING WHERE THEY SHOP

Definitions abound but they broadly share these attributes:



Authenticity is defined as how a shopper perceives a brand to be faithful to itself, its customers and to the wider world, and is the basis on which shoppers trust them. This trust is lost when a brand looks as though it is trying to be something that it's not.



Sustainability and how care for the environment is demonstrated through Environmental Social Governance (ESG) and Corporate Social Responsibility (CSR) initiatives are all core elements of authenticity.

59%

I will only exclusively shop with brands and retailers who I believe are authentic

In Hong Kong this was 75% but only 52% in Switzerland

65%

I will be more likely to shop with brands and retailers who I believe to be authentic

In Hong Kong this was 85% but only 63% in Switzerland

73%

I am more loyal to brands and retailers who I believe are authentic

In Hong Kong this was 83% but only 62% in Switzerland

66%

I spend more with brands and retailers who I believe are authentic

In Hong Kong this was 80% but only 52% in Switzerland

65%

If I don't perceive a brand or retailer to be authentic, I would be less likely to shop with them in the future

In Hong Kong this was 76% but only 55% in Switzerland

65%

If I don't perceive a brand or retailer to be authentic, I would be more likely to swap to a competitor

In Hong Kong this was 73% and 72% in Spain

48%

If I perceive a brand and retailer to be authentic, I would be less sensitive to inflationary price increases and continue to shop with them.

In Hong Kong this was 62% and 40% in Switzerland



WHAT NEXT FOR AUTHENTICITY?

The research showed retailers what more they could do. Respondents were asked, **How could brands and retailers make their shopping experiences more authentic to you?**

The most popular request was making sure that they are straightforward on delivering their promises to customers at **58%** with the least important being (both **25%**) ensuring they don't greenwash, and outlining clear ESG commitments.

41%

Overall, IKEA is seen as the most authentic brand at **41%** averaged across multiple countries.

Brands that may be looking for role models of authenticity can learn from the choices that shoppers make.

Overall, IKEA is seen as the most authentic brand at **41%** averaged across multiple countries. #2 globally was Amazon, and it is worth noting that it is a marketplace, the channel that has been identified as high cost for retailers and brands.

The most authentic brands:

39% Decathlon (FRANCE)

47% Amazon (US)

49% Amazon (SPAIN)

39% Costco (CANADA)

46% Apple (HONG KONG)





AUTHENTIC BRANDS ARE CARING BRANDS

However, we asked the research to go deeper on authenticity because of the central part that **sustainability** now plays. Authentic companies are trusted because **they have made commitments to their customers, their staff and the planet to make things better in the world.** And increasingly this is about slowing and even reversing the effects of climate change on people and their environment.

Shoppers were therefore asked to consider authenticity through retailers and brands' commitment to sustainability, Corporate and Social Responsibility (CSR) and Environmental, Social and Governance (ESG), factors that are increasingly influencing their decision to buy or not.



Perceptions of retailer/brand commitment to sustainability, CSR and ESG



SUSTAINABILITY

Ikea was the winner in all countries at **42%**, except the US where it was Amazon at **50%**



CSR

38%

Ikea

51%

Amazon in the US

38%

Decathlon in France



ESG

40%

Ikea

49%

Coop in Switzerland

39%

Decathlon in France

49.4% Amazon in the US



RETAILERS WERE THEN ASSESSED ON OTHER KEY FACTORS IN THE PURCHASE DECISION MAKING PROCESS



Delivery

Amazon was the overall winner at **69%** in the US, UK, Germany, France and Spain, while for Switzerland it was Ikea at **40%** and Apple in Hong Kong at **42%**.



Best quality product ranges

The winner overall was Apple at **40%** while Amazon scored highest in UK, US, Germany, Canada and Spain.



Best value for money

The overall winner was Amazon at **44%** and the company ranked highest in the US, Canada, Germany, France and Spain. Interestingly, marketplaces did not fare well, with **11%** for value overall.



Most personalised

Amazon was the winner almost everywhere at **53%**, except Ikea and Switzerland at **43%** and Apple in Hong Kong at **45%**.





When it came to buying goods across border, what were shoppers' leading considerations?

Given that retailers and brands in our research showed that international was an essential element in their growth plans, with **28%** seeking international expansion to new markets through stores and a further **26%** seeking international e-commerce expansion to new locales, it is important to understand customer purchase influencers.

Shoppers were asked to consider, when having an international order fulfilled, what would influence their decision to make a purchase currently.



The top three choices:

33%

understanding where my product is being shipped from so I understand the cost and distance the product will need to travel to reach me

32%

preferred returns method (Paperless, drop off box, collect, postal office, in-store) are available

32%

grouped deliveries - so there is less packing waste/products are delivered in one go, rather than across multiple individual deliveries

Considered of least importance were: :



13% emission-free deliveries (delivered by bike courier or autonomous deliveries)



11% Electric Vehicle (EV) delivery options



7% delivery to a what3words grid square (a precise location delivery metric)



These findings were broadly similar to the same question being asked **for domestic orders** in terms of response rates and order of importance.

However, contrast these findings with what shoppers then said they want to be able to do by the end of 2023 to improve their delivery experience? Here, environmental concerns came to the fore, contradicting the previous purchase preferences.

Top three considerations. Overall



40%

deliveries using only **reusable packaging**



30%-100%

carbon neutral deliveries



27% - 100%

personalized deliveries, using GPS tech to deliver exactly when & where the customer is



Reusable was the top choice across all countries except Hong Kong which favoured delivery to mobile lockers (**37%**) and split payments (**32%**) over reusable packaging, which came in third. The US put onward shipping of unwanted products to customers locally, rather than being returned to the retailer in third place at **25%**. Electric vehicles appeared once, in the UK in third place at **27%**.





THE FINDINGS FOR DOMESTIC DELIVERIES ARE SIMILAR FOR INTERNATIONAL.

The contradictions between delivery preferences and environmental concerns become more pronounced when shoppers were asked **which delivery and returns services they would be prepared to pay more for.**



The top three choices overall were:

44% speed (this was the top choice for every country in our survey)

30% return in store option

26% more choice of returns method



The least influential preferences were:

19% more sustainable delivery - even if it took a longer amount of time to arrive than standard deliveries

16% emission free deliveries

14% delivery by electric vehicles





Part TWO

What are retailers and brands seeing in their markets and what are they doing to meet the needs of an increasingly conflicted shopper?



Brands are well aware that they are selling to a shopper whose discovery, buying and post purchase behaviours have changed dramatically. However, as a result of a unique combination of factors resulting from Covid-19 and its long shadow, a cost-of-living situation, fears for the future of the planet and, in some cases, a loss of trust in traditional institutions, the world of the shopper is not so easy to see, predict or understand.

Recognition of the broad challenges they face shows up clearly in the research among **800 international retailers and brands in US, UK, Canada, Germany, France, Switzerland, Hong Kong and Spain, at senior e-commerce, tech & IT, and logistics level**, commissioned by Asendia and undertaken by Savanta in February 2023. This research reveals an underlying uncertainty as they try to keep pace in the face of all these multidirectional headwinds.

800 INTERNATIONAL
RETAILERS AND
BRANDS



International growth / expansion

A two thirds majority of retailers are seeing a change in the makeup of their customers, with a growing proportion of international shoppers.

73% felt demand internationally is growing faster than domestic growth

73% said they were receiving increased volumes of international orders

77% are seeing demand shift to new international markets

78% reported that the number of international shoppers was increasing

79% added that their international footprint was growing across geos / locales.

Retailers are seeing lower spend, volumes, basket sizes and shopper confidence



53% agreed that shoppers are buying less frequently

51% said their order volumes are down

55% said basket sizes are getting smaller

72% said shoppers are exercising more caution in their buying behaviours.

However, in some countries and retail categories, all of these figures were much higher. In Hong Kong, **69%** of retailers were seeing shoppers shopping less often. In Spain it was only **38%**.



Customer concerns about sustainability are also affecting purchasing

81% said demand for more **sustainable fulfilment** is growing

79% of retailers said demand for a more **sustainable product offering** is growing

71% said customers are **less price-sensitive** when buying sustainable products or services



Demands around speed, cost and channel are also affecting purchasing

82% said were seeing increased delivery and fulfilment to the **store network**

78% said shoppers are demanding we **deliver on sustainability**

77% said the number of **channels customers engage** with them in is increasing

77% said demand for **next day delivery** is up

75% said shoppers are increasingly converting on **social sales channels**

73% said demand for **same-day delivery** is increasing

71% said the number of **touchpoints** in customers' buying journeys is increasing

71% said demand for **free delivery** is up, even if it takes longer for an item to arrive





Retailers are reacting in a number of ways to shopper behaviours

75% said it's getting harder to track customers across channels

29% have an increased need to widen their carrier network

27% are having to focus on becoming more efficient

27% are increasing their efforts to expand sales channels into Web3/Metaverse

24% are leveraging their store network as a fulfilment hub / dark store

22% are putting in initiatives to cut costs

20% of retailers are seeing their cost of acquisition rise





RETAILERS ARE ALREADY ACTING SUSTAINABLY

93% already offer **emission-free deliveries**

90% already aim to **reduce use of non recyclable packaging** in deliveries

67% already offer **carbon neutral deliveries**

- Lowest ranking markets: UK (**57%**) and Germany (**58%**)
- Highest ranking market: Hong Kong (**89%**)



RETAILERS HAVE A LONG LIST OF PRIORITIES FOR THE NEXT TWO AND FIVE YEARS

Top priorities for around one third of retailers are:

- 1 Reducing their operational costs
- 2 Making returns processes more efficient / less costly
- 3 Initiating sustainability programs
- 4 Growing their tech ecosphere / number of tech partners to deliver against technology roadmap
- 5 Trying to address their staff shortages
- 6 Aiming for closer integration / collaboration between departments, enabled by automation

Over the next two years, the focus on sustainability will grow, with **81%** saying they will increase their sustainability efforts



GERMANY

65%

Lowest ranking market



HONG KONG

92%

Highest ranking market

Returns are still one of the biggest headaches for retailers

29% want to reduce volumes of returns made by shoppers, in light of the figures in the research which show that **57%** felt returns volumes would increase. The desire to tackle returns is readily understood in the context of lost income and the cost of handling them, and in industry figures that show that in the US alone, shoppers returned **\$816billion** of merchandise in 2022. Tom Enright, VP of Retail Supply Chain at Gartner points out that this is about the same as all US retail sales combined for Walmart, Amazon and Costco.





FUTURE PROSPECTS

Looking further ahead may at first sight seem unhelpful given the many challenges facing retailers and brands right now, but it is worth examining the trends so that they are prepared for what is to come, not least in order to remain competitive. Any number of once successful retailers are struggling so it becomes even more important to read the signs and attempt predictions.

The good news is that retailers and brands are optimistic about the future, even though some of the improvements may be coming from a low base in the current climate. The findings however also reveal that the challenges will also intensify.

68% said own channels (DTC) will overtake marketplace sales. This welcome finding demonstrates how DTC models mature over time away from marketplaces towards own channels in the search for profit, not least following recent findings that marketplaces can eat up as much as **50%** of a brand's turnover.

89% said the number of **international shoppers** will increase

82% said **shopper confidence** will increase

78% said **demand internationally will grow** faster than domestic growth

69% said **basket sizes** will get bigger



At the same time:



88% said demand for **free delivery** won't go away



84% said demand for more **sustainable product offerings** will grow



81% said demand for more **sustainable fulfilment** will grow



78% said demand for **same day delivery** will rise



66% said the number of **channels customers use to engage** with them will increase further



57% said **returns volumes** will increase



Part THREE

Current social media behaviours are a window on the future of commerce



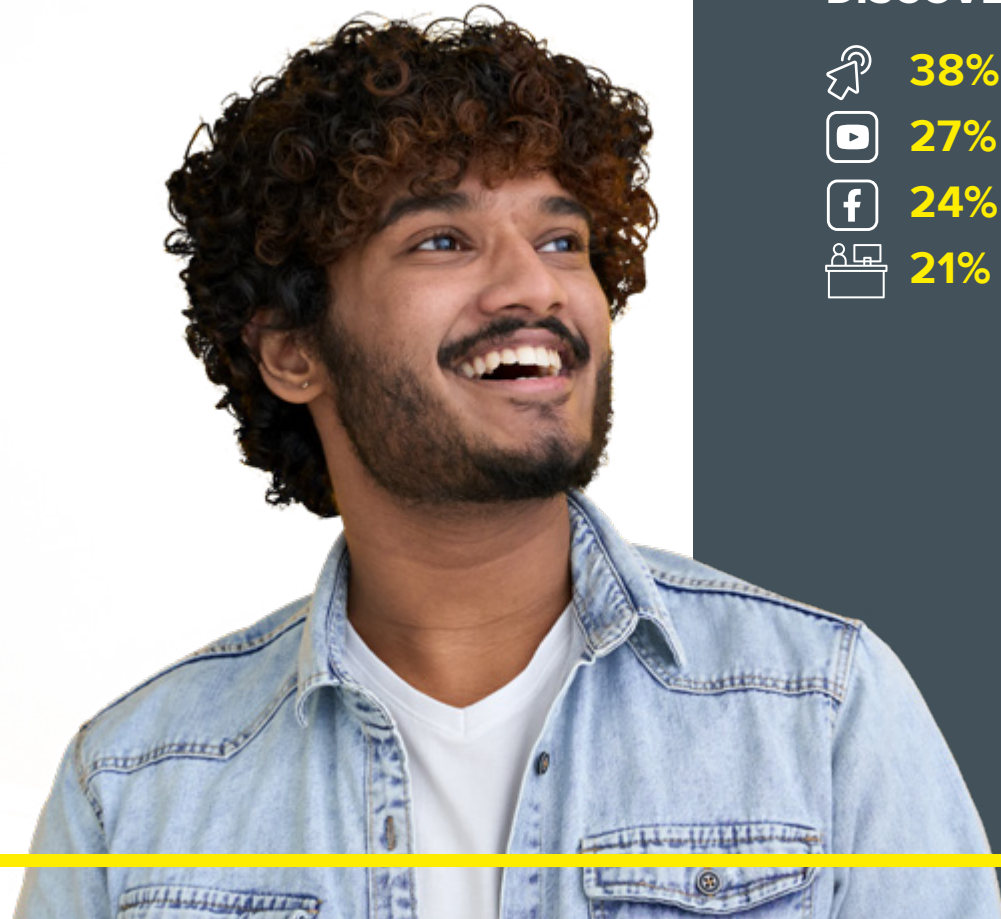
It is also important for retailers and brands to understand the implications of one of the biggest disruptors for the traditional store/online model of distribution, and that is social media. Looking at the shopper research, it is clear that the main platforms, Facebook, YouTube, Instagram and TikTok have entirely changed the way many people shop and industry figures only suggest this will continue.

The dependence on social media is highest among Gen Z and lowest among older demographics and while this may look like a predictable pattern for individual channels or behavior types, when considering the multiple touch points that shoppers use, then designing shopping journeys for each cohort will be much harder and depend much more on hard data and insight.




Retailers and brands may take comfort from the fact that online direct and stores still lead for discovery and purchase, social media is often in the top three and when considering the entire journey that shoppers make around a brand, social media is sometimes at the top of the list.



The research provided a wealth of detailed information about shoppers' shopping habits. **Which of a retailers' sales channels do you use the most for when making purchases?**



INSPIRATION

-  **36%** - online direct
-  **30%** - stores
-  **30%** - YouTube




DISCOVERY

-  **38%** - online direct
-  **27%** - YouTube
-  **24%** - Facebook
-  **21%** - store




TRANSACTION AND PAYMENT

-  **45%** - online direct
-  **32%** - stores
-  **22%** - online via marketplaces

CONSUMING BRAND

-  **38%** - online direct
-  **29%** - stores
-  **26%** - YouTube

ENTERTAINMENT

-  **33%** - YouTube
-  **30%** - online direct
-  **26%** - Facebook



RETAILERS PLAN TO KEEP PACE WITH THE TRENDS AS THE RESEARCH SHOWS.

Around **40%** globally see Facebook, TikTok, YouTube and Instagram as key sales channels to deliver strategic growth opportunities for their brands in the next 12 months to 2024. **A similar percentage now includes the Metaverse in their strategy.** In Hong Kong, development is dominated by Little Red Book and T-Mall on Alibaba but mainstream global channels and the metaverse grow in importance over the next five years.

These findings reflect the current thinking that we are moving past omnichannel to a hybrid model of e-commerce which demands that, as “retail guru” Steve Dennis* puts it, the players are in the moments that matter and move away from siloed ideas of online and in-store to see the customer as the channel. He goes on to say that one-size-fits-all supply chains and single store prototype go-to-market strategies are giving way to models that are more diverse, agile, and hybrid at their core.


AROUND **40%** GLOBALLY SEE FACEBOOK, TIKTOK, YOUTUBE AND INSTAGRAM AS KEY SALES CHANNELS

*Steve Dennis has over 30+ years of experience as a strategic advisor, board member, general manager and C-level executive at two Fortune 500 retailers.



Part FOUR

Conclusions



A NUMBER OF IMPORTANT FINDINGS EMERGE FROM THE TWO RESEARCH STUDIES THAT WILL BE OF CRITICAL INTEREST TO RETAILERS AND BRANDS AS THEY PLOT THE NEXT FIVE YEARS.

While confronting the harsh current realities of inflation that is hitting both them and their customers so hard, retailers and brands are also facing a customer that is choosing to shop in ways that they could not have predicted.

What emerges is a series of paradoxes that brands will need to understand and navigate.

Right now, it is not easy to see how this can be achieved; shoppers say they will pay more for speed and returns choices but not for sustainable deliveries, and yet they also say they value brands that are authentic, sustainable, and expect them to embrace EV (electric vehicles), carbon offset/neutral deliveries.

However, understanding these challenges and paradoxes is key to retailers and brands being able to structure their order management and delivery capabilities to protect margins.

Right now, given the pressures that retailers and brands are under for both domestic and cross-border commerce, they will want to be certain they can manage and fulfil orders across traditional as well as emerging channels, even into the Metaverse, as well as deal with returns authentically, efficiently, sustainably and profitably.



THE WINNERS IN DOMESTIC AND CROSS-BORDER E-COMMERCE ARE THOSE COMPANIES ABLE TO DELIVER ON PROMISE, WHICH WE ARE PUBLISHING HERE FOR THE FIRST TIME AS A UNIQUE FORMULA COMPRISING THE FOLLOWING:

Customer orders need to be:

- ✔ Honestly communicated
- ✔ Reliably fulfilled
- ✔ Visibly and accurately located
- ✔ Rapid
- ✔ Sustainably packed and distributed
- ✔ Personalized for both delivery and returns





Part FIVE

How to keep up with customer expectations



IN ORDER TO KEEP PACE WITH THE CUSTOMER'S NEEDS AND EXPECTATIONS, RETAILERS AND BRANDS MUST INVEST IN A DIGITAL ECOSYSTEM THAT IS FLEXIBLE AND AGILE

says **Renaud Marlière, Asendia's chief business development director.**

Whether today's shoppers are engaging with brands via a webstore, a marketplace or a bricks-and-mortar shop, they expect the entire process to feel connected, coherent and simple.

They may want to order a product online, sample it instore, then have it delivered to their home. My practical advice for retailers is to dedicate resources into integrating inventories and ordering systems across the business. A shop assistant should be able to check stock availability throughout the retail network and place an order at the store of the customer's choosing. In this way, the retailer can never under or over-sell.

Becoming an omnichannel retailer and keeping pace with the latest ideas and technology is both a challenge and a major opportunity. Each player needs to think about how to strike the right balance between D2C, marketplaces and traditional retail – it won't be the same for every brand.

Then comes the challenge of selecting the right third-party e-commerce and logistics enabler. **Is the brand a purely domestic business or does it have the ambition to sell cross-border?** Will it need support with developing or improving webstores, localized checkouts, merchant of records services or logistics and delivery.



keeping pace with the **latest ideas and technology** is both a **challenge** and a **major opportunity.**



WHAT'S NEEDED IS A CLEAR IDEA OF WHAT THE BRAND IS AND WHERE IT IS GOING.

An e-commerce and logistics enabler like ESW can help establish the digital infrastructure needed for successful online retail. If the brand is planning to handle all this in-house, it must assess which digital solutions will work together. CMS, PIM, OMS, marketplace aggregators, WMS, TMS, RMS... there is certainly a lot to consider. Given the complexity of this digital ecosystem, agile SaaS solutions, such as those provided by Anchanto, can help to optimize the digital side of the operation. This can be a great way to get legacy and future omnichannel operations in order.

Omnichannel continues to evolve at a staggering pace – just look at the increasing numbers of players selling on, or even transforming into, marketplaces. If they are to make the right decisions, digital and e-commerce directors need to be very aware of how the landscape is evolving and what it means for their businesses. Social commerce is already established on platforms like Facebook and Instagram but ByteDance's platforms, TikTok and Douyin, are also making strong headway.



Thinking a little further ahead, the metaverse is also going to have massive implications, although it is still too early to understand exactly what these implications will be, or even exactly what the metaverse is going to look like.

ESW empowers the world's best-loved retailers and brands to make global shopping better, safer, simpler and faster, end-to-end. From compliance, data security, fraud protection, taxes, and tariffs to checkout, delivery, returns, customer service, and demand generation, our powerful combination of technology and human ingenuity delivers quick to market, asset-light solutions for brands to create localised, direct consumer relationships across 200 markets in as few as 6 weeks. ESW is a wholly owned subsidiary of Asendia.



Asendia is now one of the major minority shareholders of Anchanto, a market leader in e-commerce technology in Asia. This significant investment is a further key step in Asendia's growth strategy with the ambition to establish our global leading position in the logistics and digital e-commerce business areas.... Anchanto is the market leader in Asia-Pacific for multi-channel e-commerce solutions, offering back-end e-commerce operations for businesses of all sizes with innovative & intelligent SaaS platforms. With more than 100 employees and operations in 14 countries, Anchanto holds offices in Malaysia, Indonesia, Philippines, India, Thailand, and Australia, with their headquarters located in Singapore.





DELIVERY AND RETURNS CHALLENGES FOR RETAILERS AND BRANDS



On average, retailers said their returns rate on their website was **23%**

US and Switzerland had the highest returns rate of **27%** each, followed by Germany and UK (both **26%**)



On average, it costs international retailers **\$25.20USD** to process a domestic return

- US was the priciest at **\$31.20USD**, followed by France **\$30.80USD**
- The lowest was Spain at **\$18.60USD**



67% already offer carbon neutral deliveries

- Lowest ranking markets: UK (**57%**) and Germany (**58%**)
- Highest ranking market: Hong Kong – **89%**





WHAT ARE RETAILERS' DELIVERY PLANS FOR THIS YEAR?



Improvements to DOMESTIC deliveries in 2023

- 34%** Offering faster fulfilment
34% Achieving efficiencies within delivery operations
- 32%** Increased number of carriers / third party logistics suppliers in my delivery network so I have more agility in my logistics network to cope with outages (e.g. strike) and peaks (e.g. peak trading)
32% Securing cheaper shipping rates
- 31%** Improving choice of delivery options available to customers

34% are focusing on delivering faster fulfilment capabilities vs **30%** who are looking to build more sustainable delivery options – in the battle of fast vs green, fast fulfilment is currently winning



Improvements to INTERNATIONAL deliveries in 2023

- 41%** Securing cheaper shipping rates
- 36%** Increasing number of carriers / 3PLs in my delivery network to reach new markets
- 33%** Achieving efficiencies within international delivery operations

25% are focusing on delivering faster fulfilment capabilities vs **22%** who are looking to build more sustainable delivery options – in the battle of fast vs green, fast is winning

On average, global retailers work with 8 delivery companies on their international deliveries

- German retailers had the most, almost 11 on average
- Spanish retailers worked with the fewest, less than 8 on average



ASENDIA

BY LA POSTE & SWISS POST

About Asendia

Asendia is one of the world's leaders in international e-commerce and mail, delivering packages, parcels and documents to more than 200 destinations across the globe. Combining the experience and expertise of our founding companies, La Poste and Swiss Post, the Asendia Group brings together a wealth of international and local know-how. Asendia's expertise is broad reaching encompassing different aspects of e-commerce, from webshop software and marketplace management to international logistics. Asendia is committed to sustainability, offsetting all CO2 emissions including first-mile collection, last-mile delivery, returns, and building emissions, machinery, and business travel.

Asendia employs over 1,500 people in Europe, UK, Asia Pacific and the USA - a global network blended with a local presence.

www.asendia.com

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