shipping easy®

Protect Your Growth Strategy

2023 CONSUMER & MERCHANT BENCHMARK REPORT

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Inflation is on everyone's mind, from consumers to business owners. But despite the economic headwinds, ecommerce is continually on the rise. The key is learning how to position your business to meet the trends and adapt to the changes.

66% of consumers will change their buying behaviors in 2023

Based on survey data we collected from 9,000+ consumers and merchants around the world, we've compiled three keys to success for ecommerce business growth in 2023.
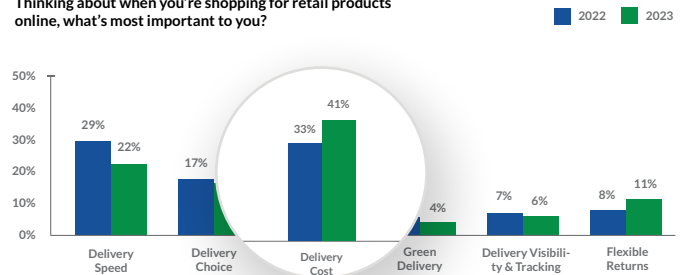
3 Keys To Protecting Your Growth Strategy:

1. Reduce Your Shipping Costs
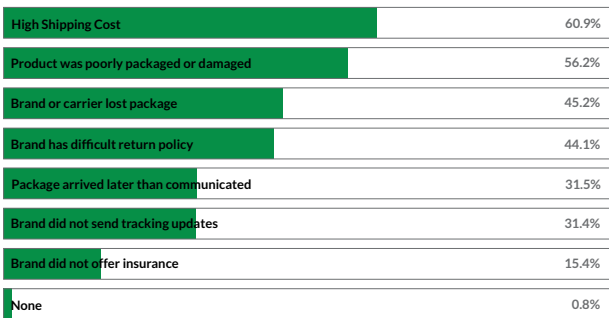2. Improve Your Delivery Experience
3. Streamline and Expand Operations

Year over year, shipping costs are the #1 concern.

41% of consumers said delivery cost is the most important factor, up 8% from last year.

Thinking about when you're shopping for retail products online, what's most important to you?
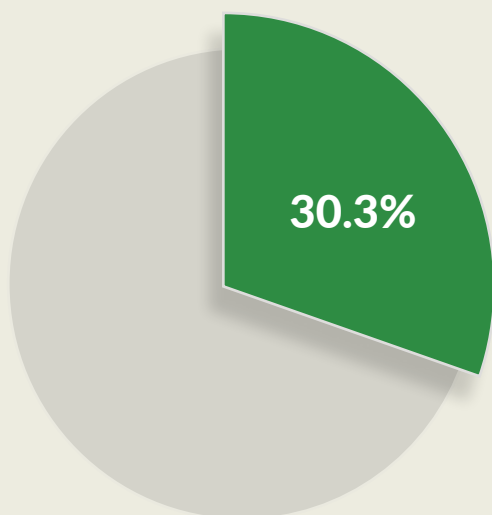
■ 2022 ■ 2023

	Delivery Speed	Delivery Choice	Delivery Cost	Green Delivery	Delivery Visibility & Tracking	Flexible Returns
2022	29%	17%	33%		7%	8%
2023	22%		41%	4%	6%	11%

Which of the following would you make less likely to shop with a brand in the future? Select all that apply.

High Shipping Cost	60.9%
Product was poorly packaged or damaged	56.2%
Brand or carrier lost package	45.2%
Brand has difficult return policy	44.1%
Package arrived later than communicated	31.5%
Brand did not send tracking updates	31.4%
Brand did not offer insurance	15.4%
None	0.8%

60.9% of consumers said "high shipping costs" would make them less likely to shop with a brand.

←

72% of merchants say they're also looking to reduce their shipping costs this year.

→

What are you considering to help your ecommerce business grow this year? Select all that apply:

Finding ways to reduce shipping costs	72.1%
Offering faster shipping times to shoppers	25.4%
Improving the checkout experience for shoppers	23.7%
Introducing or improving warehouse/inventory automation	23.7%
Adopting new software	16.4%
Increasing headcount	16.4%
Other	12.5%
Changing return policies	7.3%
Decreasing headcount	2.1%

30.3%

Last fall, **30.3% of consumers** said cost of delivery is the #1 consideration when shopping online.**

←

**ShippingEasy Holiday Shopping Trends Report 2022

Good delivery experiences mean repeat business

How often do consumers prefer to receive status updates regarding their delivery?

Every day	42.9%
Only with substantial updates (such as shipped, in transit, out for delivery, delivered)	37%
Only upon delivery	10.6%
Only upon shipment	7.8%
Never	1.6%

Based on the data, you may want to consider:

Shipping Insurance
45% said they would be less likely to shop with a brand if their package got lost in transit.

Sustainable Options
66% of consumers would consider green delivery options (2023), up from 63% (2022).

Did you know: 49% of consumers would consider longer delivery times to reduce emissions.

Better Packaging
56% said they'd be less likely to shop if the product was poorly packaged or damaged.

Meet Your Customers Where They Shop

Did you know: We spend an average of 2.45 hours a day on social media?*

Which of these platforms do merchants intend to use to sell products in the next 12 months?

Platform	Percentage
Facebook **f**	49.8%
Instagram	39.5%
TikTok	21.3%
Pinterest	18.6%
None	33.8%
N/A	6.1%

Consumers' Great Expectations

Timing
62.4% expect online orders to be delivered in 2-4 days after purchase across age groups.

Method
23% say they expect to shop online more to save on rising costs.

Shopping Small
7 in 10 are willing to pay slightly more for a product in order to support a small business.

Prepare for returns earlier than ever before

ShippingEasy data shows that returns are happening, in some cases, weeks earlier than in previous years.
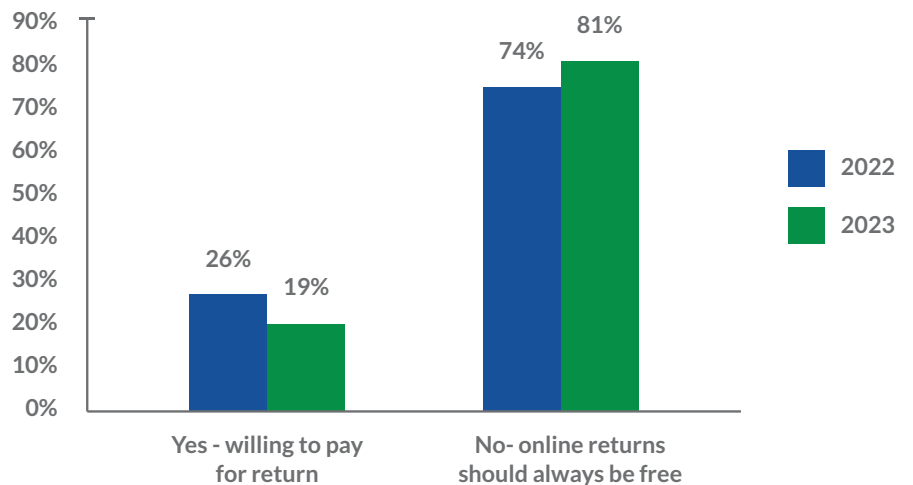
53% of holiday returns were made from Dec. 1 - Dec. 24

Most Popular Days for Returns

November 28, 2022
December 5, 2022
January 3, 2023

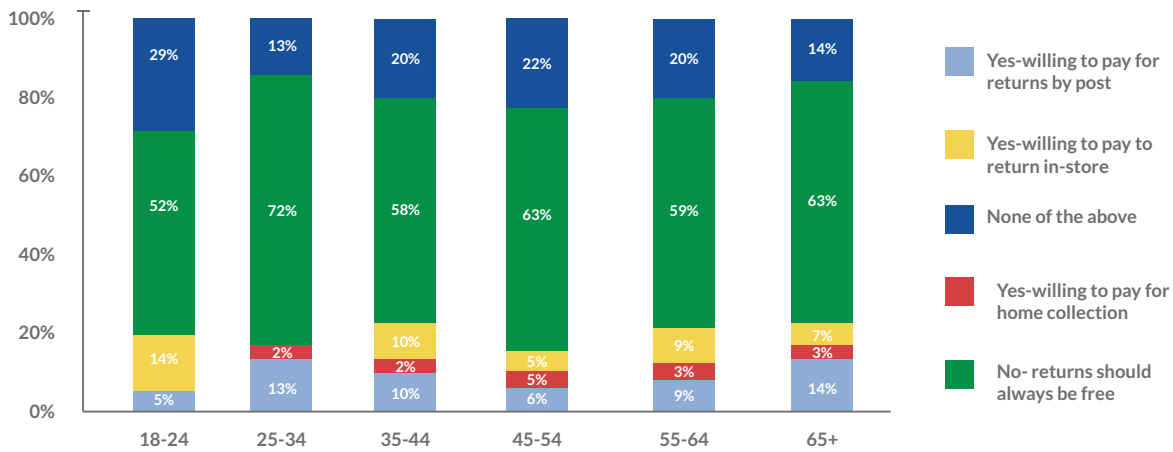2021 Season: Dec 13, 2021
2020 Season: Jan 4, 2021

We asked consumers:
Are you willing to pay for returns on products ordered online?

Bar chart comparing 2022 and 2023 responses:
- Yes - willing to pay for return: 2022 = 26%, 2023 = 19%
- No - online returns should always be free: 2022 = 74%, 2023 = 81%

Returns should be convenient & free

Gen Z shoppers are more willing to pay for returns. However, the majority still expect them to be free.

Chart legend:
- Yes-willing to pay for returns by post
- Yes-willing to pay to return in-store
- None of the above
- Yes-willing to pay for home collection
- No- returns should always be free

Age	18-24	25-34	35-44	45-54	55-64	65+
None of the above	29%	13%	20%	22%	20%	14%
No- returns should always be free	52%	72%	58%	63%	59%	63%
Yes-willing to pay to return in-store	14%	2%	10%	5%	9%	7%
Yes-willing to pay for home collection		2%	2%	5%	3%	3%
Yes-willing to pay for returns by post	5%	13%	10%	6%	9%	14%

How consumers want returns

The #1 preferred method of returning an order is to receive a pre-printed return label in the original box for them to drop-off with a carrier.

66% of merchants do not currently offer free returns.

81% of consumers say they want returns to be free.

44% of consumers say they're less likely to shop with a brand if the returns process is difficult.

Shipping automations are your key to savings

30% of merchants plan to introduce warehouse automations in 2023.

We asked merchants: What's the primary goal for introducing warehouse automation?

Working faster	44.8%
Reducing errors	22.4%
Solving specific problems in our workflow	20.7%
Lowering headcount	8.6%
Other	3.4%

PLANT-BASED SUPERFOOD SNACK
ASHAPOPS®
POPPED WATER LILY SEEDS

Jai and Asha Farswani, founders of AshaPops, use ShippingEasy's automation rules to save time and money on shipping.

Results:

- Batch labels **10x** faster
- Reduce time to prep & fulfill e-commerce orders by **40%**
- Cut the need for dedicated fulfillment staff by **50%**

"It was a tremendous amount of savings in terms of time. 40% savings is probably a fair number if I have to put a number on it."

- Jai and Asha Farswani
Founders, AshaPops

Ready to protect your growth?

Ecommerce Readiness Checklist

- ☐ Secure the best shipping discounts
- ☐ Sell on multiple channels
- ☐ Insure relevant shipments
- ☐ Offer a clear returns policy
- ☐ Automate fulfillment
- ☐ Learn more at **shippingeasy.com**

About This Research

ShippingEasy worked with Retail Economics to conduct this survey in January 2023. This report includes answers from a sample of nationally representative consumers, as well as data from an independently run survey of ShippingEasy's US-based merchants.

Who We Surveyed

🇺🇸 1,000 consumers, 300 ShippingEasy merchants

🇬🇧 🇨🇦 🇦🇺 🇩🇪 🇫🇷 🇮🇹 🇪🇸 8,000+ households