

What Happened in 2021

5-7%

more packages were sent per day during Peak Season 2021

National carriers met their on-time delivery targets most of the time



USPS

hit its delivery target 96.5% of the time



FedEx Corp.

was lower at 88.2%.



Retail sales in November & December 2021 jumped by 14.1% - that's \$886.7 billion in sales.



Retail sales in the last two weeks of 2021 accounted for 23% of total holiday sales. That is up from 11% in 2020.



What to Expect 2022

- Shopping will start earlier: As in the past 2 peak seasons, it's expected that **Black Friday deals may start as early as October**
- Additionally, **57% of consumers** have stated they aren't going to wait until Black Friday to shop due to the fear of shipping delays.
- Click-and-Collect will remain popular: Buy Online, Pick Up in Store (BOPIS) and Buy Online, Pick Up Curbside (BOPAC) are expected to **grow annually by 15% through 2024.**
- Additionally, **70% of surveyed consumers** state that BOPIS has improved their overall retail experience.
- Mobile shopping (m-commerce) will continue to be at the center of customer's lives. M-commerce made up **73% of total retail eCommerce sales in 2021.** There's no reason to believe that number will decrease in 2022.



Shipping Delays & Strategies



Shipping costs are still a major concern. Brands are finding strategies to counteract these costs.

Load balancing warehouses has shown to reduce shipping costs by 25% and save up to 13% in total costs.

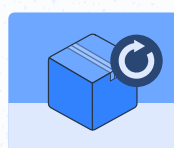


Shipping delays between China and U.S. and European ports have quadrupled since March 2022.

70% of those surveyed stated that free shipping is the #1 most important factor during checkout.



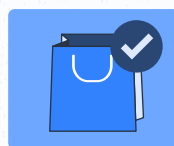
Rebound with Better Returns Management



eCommerce purchases are returned at almost twice the rate of in-store purchases. In 2020, over 13% of merchandise sold in Q4 was returned. In 2021, that number jumped up to 17.8%.



73% of shoppers have stated that a bad returns experience will negatively impact if they shop with that retailer again.



Up to 30% of returns are shown to be reconverted into new purchases. This makes it important to manage your returns process well to encourage repeat business and recoup some of the loss of a return.

Sources:

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