E-TAILER 2023 TRENDS

DHL eCommerce Solutions has identified the following trends that it expects will continue or intensify in 2023 in the U.S.

01 Cost-consciousness is here to stay

With global and U.S. macroeconomic uncertainties looming in 2023, consumers are expected to be more cost-conscious in their online spending. Thus impacting online merchants' shipping requirements and making the cost of shipping their number one priority

02 Pandemic volume boom gone, closer to 2019 levels

Volumes have been normalizing across the logistics industry due to online retailers facing margin pressures, a dip in demand, and cost and labor increases, resulting in many negotiating with multiple shipping carriers for the most economical and reliable service.

03 Reliability and real-time visibility

Given online merchant demand, we can expect increased investments among logistics providers in data analytics and instant tracking and transportation disruption notification capabilities.

04 Regionalization of demand returns

For e-commerce merchants, regionalizing their distribution networks can help them get closer to their end consumers and save on transportation costs, but this will demand a strong logistics partner with an extensive footprint.