



E-TAILERS' ALMANAC

OPTIMAL PARCEL PROMOTION PERIODS FOR 2020

DHL eCommerce Solutions recommends the following e-commerce promotion windows for optimal light weight parcel planning during these e-commerce peak shipping 2020 dates.

Mother's Day

Planning & shipping period:
April 10 - May 17

Amazon Prime Day

Planning & shipping period:
June 13-July 21

Black Friday

Planning & shipping period:
Oct. 26-Dec. 4

Back to School

Planning & shipping period:
July 27 - Sept. 14

Cyber Monday

Planning & shipping period:
Oct. 30-Dec. 7

Christmas

Planning & shipping period:
Nov. 23-Dec. 31





E-TAILER 2020 TRENDS

DHL eCommerce Solutions has identified the following four trends that it expects will continue or intensify in 2020.



MULTI-CARRIER APPROACH GAINING POPULARITY

Today, online merchant companies are increasingly recognizing the multiple cost savings and delivery time benefits generated by using a multi-carrier approach to shipping their e-commerce goods.



INVENTORY STAYS CLOSE TO HOME

The expectation that many online retailers will distribute their inventory across the country to reduce shipping zones and increase click to delivery times has not materialized as once believed. Many large online merchants continue to dispatch inventory from one to two sites within close proximity to their operations.



DAY CERTAINTY TRUMPS SPEED

Many e-tailers are willing to forego the fastest shipping option in return for accuracy and day-definite shipment options with the ability to use web tracking.



INCREASE IN SOPHISTICATED INVENTORY MANAGEMENT

Online merchants are making more data driven decisions for their supply chains through the use of software and cloud-based tools. With data and real-time visibility, e-tailers are now adopting more and more new tools to make multi-carrier shipping decisions, inventory and route management planning for improved service and cost.