International Post Corporation

70% of French e-shoppers prefer retailers that offer eco-friendly delivery options

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Asendia, a global leader in ecommerce and mail solutions, present its latest Markets to Watch guide, an insightful resource designed to help retail and e-commerce experts identify and unlock new opportunities in key global markets.

The French e-commerce market is projected to reach €200 billion by 2027, driven by a focus on sustainability and the resale economy, which could be worth €14 billion by 2030. Retailers that align with these values stand to benefit significantly from the market's expansion.

United Kingdom: Resilient Post-Brexit Growth in a well-established e-commerce landscape Despite economic headwinds and Brexit-related changes, the UK remains Europe's largest e-commerce market. Thomas Sjolin, CEO of Asendia Nordics, points out that 81.5% of UK consumers engage in online shopping, driven by the adoption of hybrid working patterns that have persisted post-pandemic. The UK's postal network is renowned for its reliability and efficiency, an impressive 94% of orders are delivered successfully on the first attempt. Additionally, 59% of shoppers prefer having their purchases delivered to their homes, reflecting a strong demand for convenient delivery options.

With a well-established e-commerce infrastructure and a consumer base accustomed to online shopping, the UK market continues to offer substantial potential for e-tailers.

US and Canada: High-Spending, Tech-Savvy Consumers
The North American e-commerce market continues to thrive, with the US surpassing $1 trillion in online sales in 2022 and e-commerce revenue growth seeing a remarkable 101% increase since 2019. Sarah Clewlow, Asendia's Director of Commercial Networks, highlights the trust American consumers have in their delivery services and the significant growth in sectors such as fashion, electronics, and health & beauty. Out of the top 500 online stores by total net sales in the US, 5 stores generated 42% of all sales in 2021.

Canada's strong e-commerce infrastructure and proximity to the US provide substantial opportunities for cross-border trade. 25% of

Canadians consider next day delivery important.

With high consumer confidence and innovative market dynamics, North America offers significant potential for e-tailers looking to tap into a large, affluent audience.

Asendia's "Markets to Watch" guide provides a wealth of insights into the dynamic e-commerce landscapes of key global markets. With detailed analysis and actionable recommendations, Asendia's guide is an essential resource for e-tailers aiming to capitalise on emerging opportunities and navigate the complexities of global e-commerce.

To download the report, click here.

Source: Asendia

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