International Post Corporation

FedEx Report: Convenience and Digital Trends are Redefining E-Commerce in 2025

20-02-2025

Consumers continue to prioritize convenience and seamless post-purchase experiences, while social media and generational preferences shape brand engagement.

FedEx Corporation released its annual FedEx 2025 E-Commerce Trends to Watch Report in collaboration with C Space, uncovering key insights on how consumer behavior and expectations are evolving. As digital marketplaces grow increasingly competitive, businesses that prioritize convenience, seamless returns, and personalized engagement will drive customer loyalty and long-term success.

Convenience & an Elevated Post-Purchase Experience are Key

Consumers expect a hassle-free shopping experience from start to finish, with convenience and post-purchase ease emerging as what matters most in 2025. More than 80% of shoppers surveyed prioritize convenience, expecting home delivery (81%), free shipping (76%), and real-time tracking (68%) as table stakes features.

Returns are a critical part of the convenience equation, as shoppers demand a frictionless post-purchase experience. Retailers that simplify the returns process will gain a competitive edge, as cumbersome return policies often deter repeat purchases. Notably, 97% of shoppers have abandoned a purchase due to inconvenient shopping experiences, reinforcing the necessity of a frictionless buying and returns process.

"E-commerce success in 2025 isn't just about having the right product selection—it's about delivering a seamless end-to-end customer experience," said Jason Brenner, senior vice president, digital portfolio at FedEx. "Retailers that prioritize convenience, including easy returns, fast and transparent shipping, and frictionless digital engagement will ultimately lead the market."

Generational Preferences Are Reshaping Digital Marketing

To stay competitive in 2025, brands must attune their marketing strategies based on generational preferences, particularly in the digital landscape.

Gen Z consumers prefer digital-first brand

interactions, with nearly 70% of their engagement occurring online. They also discover new brands through TikTok (51%) and Instagram (40%), making a strong social media presence essential.
Millennials are highly brand conscious, with 81% considering a brand's treatment of employees before making a purchase. Additionally, 27% prefer to buy directly from a brand's website or app, reinforcing the importance of strong direct-to-consumer strategies.
Boomers value in-person connection with 53% still shopping in-store more than any other generation.
To connect effectively, brands must prioritize personalized communications and tailored content, leveraging video-driven storytelling and nostalgic elements to create emotional connections—especially among younger consumers.

Holiday Shopping is Now a Year-Round Activity

Consumers are moving away from last-minute holiday shopping, choosing instead to spread spending throughout the year. This year's report highlights a clear shift in shopping behaviors:

22% of shoppers surveyed begin holiday shopping as early as August to manage expenses and avoid price surges.
By 2026, 30% of consumers surveyed plan to shop for winter gifts throughout the year.
16% surveyed already shop year-round for the holidays.
This evolving trend presents a huge opportunity for brands to maintain engagement outside traditional holiday seasons, offering exclusive promotions and early-bird deals to capture those shoppers planning ahead.

As competition increases, e-commerce success hinges on convenience, seamless post-purchase experiences, and strong digital engagement. Businesses that adapt to shifting consumer behaviors, invest in social-driven commerce, and refine their return policies will be well-positioned for growth in 2025 and beyond.

For more insights, read the full FedEx 2025 E-Commerce Trends Report.

Source: Fedex

CLASSIFICATION: CORPORATE | WWW.IPC.BE © 2026