

# What does sustainable e-commerce look like today?

## A Balancing Act

More and more consumers are demanding greener e-commerce, putting pressure on retailers to find sustainable delivery and returns solutions. To meet this demand, online retailers must find a way to balance consumer expectations of rapid delivery times to international destinations with lowering the carbon footprint of every parcel.

**70%** of all consumers think that addressing climate change is more important now than ever before.

**37%** of shoppers base their buying decisions on retailers' ethical and sustainability policies.

**43%** of consumers select next-day delivery.

**3 in 4** e-shoppers say they would have been dissuaded from a purchase if there had been a delivery charge associated with it.

## Packaging with Potential

Today's consumers want their products to arrive safely and wrapped neatly, but without harming the environment. That means exploring and experimenting with sustainable options like cardboard, paper and other recyclable materials to find packaging that your customers will remember – and re-use!

**74%** of consumers are willing to pay more for sustainable packaging

**72%** of shoppers say they are buying more eco-friendly products compared to 5 years ago

**53%** of people are actively looking for recycling or sustainability info on packaging

Just **5%** of people associate plastic with the word "premium"

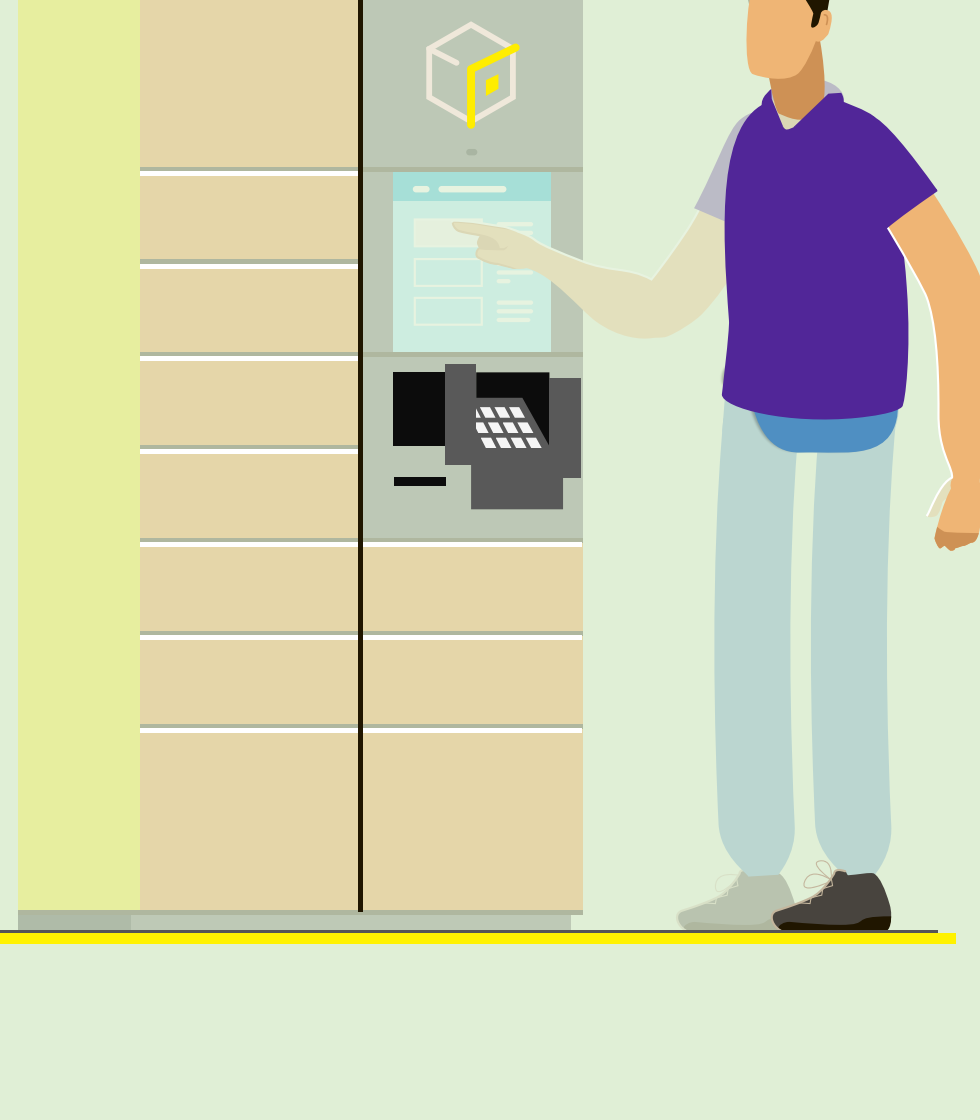
## Local Delivery & Drop-Off Points

Last-mile delivery and returns are responsible for much of e-commerce's carbon emissions. In 2022 we'll see an increasing number of alternatives to delivery vans, including bicycles and even drone or robot deliveries. Eco-minded younger shoppers are also choosing to pick up deliveries from stores, post offices or lockers rather than having goods delivered to their door.

Last-mile delivery growth will increase carbon emissions by **30% by 2030.**

The Global Smart Parcel Delivery Locker Market is currently worth **\$500 billion.**

When asked how they returned their goods, the majority of consumers (**39%**) went instore.



**28%** visited a drop-off point. Millennials were significantly more likely to use the relatively new drop-off concept.

Pick-up points result in **33% less CO2 emissions** in the last mile network compared to deliveries to residential addresses.

## Going Paperless

With so many of our everyday essentials stored on our phones, switching from paper receipts, invoices and returns forms just makes sense. It offers a seamless experience for customers who are already confident using apps, as well as reducing paperwork and saving time generating refunds therefore creating a more customer-centric experience.



For every 100k orders shipped, **70,000 pieces of paper** are thrown away.

Retailers that implement technologies such as delivery systems (including paperless receipts) can stand to improve profitability by over **15%**.

Paper accounts for **25%** of total waste at landfills.

## Knowing the impact of returns

While free returns make happy customers, they are causing our planet a lot of harm. It's time to start educating consumers about the impact of returns and looking for ways to offer consumers easy, efficient returns solutions that are sustainable, too.

**30%** of consumers purposely over-order and return unwanted items when returns are free.

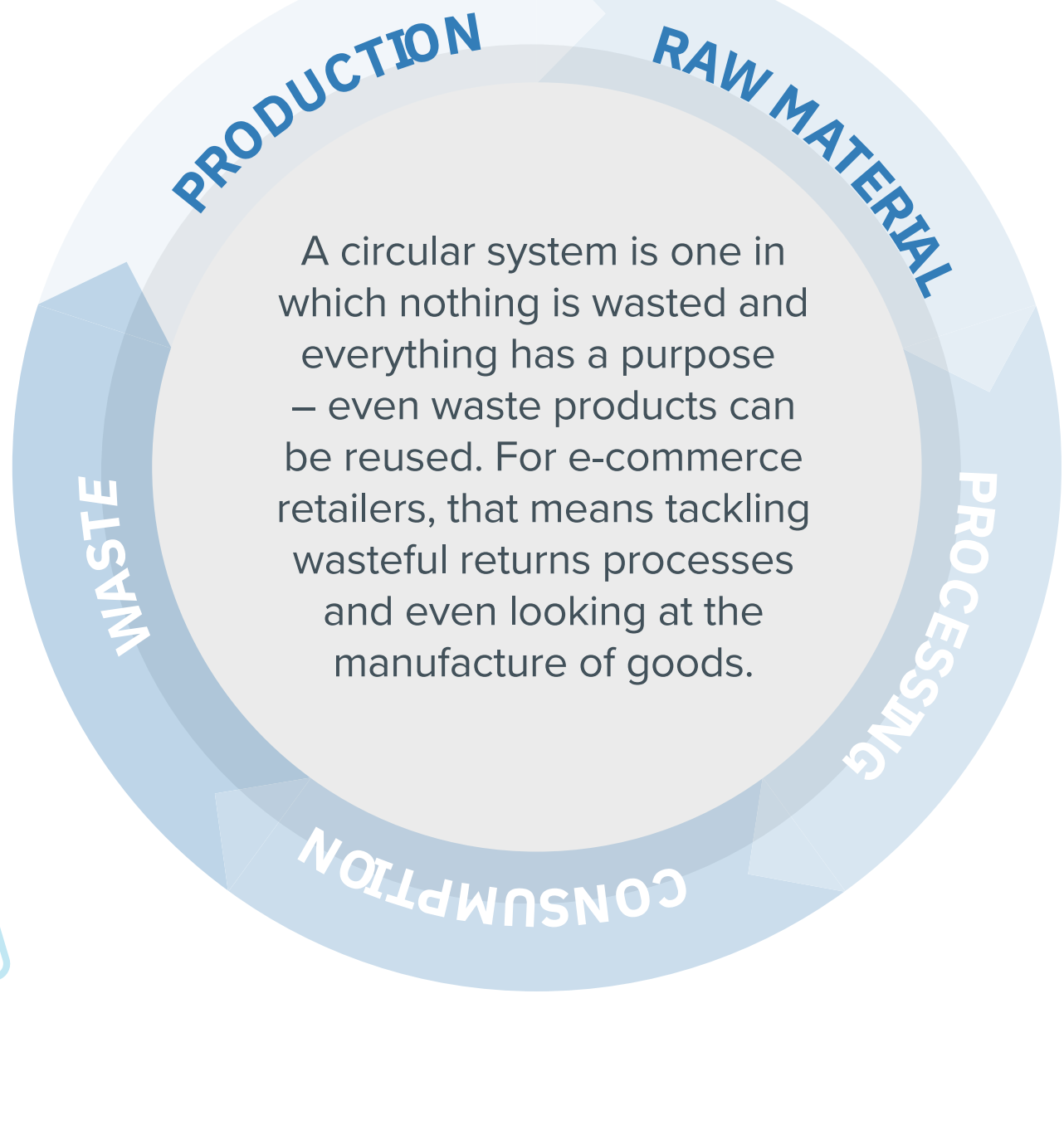
Returns cost our planet **15 million tonnes of CO2e** and **2 million tonnes of landfill waste** each year from US returns alone.

A quarter of all consumers return between **5% and 15%** of the items they buy online.



Only **50%** of returns make it back into the store inventory for resale.

## Establishing a circular system



**90%** of raw materials used in manufacturing in Europe become waste before the product leaves the factory.

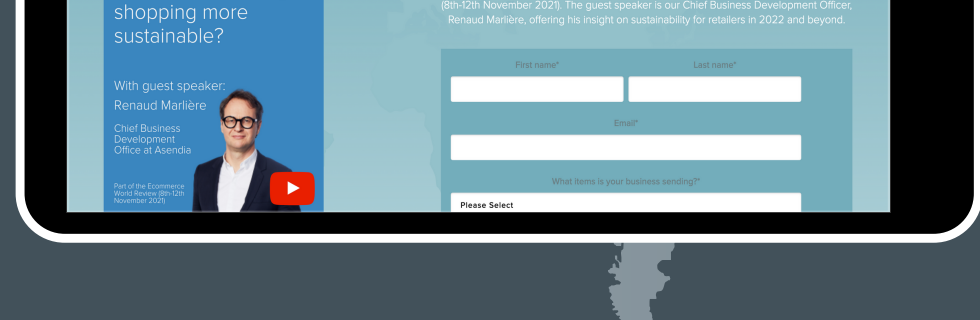
**80%** of products made in Europe get thrown away in the first six months of their existence.

**25%** of all returns end up in landfills.

Establishing a circular system could halve industrial carbon emissions in the EU by **2050**

**\$700 million** is the annual material cost savings that could be realized in the fast-paced consumer goods industry with the implementation of a new circular economy.

Watch the webinar **'How are retailers making shopping more sustainable?'**



### Sources

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