

Evolving Expectations

20
25



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About this report

Challenges during fulfilment test eCommerce resilience, with hurdles stacking up worldwide.

Evolving Expectations 2025, Starshipit's annual deep dive into shipping and fulfilment trends, is here to help retailers rise above them. As economic pressures keep rising, retailers face a clear mandate: cut costs without skimping on quality. This report explores how by drawing from industry shifts, expert insights from frontrunners in eCommerce technology, and a comprehensive survey of leading retailers.

From smarter systems to sustainable practices, we uncover ways to grow your business while keeping customers happy. You're not alone – costs top the challenge list for 70.4% of retailers surveyed – here's your guide to tackling them head-on, proving that great shipping can be both lean and impactful.

Featuring insights from



Foreword

In 2025, eCommerce isn't just about speed or loyalty – it's about survival.

Despite global revenue in the eCommerce market projected to reach US\$4.32 trillion by the end of this year (Statista), businesses are still being squeezed by rising costs and a tougher economic environment. Our retailer survey paints a clear picture, with shipping costs being selected as the biggest hurdle. At Starshipit, we see this as the year to rethink efficiency, not by compromising quality, but instead sharpening operations to thrive. This report is your playbook for doing just that.

Last year, we tracked evolving demands around speed and choice. Now it's about doing more with less. Technology is the linchpin – with 66.7% of leading retailers saying they lean on shipping automation, while 38.4% negotiate carrier rates to reduce expenses. Industry leaders agree that integrated systems, multi-carrier flexibility, and data-driven cuts are redefining the game. Omnichannel fulfilment and returns strategies aren't just perks either, they're high-impact cost savers in their own right. Sustainability also remains a key focus for businesses trying to reduce waste and align with customer expectations.

My advice? Focus on whatever moves the needle. Customers still want fast, reliable delivery, but they're not the ones footing the bill. Retailers who master cost efficiency without skimping on experience will lead the pack. **Here's to turning 2025's challenges into wins!**

Global revenue in the eCommerce market projected to reach

US\$4.3
trillion

by the end of this year.



George Plummer
CEO & Founder,
Starshipit

Trend 1

Cutting costs, not corners



Overview

Global shipping costs are a rollercoaster for eCommerce retailers, with 2025 shaping up as another bumpy ride. Rising costs continue to squeeze margins – think fuel prices, labour shortages, and carrier rates – while customer expectations for faster deliveries demand quick action. Reports highlight fluctuating rates, spiking early this year with Lunar New Year demand and Red Sea detours, then easing as the holiday rush subsided. Prices climbed again with importers racing to beat new US tariffs, pushing volumes up across transpacific routes. Europe is feeling the pressure too, with longer routes driving costs higher before the usual peak.

It's a challenging environment – with seasonal swings, trade policy shifts, and ongoing disruptions pushing expenses up, leaving businesses to figure out how to keep their bottom lines from taking the hit. The good news? Retailers are leveraging technology to turn cost challenges into opportunities for growth and customer loyalty.

What leading retailers are saying

38.4%

plan to **negotiate carrier contracts** to reduce rates in 2025.



34.6%

aim to **implement new technology** (e.g. shipping automation, order editing, warehouse robotics) to trim shipping costs.





Factors pushing costs up

- **New US tariffs** – New or increased tariffs on imports could spark early shipping surges, interfering with peak seasons and rates.
- **Red Sea diversions** – With shipping companies still avoiding the Suez Canal, longer detours are increasing costs. Returning to normal routes will also cause initial delays, as ports are clogged with increased demand.
- **Carrier shifts** – Some of the biggest freight carriers are switching up partnerships, which could mean disruptions and higher fees at first, but potentially lower rates later with more competition in the space.
- **De minimis changes** – Updates to US de minimis rules could impact air freight, particularly eCommerce and fashion, with new fees and customs delays.

Key takeaways for retailers



Shop around – find the right carriers for your business and use a multi-carrier strategy to negotiate better rates and ensure flexibility, especially during peak seasons.



Lean on smart tech – Leverage automation to pick the most cost-effective carriers for every order and streamline manual processes to save time and cash.



Stay in control of shipping costs – Display real-time shipping rates at checkout to ensure accurate pricing and avoid absorbing unnecessary costs. Additionally, keep an eye on your packaging to ensure items fit snugly, so you don't pay to ship air! This keeps your margins intact and prevents unexpected shipping expenses.

Trend 2

Operational systems – power up efficiency



Overview

Retailers are grappling with soaring operational costs, delivery delays that frustrate customers, and demand that's tough to predict, leaving margins squeezed and teams stretched thin. Integrated systems are the lifeline, syncing shipping processes, inventory, and analytics to cut through the chaos.

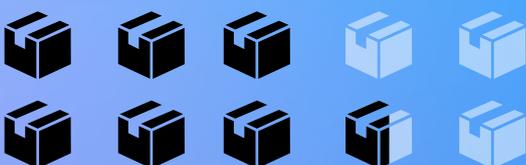
AI and machine-learning step in where guesswork fails – think logistics giants like Amazon and DHL nailing demand forecasts and carrier routes to dodge missed deliveries and lost sales. Automation kicks it up a notch, with robotics and smart sorting letting warehouses scale while keeping a lean team. It's about precision: keeping orders on track and customers smiling while slashing waste.

Retailers who harness these tools gain a sharp competitive edge, streamlining costs and staying ahead, while those who lag risk falling behind in a market that waits for no one.

What leading retailers are saying

66.7%

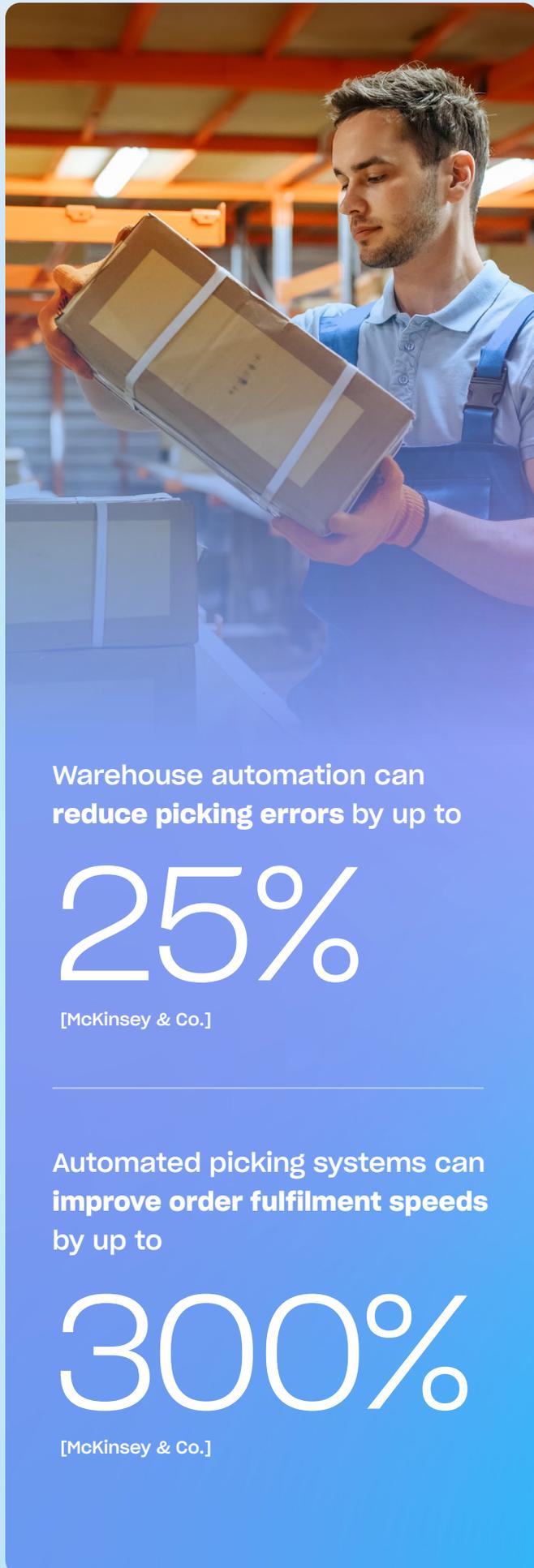
of respondents rely on **shipping automation to streamline processes.**



13.8%

of respondents plan to **implement AI-driven logistics** in the next 12 months.





Arun Kumar
Technology & Strategic
Partnerships

Expert insights

Arun Kumar, Global Director, Technology & Strategic Partnerships at Cin7 Americas Inc., offers his take: “Ever evolving customer expectations mandate businesses to focus on improving quality, optimising cost and timeliness of delivery, from an order management standpoint. The advancements in automation and robotics greatly help in this regard.”

He highlights warehouse gains: “Pick-to-light and voice picking systems that guide workers, and automated robots that navigate the warehouse to identify/pick products are increasingly used to streamline order picking. Conveyor belts that transport items to designated packing stations based on order details, and automated systems that utilise barcode scanning or image recognition to sort items based on destination help improve efficiency.”

When it comes to shipping, he adds: “In shipping and delivery - Automated label printing and applications based on order information, Automated Guided Vehicles to transport packages within the warehouse to loading docks, and seamless data transfer to shipping carriers for streamlined delivery scheduling are being deployed. These technologies not only help improve operational efficiencies (e.g. faster order processing; handling larger volumes with fewer workers) but also help reduce errors, improve order accuracy, optimise operational costs (e.g. reduce warehouse space, picking routes, labour), and eventually improve customer satisfaction by delivering on the customer expectations.” Kumar underscores tech’s precision edge.

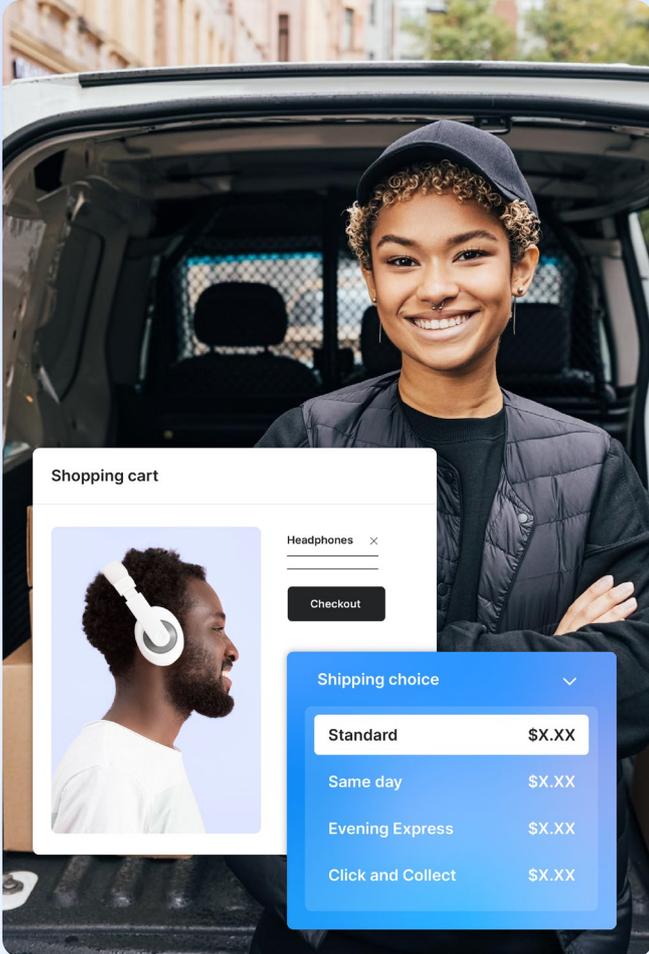
Key takeaways for retailers

- **Unify your systems** – Ditch the fragmented tools and integrate shipping and inventory management systems to boost efficiency and eliminate delays across the board.
- **Adopt AI and machine-learning tools** – Leverage predictive analytics to enhance accuracy and meet customer expectations without costly errors.
- **Enhance automation** – Scale up automation with robotics and smart tech to cut errors by 25% and dominate high-volume seasons.



Trend 3

Delivery options: meeting demand with choice

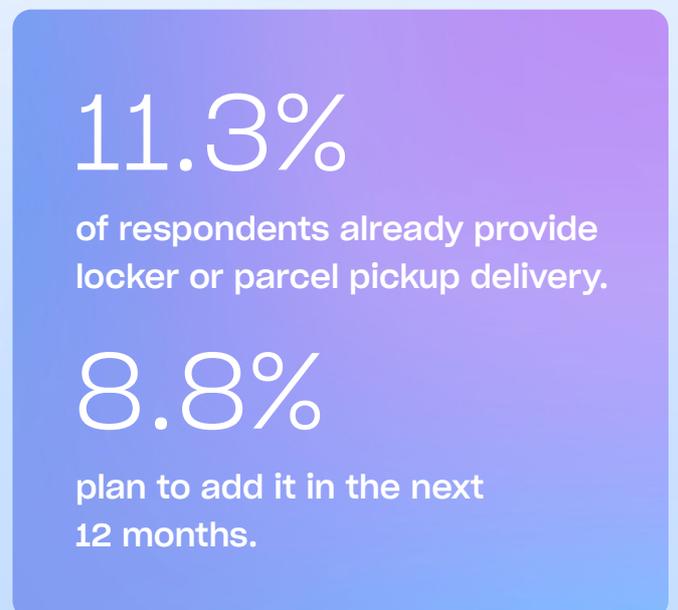
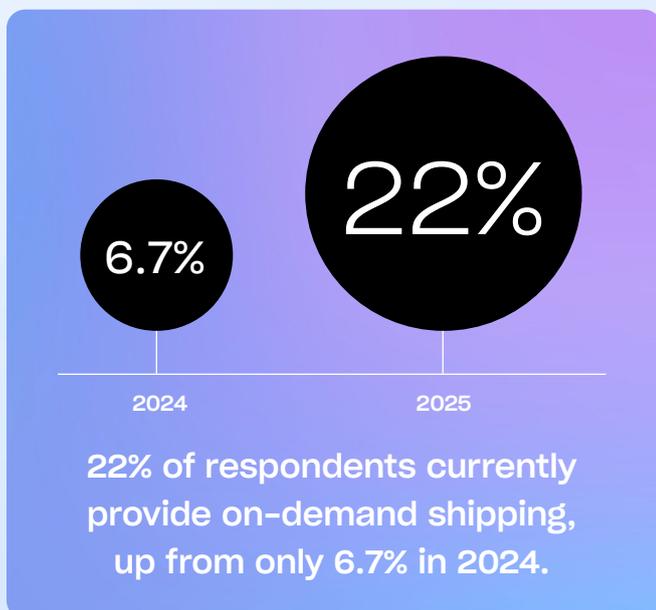


Overview

Delivery options can be a make-or-break element of eCommerce success – balancing customer demands for speed, convenience and affordability. Statista highlights same-day and next-day shipping leading the charge, with parcel lockers and pick-up points as the second-most favoured delivery locations after home delivery. Efficiency is driving more innovation – nearly 40% of global consumers prefer consolidated weekly deliveries for simplicity, causing retailers to rethink their logistics. Sustainability, like carbon-neutral shipping, remains a priority, with 21% of shoppers prioritising it, though cost and speed still top the list. [Statista]

Leading retailers are responding with diverse offerings to align with these preferences, ensuring checkout flexibility keeps customers engaged. It's a strategic play: varied options enhance satisfaction and loyalty, critical for modern retailers trying to compete.

What leading retailers are saying



**FedEx**[®]

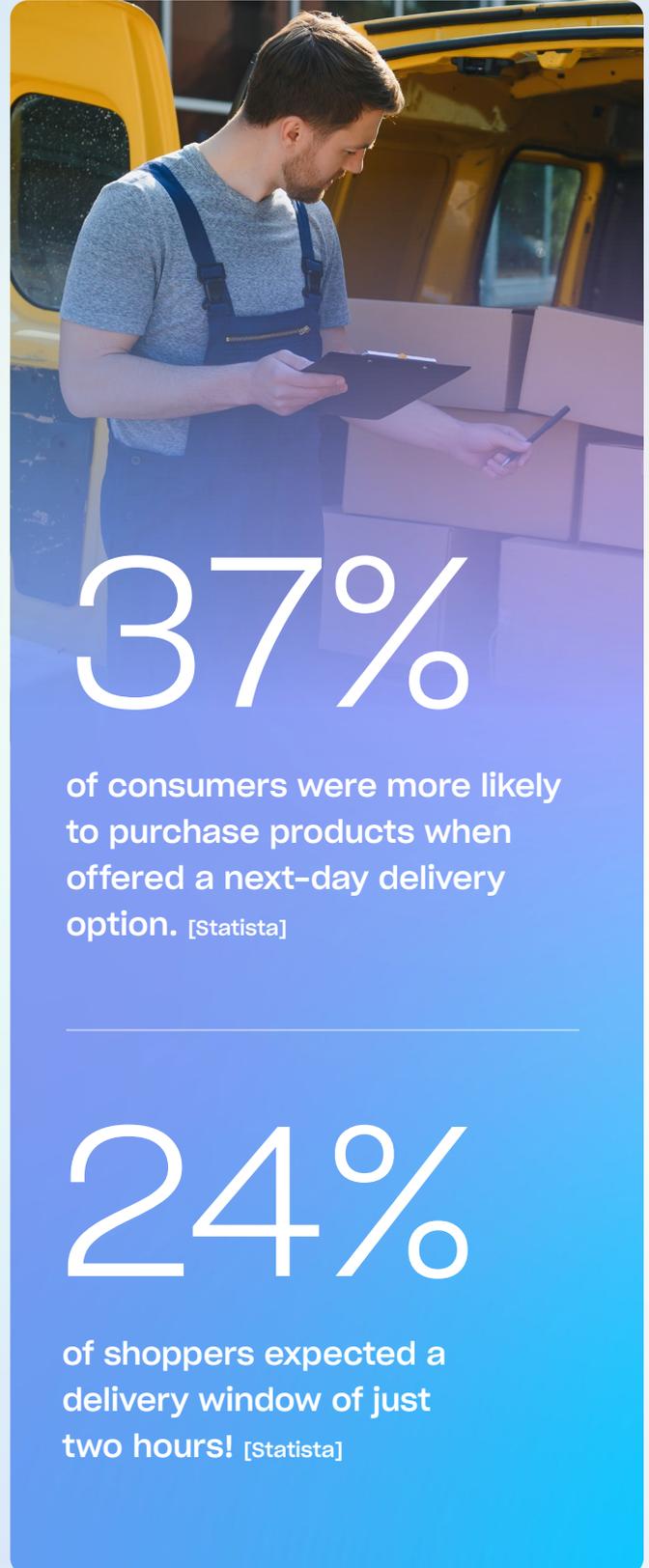
Peter Langley
Regional Vice President,
FedEx Australasia

Expert insights

Retailers are racing to meet rising delivery demands, and FedEx sees technology and sustainability shaping the future.

Regional manager at FedEx Australasia, Peter Langley, says “The last mile is transforming rapidly driven by evolving customer expectations, innovative technologies, and a growing focus on sustainability. Over the next five years, customer demands for speed, flexibility, and transparency will intensify. We expect same-day delivery to become commonplace, and customers will expect granular control and real-time visibility over their deliveries, including customisable delivery windows and preferred locations. This requires retailers to leverage advanced analytics and technology such as AI to predict demand and optimise delivery routes.

Emerging technologies are expected to play a pivotal role in providing more efficient and cost-effective delivery, especially in densely populated urban areas. However, widespread adoption will require overcoming regulatory hurdles and infrastructure limitations. Balancing speed and convenience with environmental responsibility will be a key challenge and differentiator for retailers.”





Key takeaways for retailers

- **Mix it up** – Offer a blend of options at checkout to meet more customer expectations. Include a mix of standard, express, and sustainable options to meet customer needs.
- **Push efficiency** – Where possible, offer consolidated deliveries – nearly 40% of shoppers want it – to streamline operations and keep customers happy.
- **Go beyond standard delivery** – Add pick-up points to cut cart abandonment by meeting shoppers where they're at.
- **Use automation to stay agile** – Set up smart rules using shipping automation software to assign carriers based on cost, speed, or location preferences. This keeps operations smooth while offering competitive delivery choices.

Trend 4

Multi-carrier strategy for flexible fulfilment



Overview

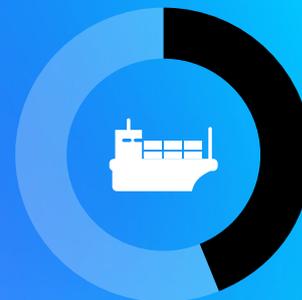
Multi-carrier shipping strategies are picking up speed among eCommerce retailers, offering a smart way to tackle rising costs and unpredictable logistics. With shipping rates climbing and customer demands shifting, sticking to one carrier can leave you stuck, especially when order volumes spike. A mix of carriers lets retailers cherry-pick the best rates, sidestep delays, and match what shoppers want.

Industry trends show retailers blending local players with international heavyweights to nail last-mile delivery, all while keeping expenses in check. It's a balancing act between cost and quality, giving businesses the edge to adapt and keep customers happy, no matter what's around the corner.

What leading retailers are saying



52.8% use a multi-carrier strategy to pick the cheapest shipping rate for each order.



44% value having access to a wider array of delivery options and services for more flexibility.



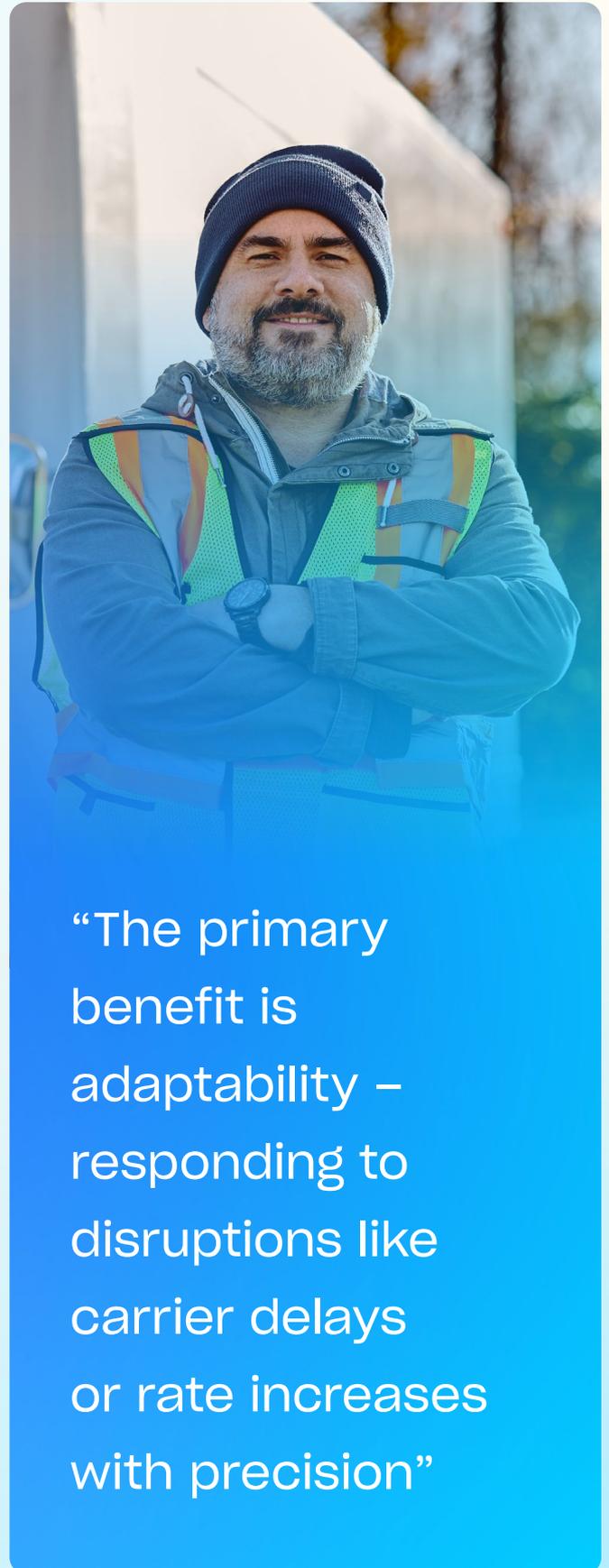
Aaron Somerset
Business Development
Manager

Expert insights

“Multi-carrier shipping offers significant advantages for retailers navigating today’s shipping challenges,” says Aaron Somerset, Business Development Manager at Starshipit.

“The primary benefit is adaptability – responding to disruption and finetuning services to align with evolving consumer behaviours. It also broadens delivery options, from express services to sustainable choices to meet diverse customer expectations. Spreading reliance across multiple carriers reduces risk; if one underperforms, others can fill the gap, maintaining operational flow.

However, this approach requires careful coordination. Managing multiple partners demands a system that integrates smoothly with existing eCommerce and inventory tools, ensuring carrier assignments are efficient and tracking remains seamless. Automation plays a critical role, eliminating the manual effort that typically comes with managing multiple carriers, including keeping on top of order tracking, printing labels and generating reports. Retailers should start with a modest mix of national and regional carriers, scaling as order volumes grow. The result is a shipping strategy that optimises costs and performance, delivering value to both the business and its customers without added strain.”



“The primary benefit is adaptability – responding to disruptions like carrier delays or rate increases with precision”



Key takeaways for retailers

- **Mix your carriers** – Use multiple carriers to ensure you're selecting the cheapest carriers wherever possible, and dodge disruptions without losing reliability.
- **Offer more choice** – Tap into a range of services to offer more choice at checkout and meet evolving customer expectations.
- **Stay nimble** – Balance cost and performance with a multi-carrier set-up, allowing you to adapt quickly to whatever shipping curveballs come your way.

Trend 5

International shipping: reach new markets



Overview

International shipping has always been a high-stakes game – higher costs and greater complexity mean retailers must skillfully manage the challenges of cross-border eCommerce.

However, trading in new markets can present a major opportunity to grow, especially with Statista projecting the global international eCommerce market to hit a value of USD 7.9 trillion by 2030. Freight rates are climbing, customs red tape is tightening, and tracking issues are testing patience – yet shoppers still demand quick, wallet-friendly delivery.

Retailers are doubling down, turning to tech to streamline processes and keep costs in line. It's about turning challenges into wins: mastering global logistics to unlock revenue opportunities while thriving in a new market.

What leading retailers are saying



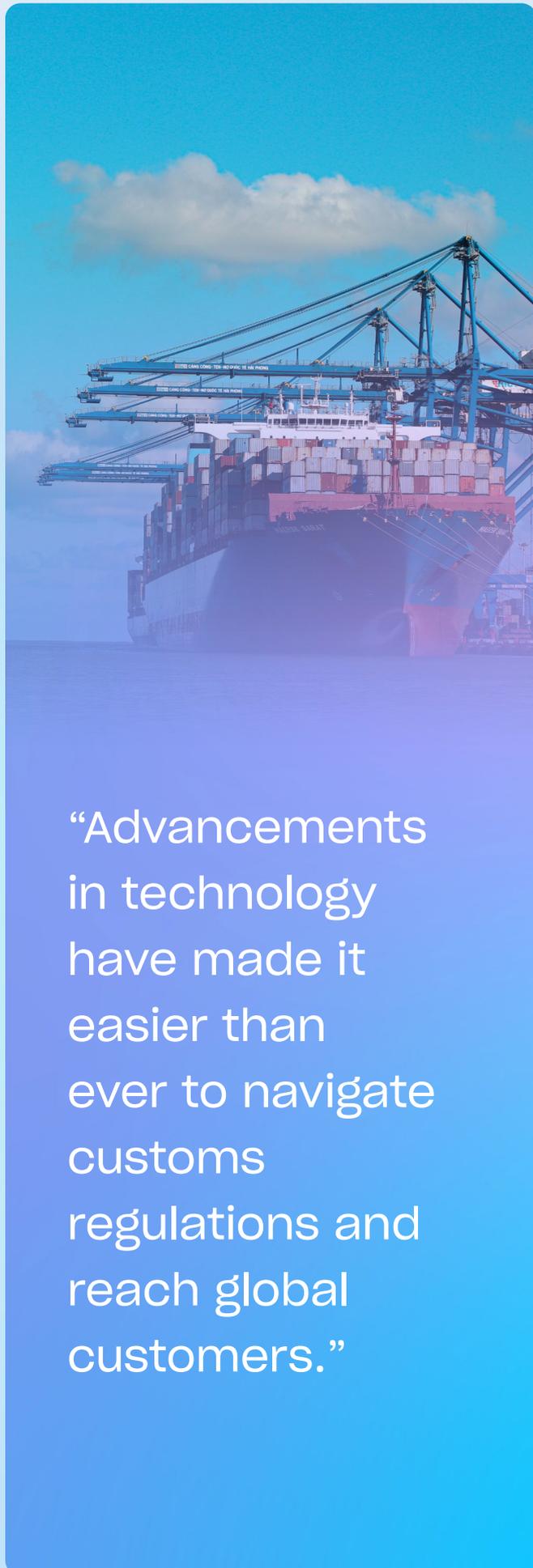
■ 40.3%

say high costs are the primary challenge with cross-border shipping.

■ 30.8%

highlight customs regulations as the key hurdle.

■ Other



“Advancements in technology have made it easier than ever to navigate customs regulations and reach global customers.”



Denise McGrouther
Vice President, Managing
Director (VP, MD)

Expert insights

“Global logistics remains crucial to e-commerce, and while proposed U.S. import tariffs present challenges, the strength of the U.S. dollar will help ease the impact,” says Denise McGrouther, VP, MD, DHL eCommerce Oceania.

The strong US dollar will help offset the cost of foreign goods, allowing retailers to keep prices competitive, and consumer demand for high-quality international products remains strong, as shoppers continue to prioritise quality and value. This ongoing demand ensures that retailers can continue to grow, even as trade dynamics evolve. Advancements in technology have made it easier than ever to navigate customs regulations and reach global customers. AI-driven optimisation and automation is the next wave of eCommerce efficiency. AI enhances route optimisation by determining the fastest routes, improving fuel efficiency, reducing carbon emissions, and cutting operational costs. By integrating AI, businesses can achieve greater efficiency, reduce costs, and provide superior customer experiences, ultimately driving growth and competitiveness.

As international trade continues to evolve, we must continuously improve our value-added services such as returns and consolidation options. Streamlining returns through reverse logistics reduces waste, while smarter shipment consolidation lowers costs and boosts sustainability. By embracing these technologies and leveraging the strength of the US dollar, e-commerce businesses can remain resilient, competitive, and responsive to consumer demands.”

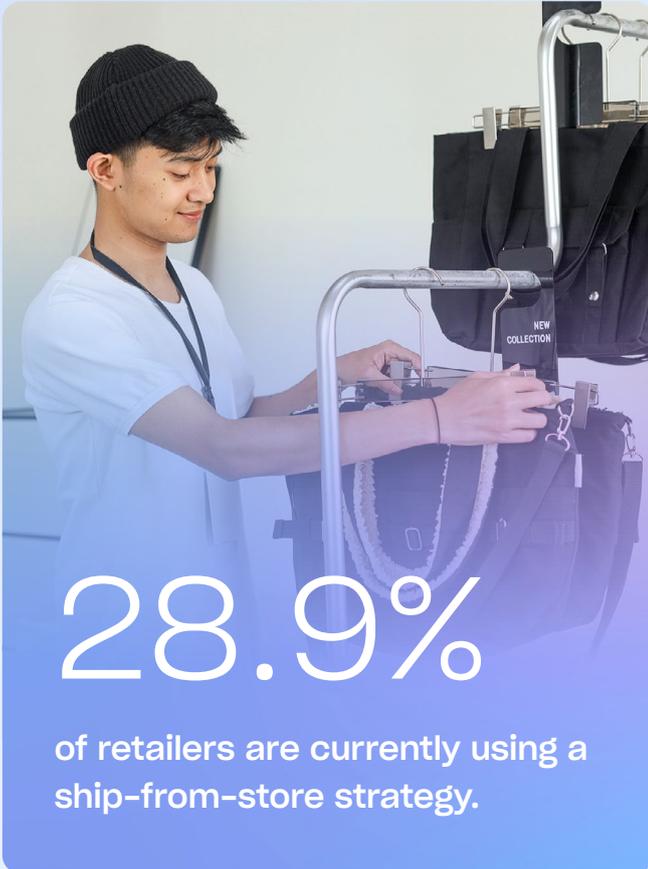
Key takeaways for retailers

- **Embrace automation** – Streamline customs and paperwork with shipping automation. These tools cut through delays and keep international orders flowing smoothly, saving time and hassle.
- **Optimise routes** – Use AI and machine-learning tools to plot the fastest, cheapest paths for shipments. It trims fuel costs and emissions, keeping your global game efficient and sustainable.
- **Consolidate smartly** – Bundle shipments to slash expenses and waste. Smarter consolidation means lower costs per order and a greener footprint, all while meeting customer expectations.



Trend 6

Omnichannel fulfilment: blend clicks with bricks



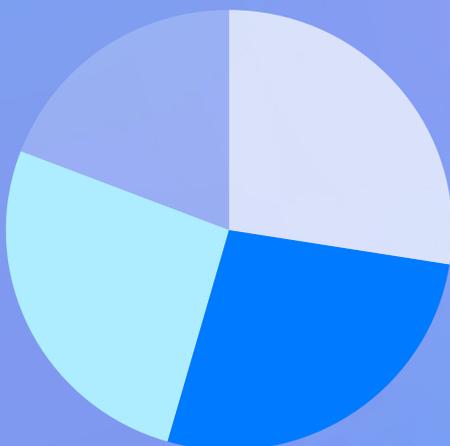
Overview

Ship-from-store and omnichannel fulfilment are transforming eCommerce, turning physical stores into agile fulfilment centres. Retailers are blurring the lines between online and offline channels, using local delivery to speed up delivery and dodge soaring freight costs. It's a smart move – stores double as mini warehouses, cutting transit times while keeping stock close to shoppers.

Rising demand for seamless options, like curbside pickup or on-demand shipping, are pushing retailers to sync channels tight. Technology like Order Management Systems (OMS) work as the glue, linking digital orders with physical store operations for a smoother process. Last year, it was all about speed; now, it's efficiency and customer loyalty driving the shift. Retailers are bridging the gap, blending clicks with bricks to stay sharp in a market that demands flexibility.

What leading retailers are saying

The main drivers of ship-from-store fulfilment include:



27.7%
improving product accessibility for customers

27%
flexibility during fulfilment

26.4%
improving delivery timeframes for customers

Other



Moustache Republic

Laura Doonin

Director

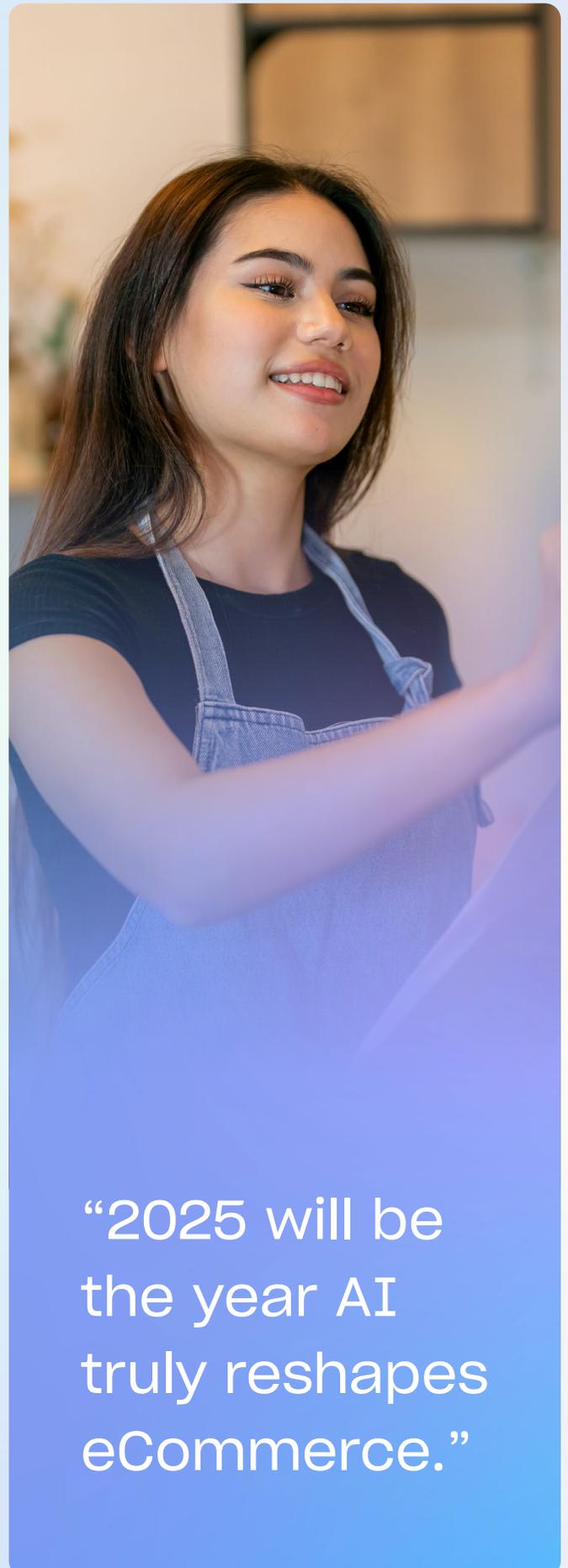
Expert insights

When it comes to bridging online and offline channels, retailers are finding smart ways to create a seamless customer journey.

Laura Doonin, Director at Moustache Republic says, "Enterprise retailers are focused on the layer behind the ecommerce platform.

Tech that is significant in its implementation, however necessary to do correctly, such as OMS, makes it easier for retailers to sync inventory, fulfilment, and do customer service in real time, eliminating friction in the shopping journey. One Enterprise client we work with recently implemented an OMS system and turned on Ship from Store, unlocking a significant increase in inventory visibility. With the right rules in place to protect profit margins, they doubled their online sales. Within their Retail Group, the first online market to implement this strategy moved from position 14 to position 4 in revenue, a huge shift driven by better omnichannel execution."

On building customer loyalty through real-time transparency and personalisation at checkout, Laura adds: "2025 will be the year AI truly reshapes eCommerce, with hyper-personalisation leading the way. From AI-driven product recommendations to dynamic pricing and predictive inventory, brands will harness AI to deliver seamless, intuitive shopping experiences that anticipate customer needs like never before. 2025 is also a year to focus on good business – with operations and profit margin being monitored closely."



"2025 will be the year AI truly reshapes eCommerce."



Key takeaways for retailers

- **Turn stores into fulfilment centres** – Use your stores as mini fulfilment hubs to cut shipping costs and speed up delivery. It's a lean way to meet demand using what's already on hand.
- **Sync sales channels** – Use a shipping automation platform to manage platforms like Shopify, Etsy, or Amazon seamlessly. It streamlines orders from every corner, saving time and meeting customers where they're at.
- **Boost product access** – Maximise inventory visibility across channels to give customers more options. Shoppers get what they want faster, keeping sales flowing without extra stock.

Trend 7

Returns and the post-purchase experience



Overview

Returns have often been seen as a necessary evil by retailers, but in 2025, they are increasingly seen as an opportunity to build loyalty and drive repeat business. With 30% of all eCommerce purchases returned ^[Meteor space], the challenge isn't just about processing returns efficiently, it's about turning them into a seamless part of the customer journey.

At the same time, the post-purchase experience overall is more important than ever. Customers expect real-time tracking, proactive notifications, and effortless returns, with 83% of shoppers saying that regular shipping updates improve their experience. A poor post-purchase experience can lead to lost customers, while a strong one can boost retention and increase lifetime value.

To stay competitive, retailers are rethinking their post-purchase strategies with a goal of reducing friction, improving transparency, and keeping customers engaged long after checkout.

What leading retailers are saying

30.8%

of retailers currently allow customers to self-service returns.



18.2%

are considering implementing self-service returns as a solution.



Expert insights



Hugh Russell-Parsons
Snr. Strategic Partner
Manager

“The concept of returns has evolved significantly for consumers in recent years”, says Hugh Russell-Parsons – Snr. Strategic Partner Manager at Gorgias. “Shoppers now expect a seamless, hassle-free returns process, viewing it as a fundamental component of their shopping experience and decision process. With a higher volume of returns seen within eCommerce (sitting circa. 30% for online purchases according to Gorgias ticket data), a robust process is an absolute must to ensure you can build customer loyalty.

For merchants, from the Gorgias lens we see automation as fundamental to the new age of returns management. AI solutions reduce manual workload, significantly decrease costs, alongside analyse requests in real-time to report SKU performance/ potential fraud risks. We’ve seen many customers integrate AI into their return solutions and CX platforms like Gorgias and be able to automate over 85% of total requests handled with no manual input. As you can imagine, this has a huge impact on performance and profitability.”



Rohan Lock
Regional Director – JAPAC
DotDigital

Rohan Lock, Regional Director of DotDigital JAPAC, adds “One major transformation in the post-purchase communication is the use of AI and machine learning to analyse customer data, predict their needs and learn from previous interactions to deliver personalised experiences. By providing real-time order updates and answering customer queries 24/7, AI can help build trust and elevate the overall customer experience.

Another emerging trend is the cross-channel customer experience as customers now expect seamless interactions across various platforms and cohesive customer journeys. Businesses are increasingly using SMS along with email marketing due to its unbeatable engagement rates to send personalised offers, transactional updates, and feedback requests directly to customers’ mobile phones. Additionally, WhatsApp, with its user-friendly interface, is gaining traction as a customer engagement platform for post-purchase, providing real-time support and engaging with customers in a more interactive manner while cutting down wait times.”



96%

of customers who have had a positive returns experience would shop with the same retailer again.

[Narvar]

Key takeaways for retailers

- **Automate returns** – Implement self-service returns portals, instant return labels, and automated refunds to cut costs and reduce friction.
- **Enhance post-purchase engagement** – Offer real-time tracking updates, use branded tracking pages, and post-purchase communication to drive repeat purchases.
- **Turn post-purchase into a loyalty driver** – Keep customers engaged beyond the point of sale with personalised follow-ups and incentives for future purchases.



Trend 8

Sustainability: green meets lean



Overview

Sustainability is becoming a non-negotiable for eCommerce retailers in 2025. Consumers are pushing this trend – despite sustainability still lagging behind preferences for speed and cost. Retailers are stepping up, testing carbon-neutral deliveries and smarter packaging to cut waste and emissions.

McKinsey reports that around 80% of survey recipients were willing to pay a premium for sustainable practices, highlighting the need for retailers to rise to the occasion. Tech like route optimisation and order consolidation is key – trimming costs while shrinking carbon trails. The challenge is meeting shopper values without breaking the bank, turning sustainability into a win for margins and loyalty in a market that’s watching closely.

What leading retailers are saying

46.5%

are considering sustainable or reduced packaging in the next 12 months.



30.2%

plan to optimise delivery routes to reduce carbon emissions.

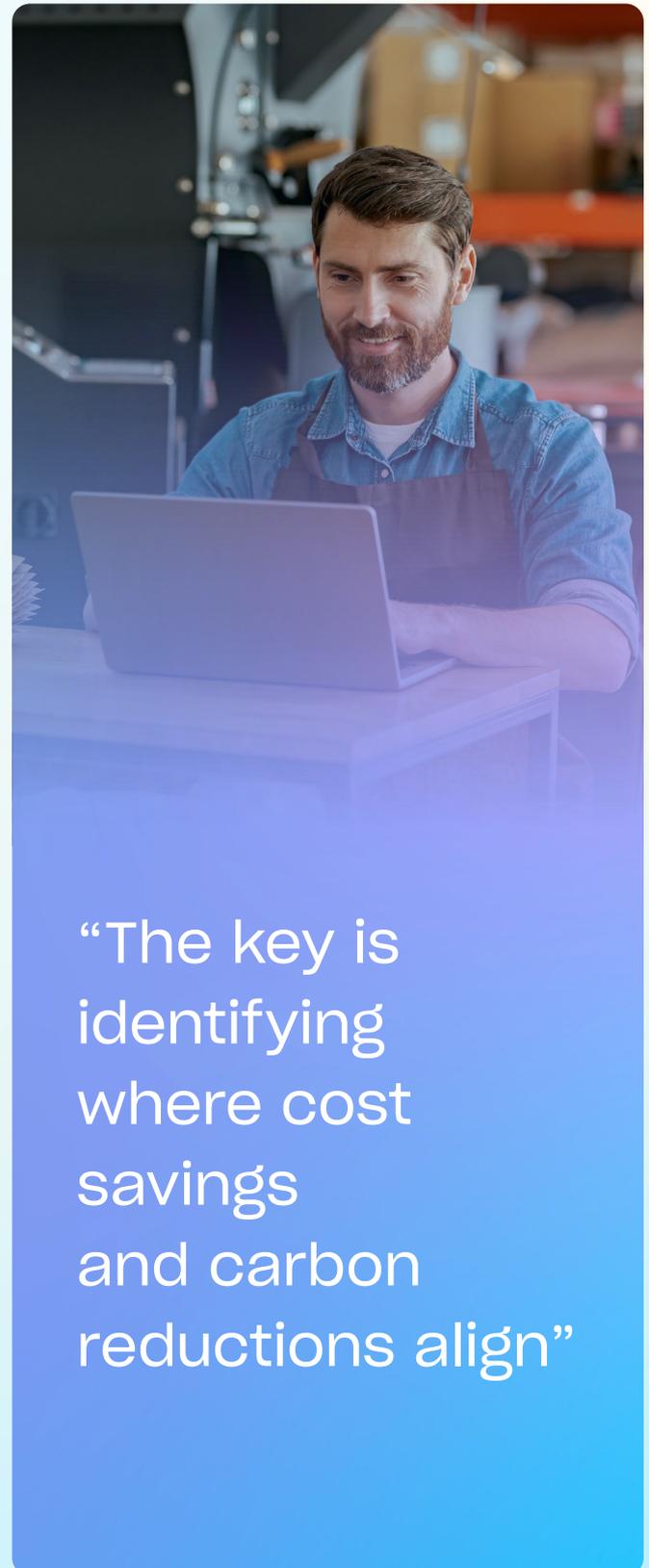




Veena Harbaugh
Senior Director of Impact
and Governance

Expert insights

Veena Harbaugh, Senior Director of Impact and Governance at Sendle says, “Small businesses today face significant challenges – finding new customers, managing costs, and adapting to changing economic conditions. Affordable, reliable and sustainable shipping services can help by reducing both financial and environmental costs, giving businesses an edge in a competitive market. The key is identifying where cost savings and carbon reductions align – right-sizing packaging, limiting air freight usage, and clearly communicating these sustainability efforts to customers. These small but impactful choices build trust and long-term customer loyalty.”



“The key is
identifying
where cost
savings
and carbon
reductions align”



Key takeaways for retailers

- **Offer eco-friendly packaging** – Shift to sustainable materials to reduce waste and appeal to eco-minded shoppers. It's a cost-smart move with long-term payoff.
- **Optimise delivery** – Use route planning to cut emissions and fuel costs. Efficiency keeps your carbon footprint light and margins healthy.
- **Offer eco-options at checkout** – Add carbon-neutral shipping at checkout without hiking rates. It meets demand while keeping you competitive and responsible.
- **Ensure address accuracy** – Every failed delivery means extra fuel, emissions, and wasted packaging. Use shipping automation to automatically correct and validate customer addresses to prevent unnecessary redeliveries and reduce your carbon footprint.

Trend 9

Data and analytics: sharpen your edge



Overview

Data and analytics are the secret sauce in eCommerce, steering retailers through a cost-crunching market. With the current outlook around shipping costs, businesses are leaning on data to sharpen their operations – tracking everything from transit times to carrier performance. It's about pinpointing bottlenecks, trimming waste, and boosting customer trust.

2025 is the year to turn insights into action. Retailers are digging in, using key metrics to tweak pricing, streamline fulfilment, and keep shoppers hooked with spot-on service. It's the backbone of smart shipping – leveraging data to cut expenses and stay ahead in a game where every move counts.

What leading retailers are saying



46.5% track average transit time to measure shipping success.



50.9% use shipping metrics to adjust pricing strategies.



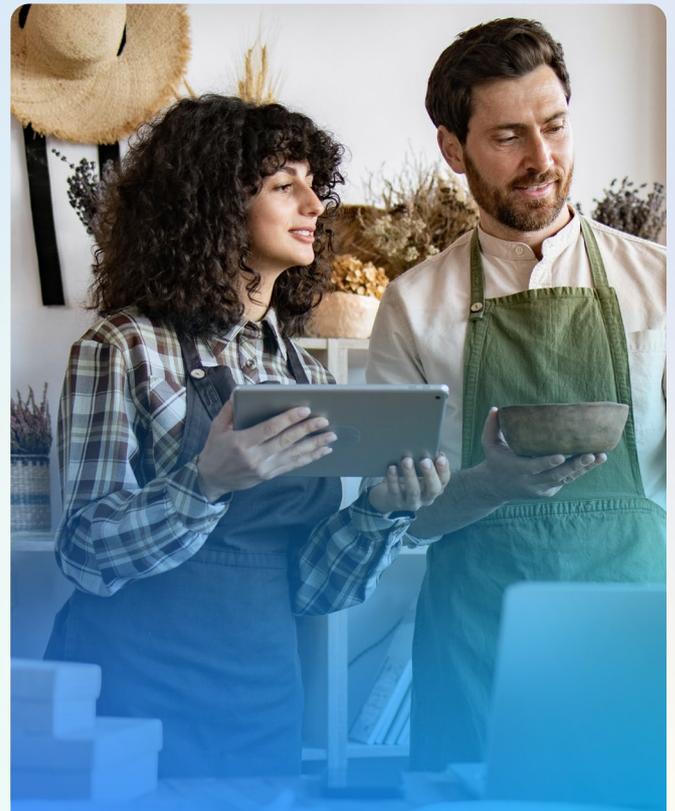
Justin Irvine
Co-Founder & CEO

Expert insights

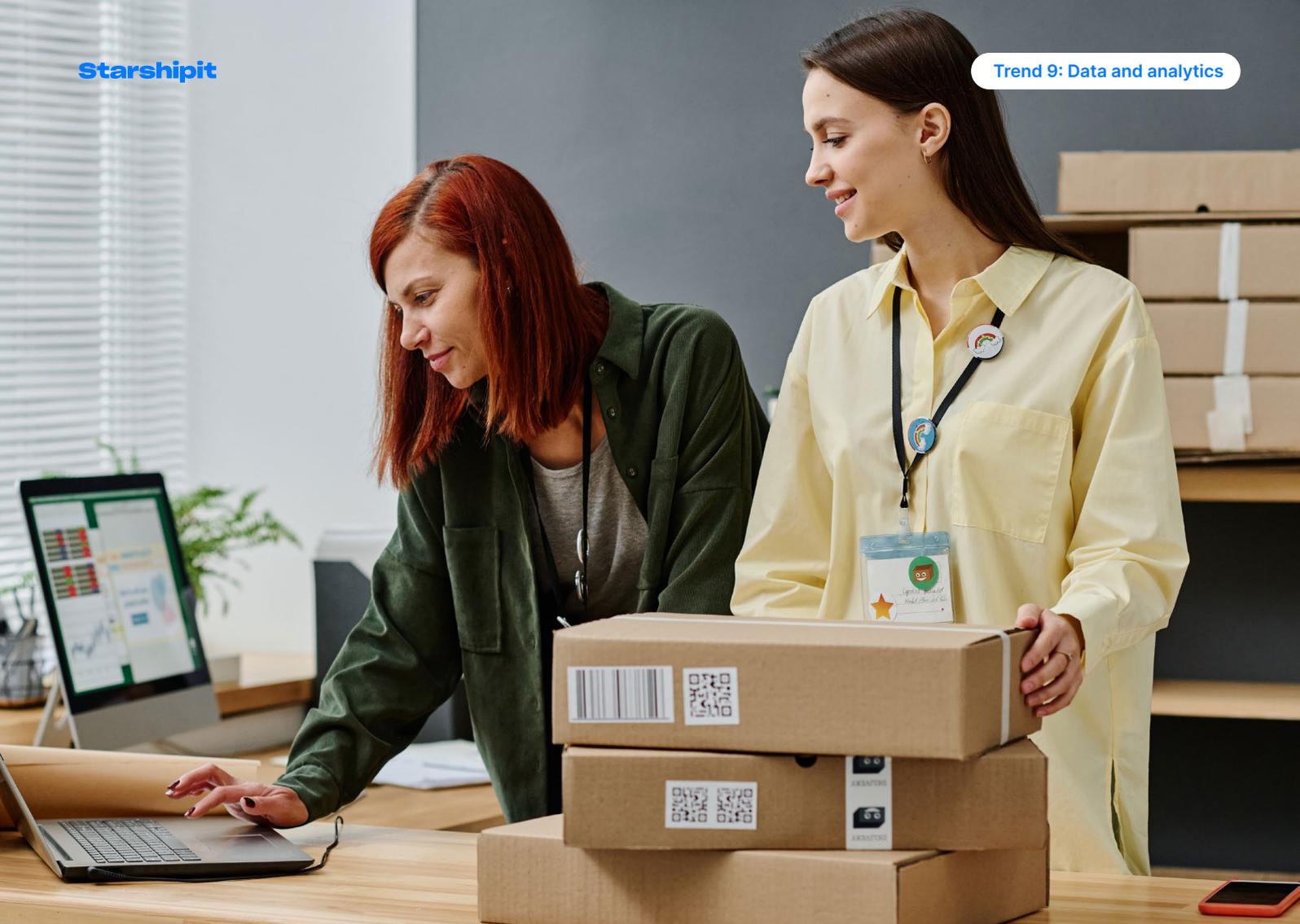
In a market where shipping costs can make or break margins, data and analytics offer a clear path to efficiency. Retailers are leaning on metrics to spot savings and keep operations tight, a trend Justin Irvine, Co-Founder & CEO of The Aggregate Co. zeroes in on with a focus on scaling smartly.

“Understanding that operational excellence in an ecommerce brand is everything – earning the right to grow is a critical part of success in any business. If you can’t get 200 orders out the door a day efficiently, that will become a real issue at 2,000 orders a day at scale. Set clear and defined KPIs, give the team support and training to achieve those goals, and watch your business scale with excellence, driven by an incredibly engaged team,” says Justin.

This insight underscores how data-driven KPIs can turn shipping into a growth engine, not a bottleneck.



“If you can’t get 200 orders out the door a day efficiently, that will become a real issue at 2,000 orders a day at scale.”



Key takeaways for retailers



Track what matters – Monitor key shipping metrics like carrier performance and transit times to spot savings opportunities and run a lean operation.



Turn insights into action – Use data to fine-tune your processes, pricing, and carrier network to protect margins without the guesswork.



Predict to save – Use predictive analytics to forecast demand and dodge overstocking or stockouts. It'll cut waste and keep your shipping budget tight.

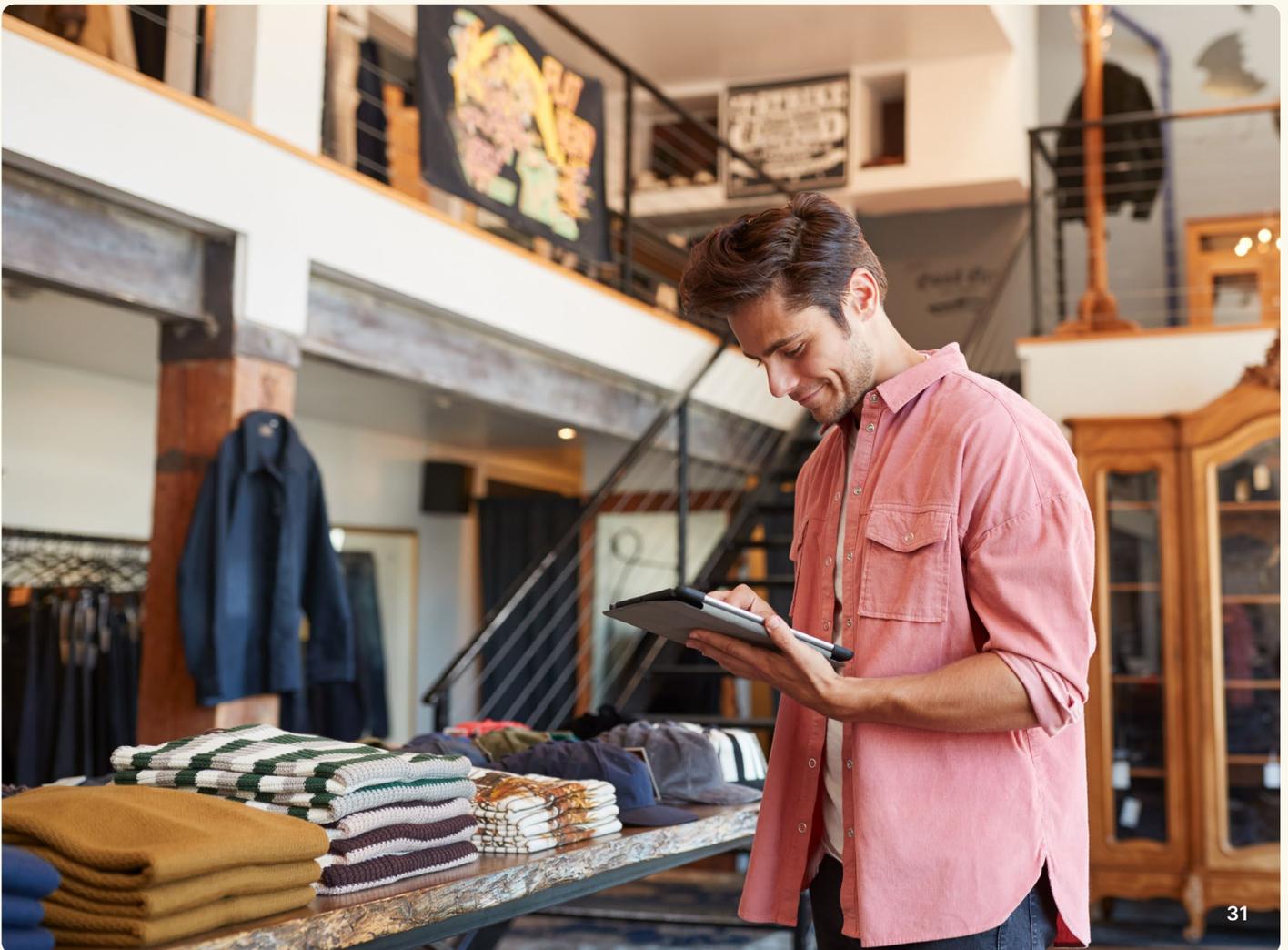
Final thoughts

eCommerce shipping in 2025 challenges retailers to rethink every move as costs climb higher.

Yet the rewards are clear. Cutting expenses without skimping on quality sets the stage, while operational systems and data analytics sharpen the edge with smarter tools.

Delivery options and multi-carrier strategies offer flexibility to meet customer demands, and international shipping opens new markets despite the hurdles. Ship-from-store and omnichannel fulfilment blend online with offline for efficiency, as sustainability weaves eco-friendly practices into profit-focused plans.

It's a tricky balance, but retailers are stepping up by leveraging the right tools and technology to stay ahead. Those who master cost control, seamless service, and forward-thinking tech will be frontrunners in 2025. The road ahead is tough, but full of promise. Embrace it, refine your approach, and make shipping and fulfilment a strength that drives you forward.





Starshipit

Starshipit is the best practice shipping and fulfilment platform

Starshipit streamlines every step of the fulfilment process, reducing handling time, minimising human error and improving the customer delivery experience. Get up and running with Starshipit from day one with free onboarding, training and support for every customer, regardless of size.

Book a call →

Have questions already and want to chat to one of our shipping experts? Book a call now and we'll work with you to get your fulfilment set up for success.

New	Printed	Shipped	Returns	
Order		Customer	Country	Courier
<input type="checkbox"/>	363	Millar	AU	Australia Post
<input checked="" type="checkbox"/>	364	Newman	NZ	DHL Express
<input type="checkbox"/>	365	Rayner	FR	Deutsche Post
<input type="checkbox"/>	366	Olson	DE	DPD
<input type="checkbox"/>	367	Davidson	IT	Evri

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