Global e-commerce Logistics 2016

Description: Amazon will continue to dominate the e-commerce market because customers choose its cheap and convenient delivery over other retailers' offerings.

Online marketplaces and the adoption of omni channel strategies mean the distinction between B2C and B2B markets has become blurred. The replication of B2B by B2C could guarantee higher levels of delivery success, but this is only part of the solution.

Changes in consumer demand have prompted retailers to invest in IT and fulfilment centre networks to link bricks & mortar to online, mobile and social media offerings, as well as embracing showrooming and concept stores.

Traditional seasonality has changed markedly, with savings days such as Singles Day (which now dwarfs Black Friday and Cyber Monday) meaning it is not just the Christmas volumes urge that retailers and logistics companies need to handle.

Alternative payments overtook card payments for the first time in 2014. This shift is expected to continue, driven by North America.

Technology failure and cyber-attacks are a bigger threat than adverse weather, fire and social unrest. Intellectual data is a critical supply chain asset and, within B2B, is among the primary targets for such security breaches.

Logistics and supply chains need to respond to the challenges created by the evolution of the sharing economy business model.

Technology means that consumers now have exposure to better prices, product availability and choice from outside of their country of residence.

E-commerce growth is rocketing in emerging markets and even developed markets are displaying double digit growth. However, there are various challenges that logistics providers need to surmount before they can take full advantage of this trend.

This report is specifically written to provide comprehensive and easily accessible strategic information to those involved or with an interest in this sector as well as:

- Global manufacturers
- Banks and financial institutions
- Supply chain managers and directors
- Logistics procurement managers
- Marketing managers
- Knowledge managers
- Investors
- All C-level executives

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