## What does sustainable e-commerce look like in 2022?





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.

of consumers select next-day delivery.



37% of shoppers

base their buying decisions on retailers' ethical and

sustainability policies.

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

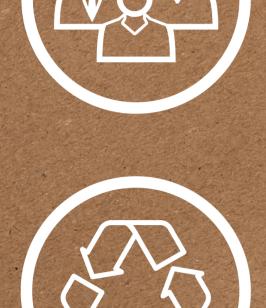


72% of shoppers say they are buying more eco-friendly

products compared to 5 years ago

53% of people are actively looking

more for sustainable packaging



for recycling or sustainability info on packaging Just 5% of people associate

plastic with the word "premium"



# deliveries from stores, post offices or lockers rather than having goods delivered to their door.

Local Delivery & Drop-Off Points

Last-mile delivery and returns are responsible for much of e-commerce's carbon emissions.

even drone or robot deliveries. Eco-minded younger shoppers are also choosing to pick up

In 2022 we'll see an increasing number of alternatives to delivery vans, including bicycles and

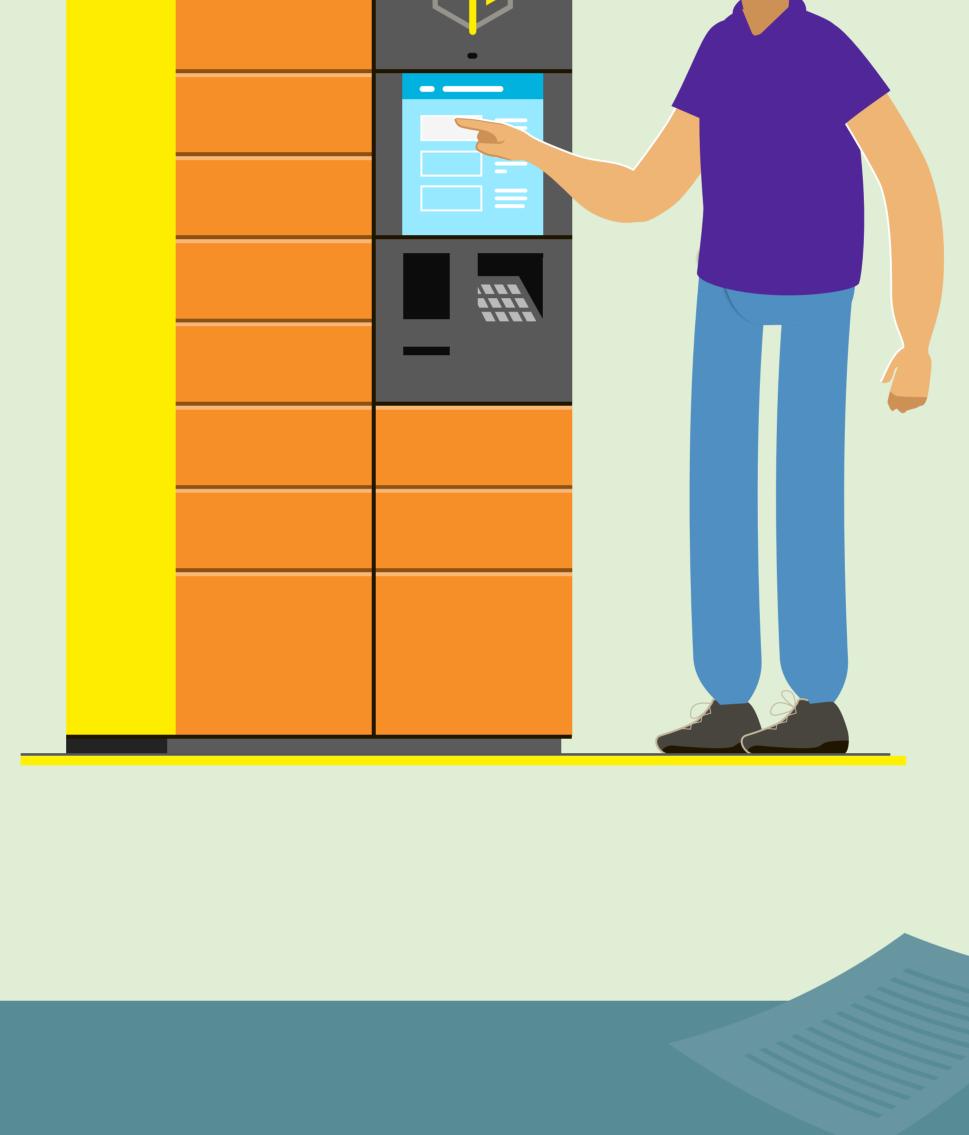
Last-mile delivery 28% visited a growth will increase

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

carbon emissions by

30% by 2030.

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



drop-off concept.

emissions

drop-off point.

significantly more likely

to use the relatively new

Millennials were

Pick-up points result in 33% less CO

COMPOSTABLE

in the last mile network compared to deliveries to residential addresses.

## saving time generating refunds therefore creating a more customer-centric experience.

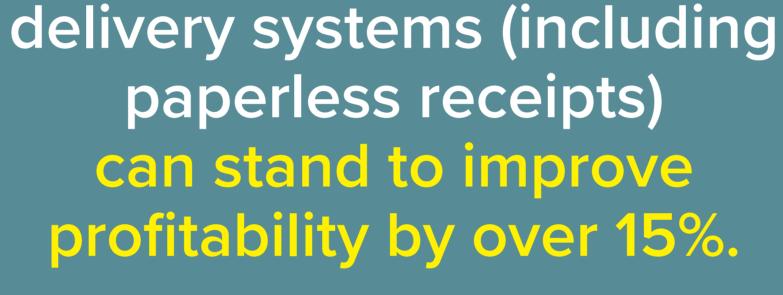
Going Paperless

For every 100k Retailers that implement Paper accounts for 25% of orders shipped, technologies such as

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



While free returns make happy customers, they are causing our planet a lot of harm.

70,000 pieces

of paper are

thrown away.

Knowing the impact of returns

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.

Returns cost our planet 15

million tonnes of CO2e and

2 million tonnes of landfill

into the store inventory

for resale.

total waste at

landfills.

### items when returns waste each year from US returns alone. are free.

**Only 50%** A quarter of all consumers return of returns make it back

30% of consumers

purposely over-order

and return unwanted

between 5% and 15% of

the items they buy online.

Establishing a circular system

### PROCESS///O MASTE wasteful returns processes and even looking at the manufacture of goods.

VOITAMUSNOS

A circular system is one in

which nothing is wasted and

everything has a purpose

even waste products can

be reused. For e-commerce

retailers, that means tackling

OPUCTION OPEN

80% of raw materials of products made in Europe used in manufacturing in Europe become waste get thrown away in the before the product leaves first six months of their

existence.

25% of all returns end up in landfills.

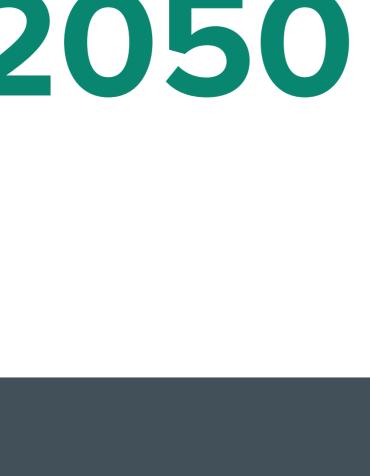


the factory.

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

\$700

million is the





### making shopping more sustainable?'

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