

Commerce Delivery 2025

Industry trends, insights, and what's next



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The retail landscape of 2024 has been defined by relentless competition, economic pressures, and rapidly evolving customer expectations. What separates the retailers who thrive from those who merely survive in this challenging environment?

This comprehensive report draws from a powerful data foundation: millions of orders processed across over 4,000 retailers on the Shippit platform, combined with insights from leading retailers and industry experts from **Brauz**, **Convert Digital**, and **Descartes Peoplevox**. Through this lens, we examine the trends that shaped 2024 and forecast the opportunities that lie ahead in 2025.

Beyond analysing emerging industry shifts, we showcase how Shippit's groundbreaking product releases in 2024 are empowering retailers to achieve new levels of operational excellence. From building resilience and fostering customer loyalty to driving strategic growth, this report is your blueprint for capturing market opportunities in 2025.

**CONVERT****DESCARTES**
Peoplevox

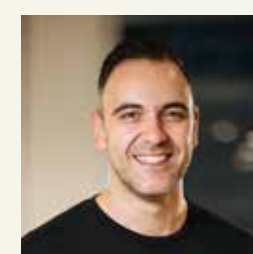
2025 Outlook



Predictions for the year ahead

2025 is set to be another year of transformation in ecommerce. While global competition intensifies, economic landscapes shift, and consumer behaviours continue to evolve, the real question is: how will successful retailers stay ahead?

We've gathered insights from industry experts to help you navigate what's next: **Rob Hango-Zada** (Co-founder and Joint-CEO, Shippit), **Lee Hardham** (Founder and CEO, Brauz), **Johannes Panzer** (Head of Industry Solutions, eCommerce, Descartes Peoplevox), and **Andrew Waite** (Founder and CEO, Convert Digital). Together, they're breaking down the trends, challenges, and opportunities that will define the next 12 months. Let's dive in.



Rob Hango-Zada
Co-founder and Joint CEO,
Shippit

Carrier challenges will persist, driving the need for diversified networks

Rising labour costs, fuel price volatility, and ongoing capacity constraints will continue to impact carrier reliability. Smaller carriers, in particular, will face working capital pressures, making it essential for retailers to build flexible, multi-carrier shipping strategies to mitigate risk and maintain delivery consistency.

Rising acquisition costs will intensify the focus on checkout conversion

As digital advertising costs soar, driven by aggressive bidding from global competitors like Shein and Temu, retailers must extract more value from each website visit.

“Transparent ETAs, free shipping incentives, service level optionality, and seamless checkout experiences will become essential conversion levers, helping retailers offset rising customer acquisition expenses.”

Fast, free, and reliable delivery will be key drivers of customer loyalty

With consumer expectations continuously shaped by ecommerce giants, delivery performance will directly influence repeat purchases.

Inconsistent shipping experiences will erode trust, while retailers that invest in reliable delivery, proactive communication, and post-purchase engagement will build stronger, more resilient customer relationships.

Faster deliveries will fuel higher return rates, demanding smarter logistics

Instant gratification drives impulse purchases, but it may also increase return rates, placing greater strain on logistics networks.

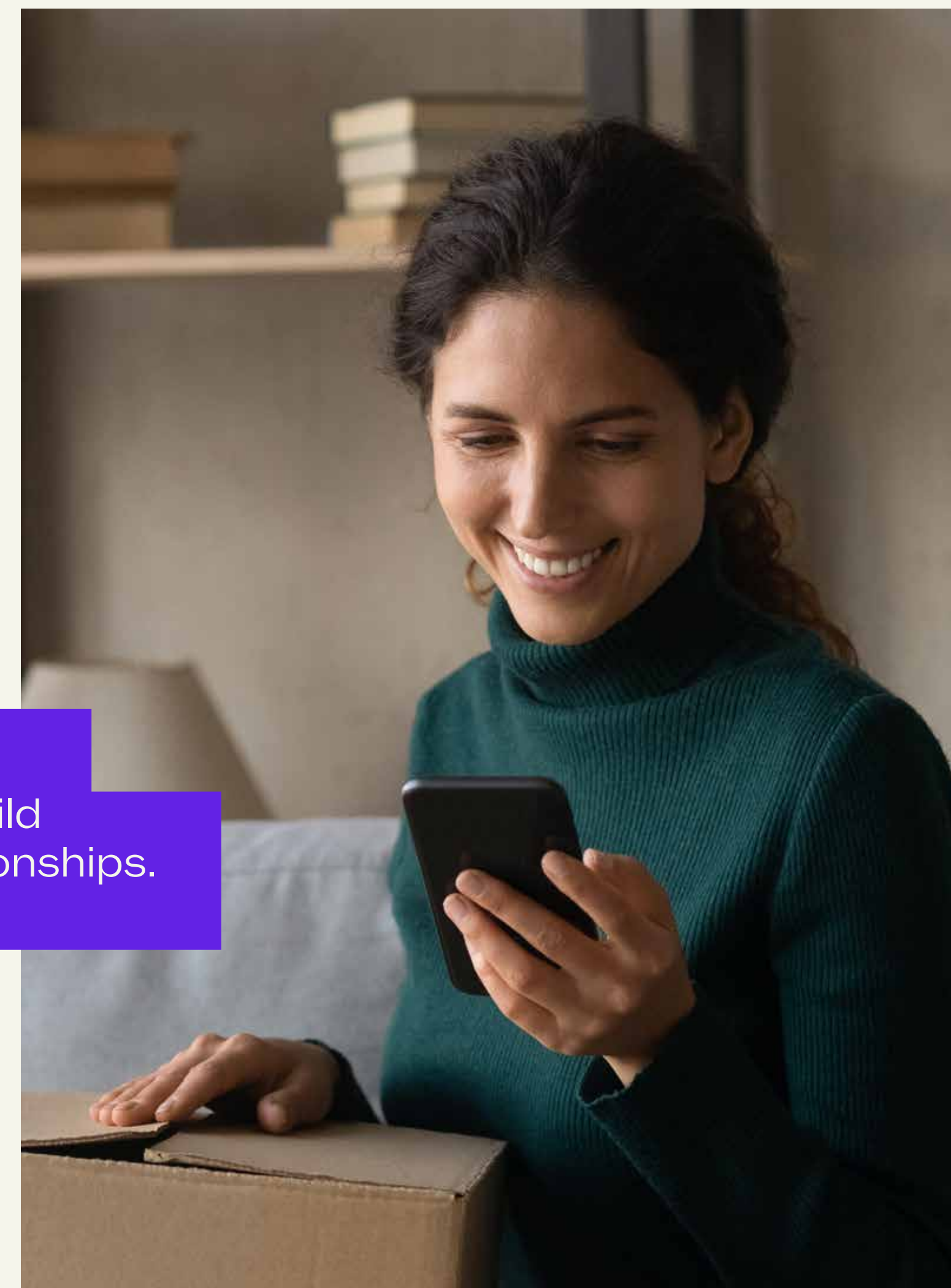
Retailers must balance speed with sustainability by leveraging predictive analytics, improving product descriptions, offering tiered delivery options, and optimising fulfilment strategies to manage return volumes efficiently. For instance, providing same day delivery for premium customers while offering standard shipping for budget-conscious shoppers can balance speed with efficiency.

Consolidation and centralisation will define logistics success

Retailers that streamline operations through centralised fulfilment, automation, and shared logistics infrastructure will gain a competitive edge in speed and efficiency.

Without scalable logistics, businesses risk falling behind as larger players optimise for cost-effective, high-speed delivery.

“Retailers that invest in reliable delivery, proactive communication, and post-purchase engagement will build stronger, more resilient customer relationships.”





Lee Hardham
Founder and CEO,
Brauz

Consumer confidence will take a turn for the better

After a period of economic uncertainty and subdued spending in previous years, forecasts indicate that Australian consumers may regain optimism in 2025.

The Reserve Bank of Australia (RBA) has signalled that easing inflationary pressures and stabilising wages could contribute to an uplift in the consumer sentiment index, potentially in the range of 10–15% compared to 2024 levels*.

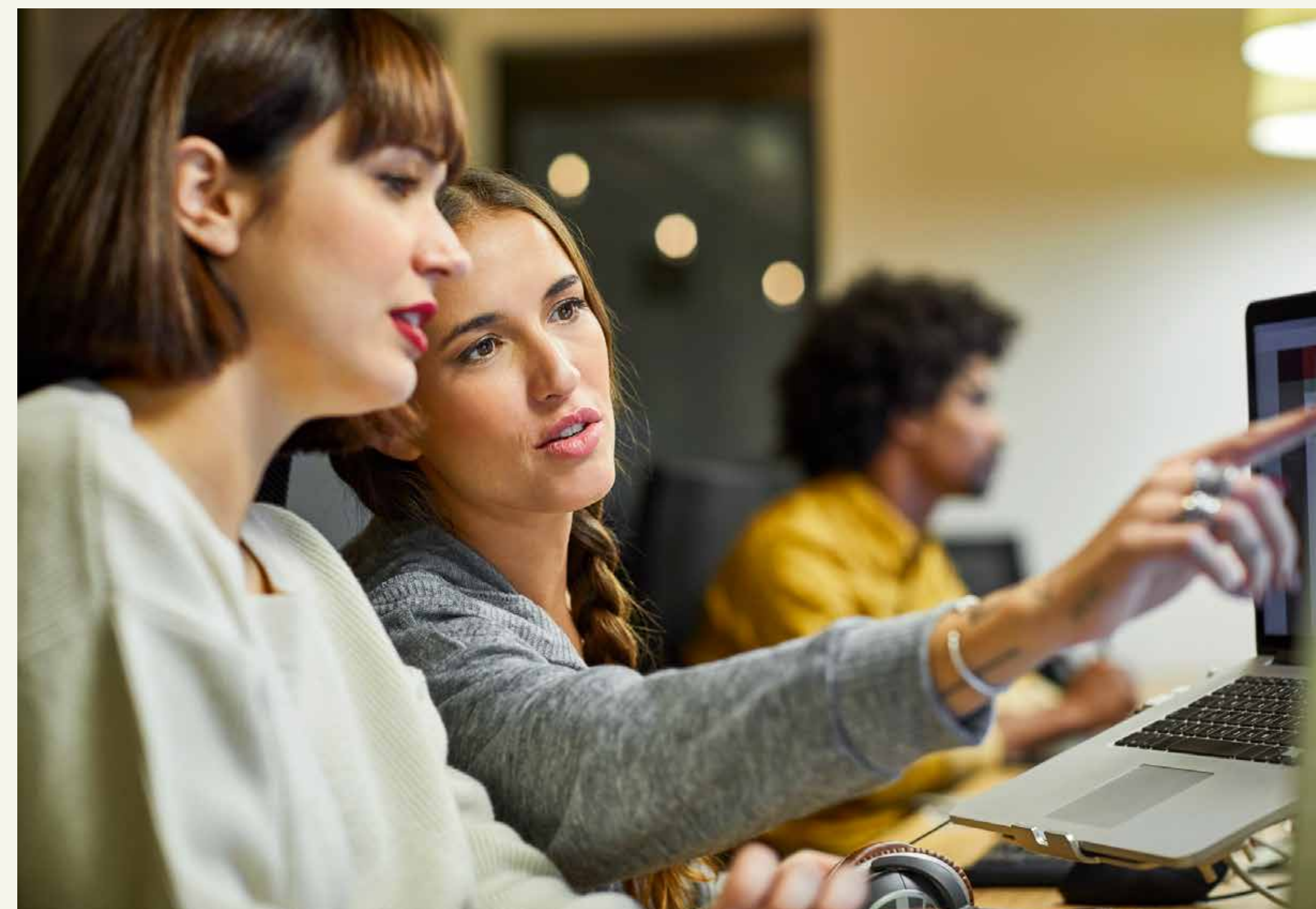
If this trend materialises, it will likely translate into stronger retail sales and more robust discretionary spending.

The rise of clienteling and its impact on retail delivery

Clienteling: the use of personalised customer data to tailor service and product recommendations is becoming a key retail strategy. AI-driven insights and omnichannel touchpoints are enhancing engagement, loyalty, and customer lifetime value.

In parallel, advancements in retail delivery technology, such as predictive analytics and dynamic fulfilment, are streamlining order processing to ensure seamless, on-time deliveries.

This integration of personalisation and logistics is set to improve operational efficiency and elevate the overall shopping experience for both retailers and consumers.

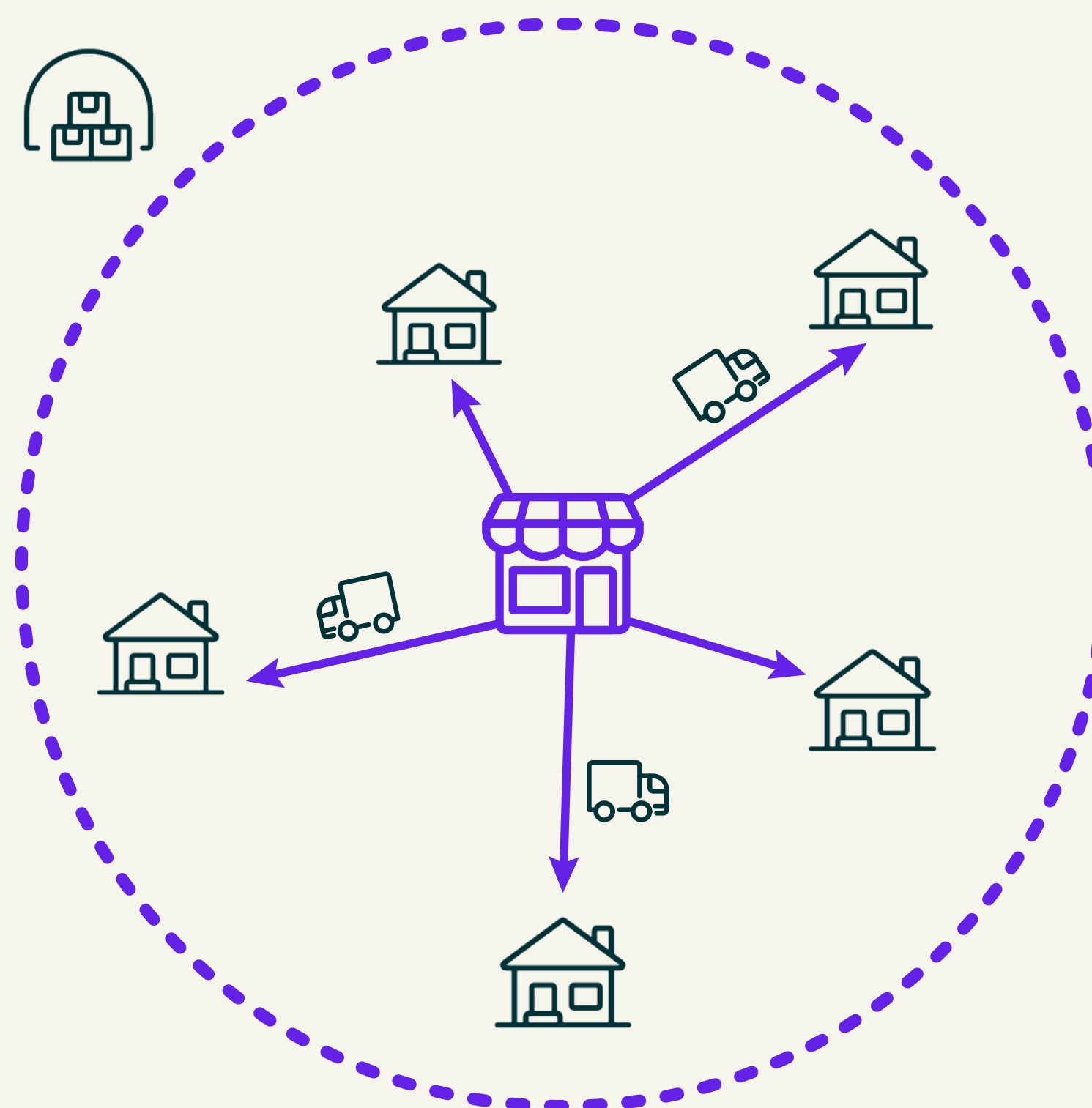


Optimising fulfilment: Centralised vs. decentralised distribution

Retailers are refining their fulfilment strategies by balancing two distinct models: centralised distribution, where orders ship from a central warehouse, and decentralised distribution, which leverages physical store networks for faster delivery.

With growing consumer demand for speed and convenience, more retailers are transforming their stores into mini-distribution hubs, enabling same day and on demand delivery. This shift has led to a 30% reduction in delivery times, with our fastest on demand delivery recorded in just 13 minutes from order to doorstep.

As sentiment around the value of physical store networks grows, retailers adopting decentralised fulfilment are gaining a significant competitive advantage.



“With growing consumer demand for speed and convenience, more retailers are transforming their stores into mini-distribution hubs, enabling same day and on demand delivery.”



Andrew Waite
Founder and CEO,
Convert Digital

Embracing AI and automation

Our 2025 predictions centre on significant investments in AI and automation. For some retailers, this will mark the beginning of their journey, but by the end of 2025, AI will likely be integrated into the core operations, content creation, marketing, and front-end user experiences of most brands.

We also expect continued investment in in-store technologies, further enhancing the seamless end-to-end customer journey across both physical and digital touchpoints.



Johannes Panzer
Head of Industry Solutions, eCommerce,
Descartes Peoplevox

A smarter approach to profitability

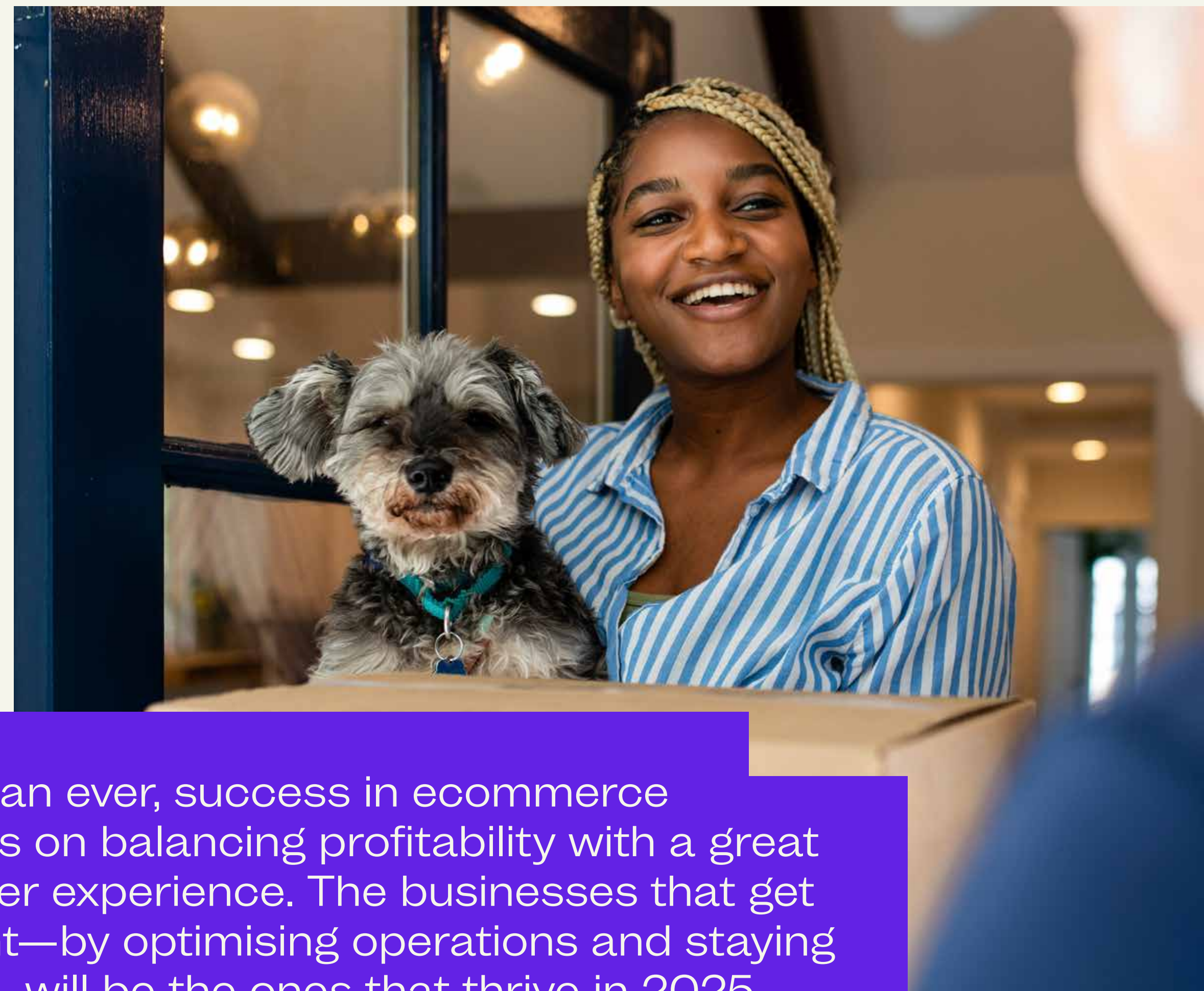
Businesses are rethinking their approach to sales events like Black Friday, prioritising margin-friendly strategies instead. On the operations side, reducing shipping costs, leveraging multiple carriers, and investing in automation will be key.

Customer experience is everything

Convenience wins. That means offering flexible delivery options, real-time tracking, and seamless returns. Social media and customer service will continue to shape brand reputation.

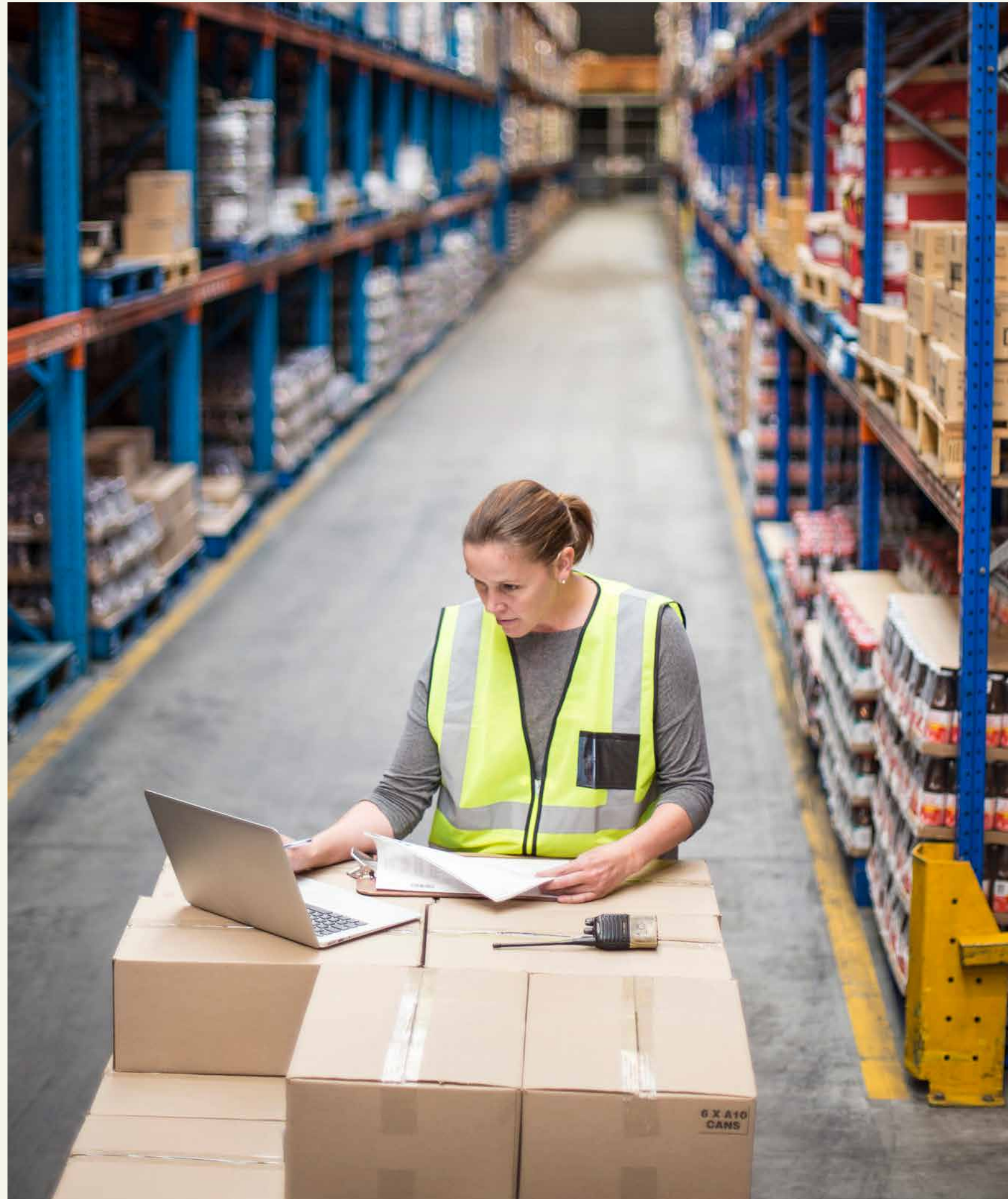
Handling unpredictable demand

With new sales channels like TikTok Shop and more frequent flash sales, demand is harder to predict. The key is having full visibility into fulfilment—tracking order volume, processing times, and warehouse efficiency to stay agile and meet customer expectations.



“More than ever, success in ecommerce depends on balancing profitability with a great customer experience. The businesses that get this right—by optimising operations and staying flexible—will be the ones that thrive in 2025.”





Conclusion: Thriving in a dynamic market

Retailers in 2025 will need to balance profitability in meeting consumer demands to stay competitive. A compelling shipping strategy is key to unlock flexibility whilst fending off rising delivery costs and instability across the carrier landscape. Consumers expect fast, reliable, and free delivery, making store-based fulfilment a key differentiator.

Profitability is paramount; moving away from heavy, broad-based discounting outside of peak events and focusing on efficiencies realised through the investment in AI and automation. Delivering great customer experiences will be the ultimate differentiator, with clienteling, real-time tracking, and seamless returns becoming industry standards to adopt.

Efficiencies that stand to be realised by embracing AI and automation will reshape retail, transforming marketing, personalisation, and in-store experiences.

Retailers who strike the right balance of sustainable economics, a great customer experience and investment into transformational technologies will be the ones who thrive in the year ahead.

Key areas of focus for retailers in 2025

As retailers prepare for 2025, fulfilment, delivery, operational efficiency, and the customer experience will be at the forefront of their strategies.

Insights from leading retailers at Shippit's Retailer Retro event in February highlight the key focuses for the next 12 months.



Optimising fulfilment for speed and efficiency

Customer expectations continue to be at the forefront, with many retailers investing in fulfilment optimisation to meet these demands while controlling costs. Regional fulfilment is critical for brands like INTERSPORT, where 75% of operations occur in areas with fewer carrier options and longer delivery times. To address this, retailers are using store networks as fulfilment hubs.

“By leveraging our stores as fulfilment hubs, we can improve delivery speed, but it also adds complexity to inventory management. That makes transparency and proactive communication critical.”

Ben Wapling, Head of Marketing and Digital, INTERSPORT

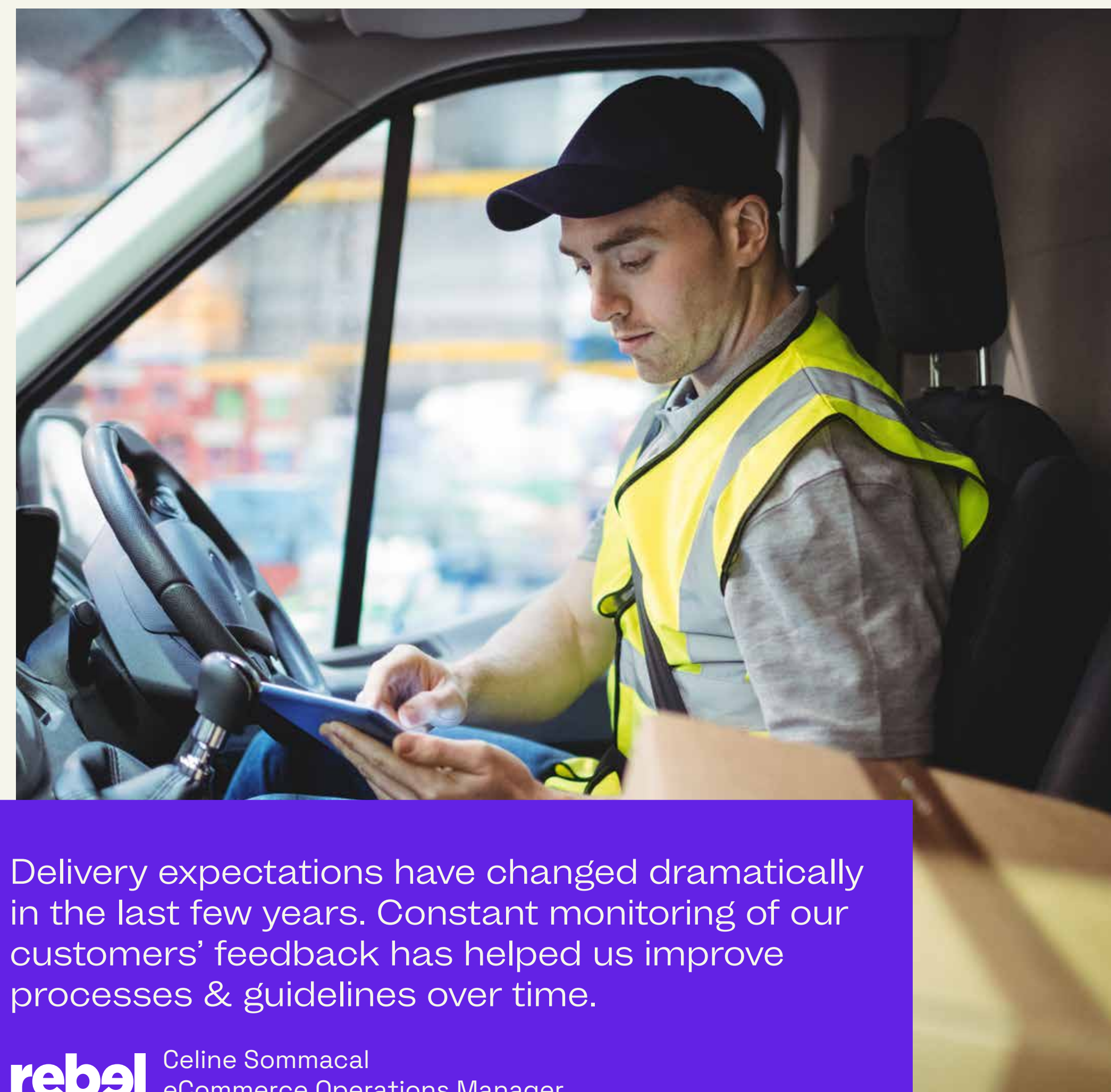
Delivery as a competitive advantage

Delivery experience continues to be a key driver of conversion and customer loyalty. With acquisition costs rising, retailers are investing in reliable, transparent, and flexible delivery options to differentiate themselves from global competitors.

While fast delivery ranks high on shoppers' lists, delivery speed isn't always the priority—customers want optional and flexible choices like click-and-collect or home delivery, with clear tracking and ETAs.

“Speed is important, but reliability is non-negotiable. Our customers prioritise optionality and flexibility.”

Carina Micheal, Group Head of Technology and Digital, APG & Co.



“Delivery expectations have changed dramatically in the last few years. Constant monitoring of our customers' feedback has helped us improve processes & guidelines over time.”

rebel

Celine Sommacal
eCommerce Operations Manager

Leveraging technology to enhance customer experience

AI and automation are becoming critical tools for streamlining fulfilment, customer service, and marketing. Personalisation through data and AI-driven insights is helping brands anticipate demand and improve stock visibility.

AI-powered customer support is also on the rise, helping retailers manage peak seasons efficiently while reducing response times and improving service quality.

“For us, customer insights will be key in 2025. We are focusing on understanding shopping behaviours and refining fulfilment strategies accordingly, enhancing inventory forecasting, and strengthening our last-mile logistics partnerships.”

Carina Micheal, Group Head of Technology and Digital, APG & Co.

“Improving and personalising the on-line experience using CRO is a focus of Rebel Sports this year. Omni-optimisation is another; we need to provide a seamless customer experience regardless of the channel used to shop.”

Celine Sommacal, eCommerce Operations Manager, Rebel Sport

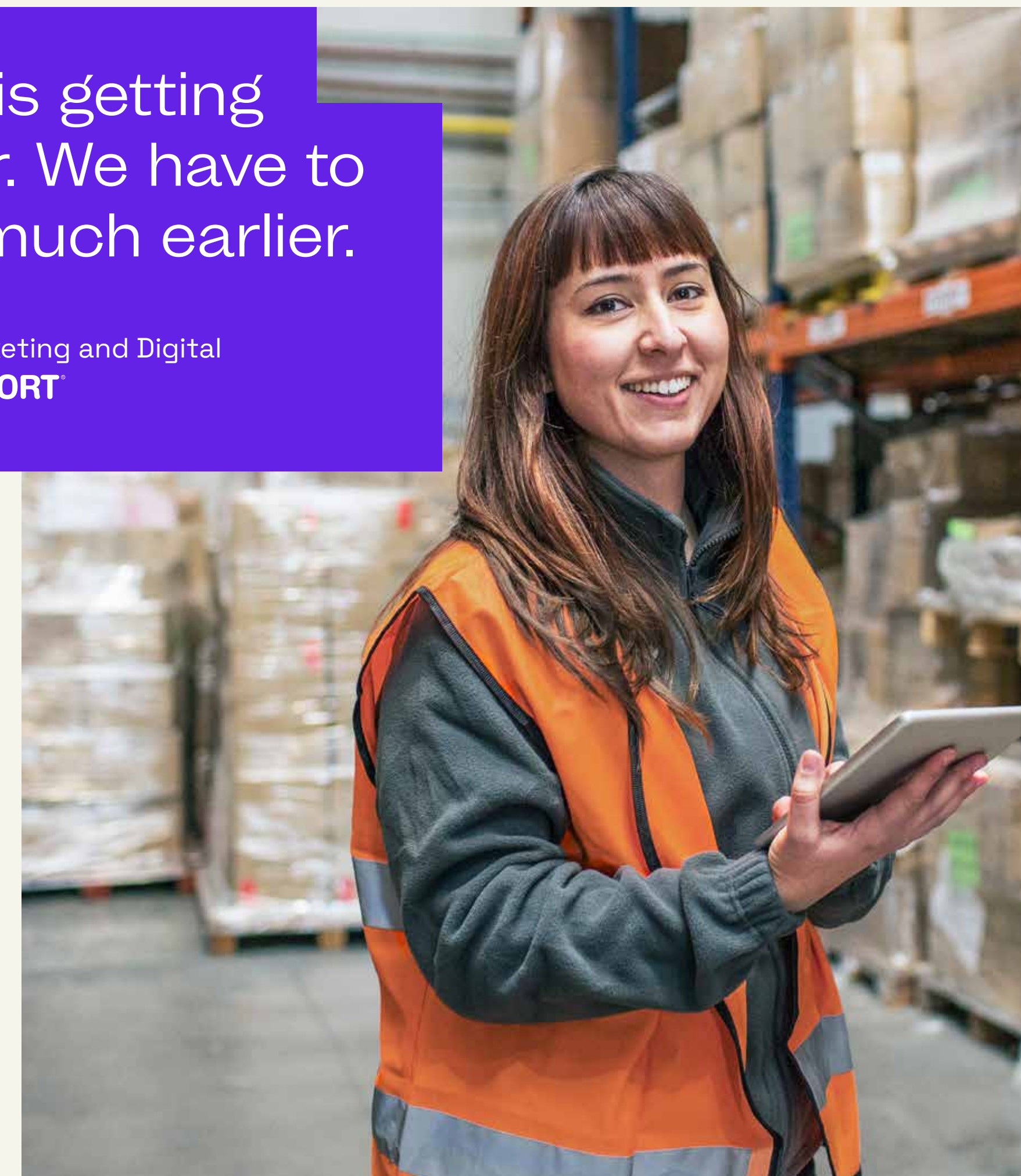
Preparing for peak periods with data-driven strategies

With longer and more intense peak sales periods, planning is now a year-round priority. Labour forecasting, inventory distribution, and last-mile delivery partnerships are crucial for retailers managing high sales volumes.

Additionally, with customers seeking value and holding off spending until sales events like cyber weekend, retailers are weighing up how to meet customer expectations while balancing profitability.

“Peak is getting longer. We have to plan much earlier.”

Ben Wapling
Head of Marketing and Digital
INTERSPORT



2024 Year In Review



Unpacking the year that was

Last year brought significant shifts in consumer behaviour and retail operations, presenting both opportunities and challenges.

At Shippit, we had a front-row seat, powering millions of deliveries and capturing real-time insights into how Australians shopped and shipped.

Here's what stood out.

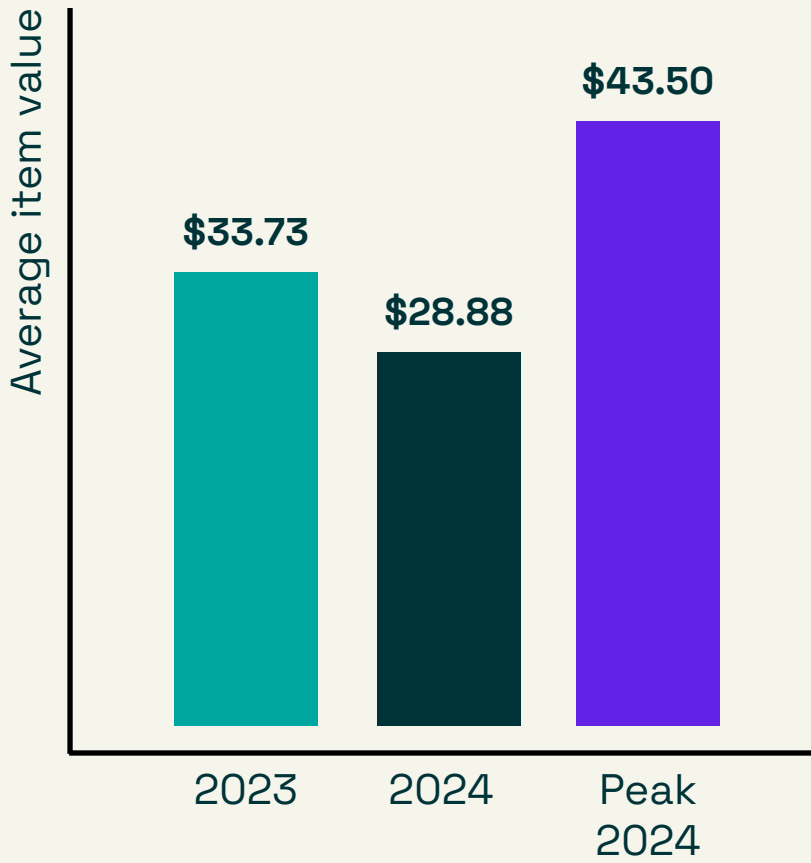


Consumers spent smarter but splurged when it mattered

Shoppers tightened their belts in 2024, with average **item values dropping from \$33.73 in 2023 to \$28.88**. However, they compensated by adding more items to their carts, with the **average basket size at 3.4 items, up from 3.3 in 2023, and 2.9 in 2022**.

Peak season told a different story. The cyber sales period saw **item values soar to \$43.50** as shoppers seized deals on high-ticket items. Products like **trampolines (+148.2% vs 2024 average), sneakers (+138.2%), and headphones (+102.1%)** surged as consumers finally pulled the trigger on long-awaited purchases.

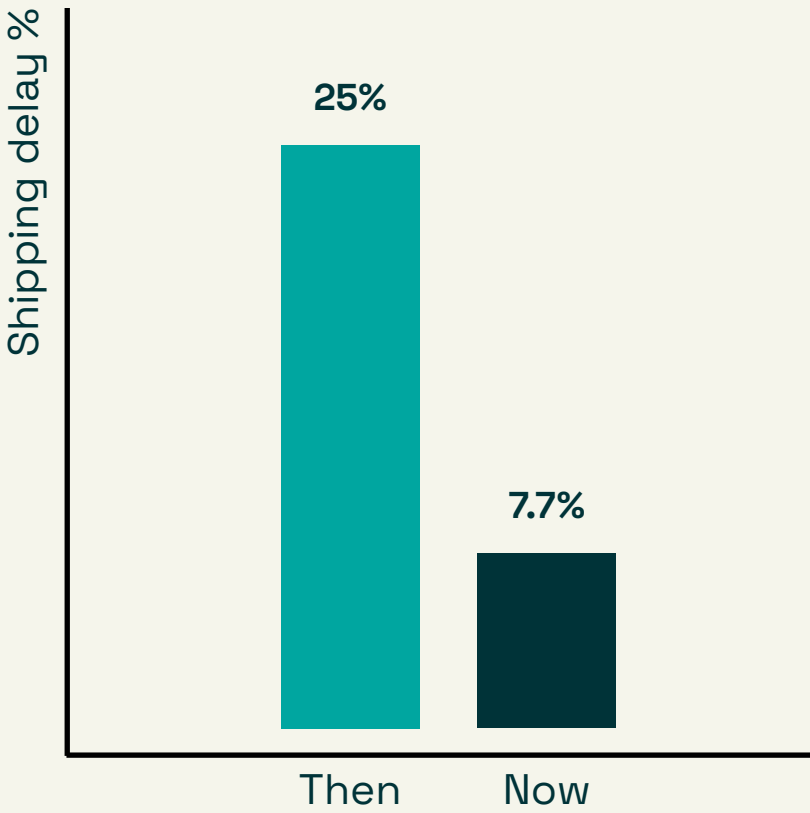
The takeaway? Budget-consciousness is stronger than ever, but the right discount still drives spending.



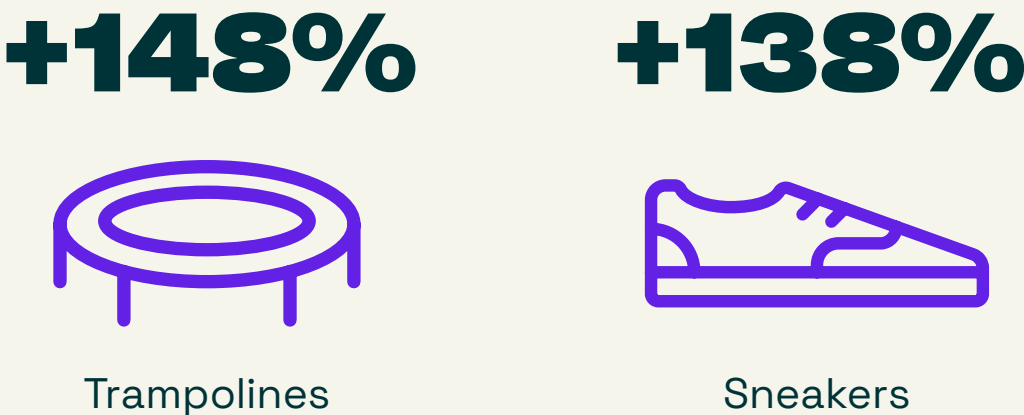
Delivery became a make-or-break factor

Fast, reliable shipping is no longer a nice-to-have - it's a dealbreaker. The good news? Delivery reliability reached new highs, with **only 7.7% of shipments delayed**, a sharp improvement from **over 25% just a few years ago**.

But there's still room for improvement. Many retailers overestimate delivery times, **quoting an average of 5.6 days** when **actual delivery speeds are just 2.2 days***. This gap could be costing them sales and customer trust.



Peak season product growth vs 2024 average:



Shoppers want delivery on their terms

Flexibility was a defining theme in 2024.

- **Express delivery** rose by 9%
- **Click-and-collect** grew by 11%
- **On demand delivery** exploded - up 490%

Retailers embracing local fulfilment saw major wins, with **14.6% of deliveries being made within a 15km radius** of their originating location. For categories like pet supplies and cosmetics, this hyper-local approach is proving to be a game-changer, with these categories seeing a **significant share of overall volume being delivered locally (41% and 25% respectively)**.

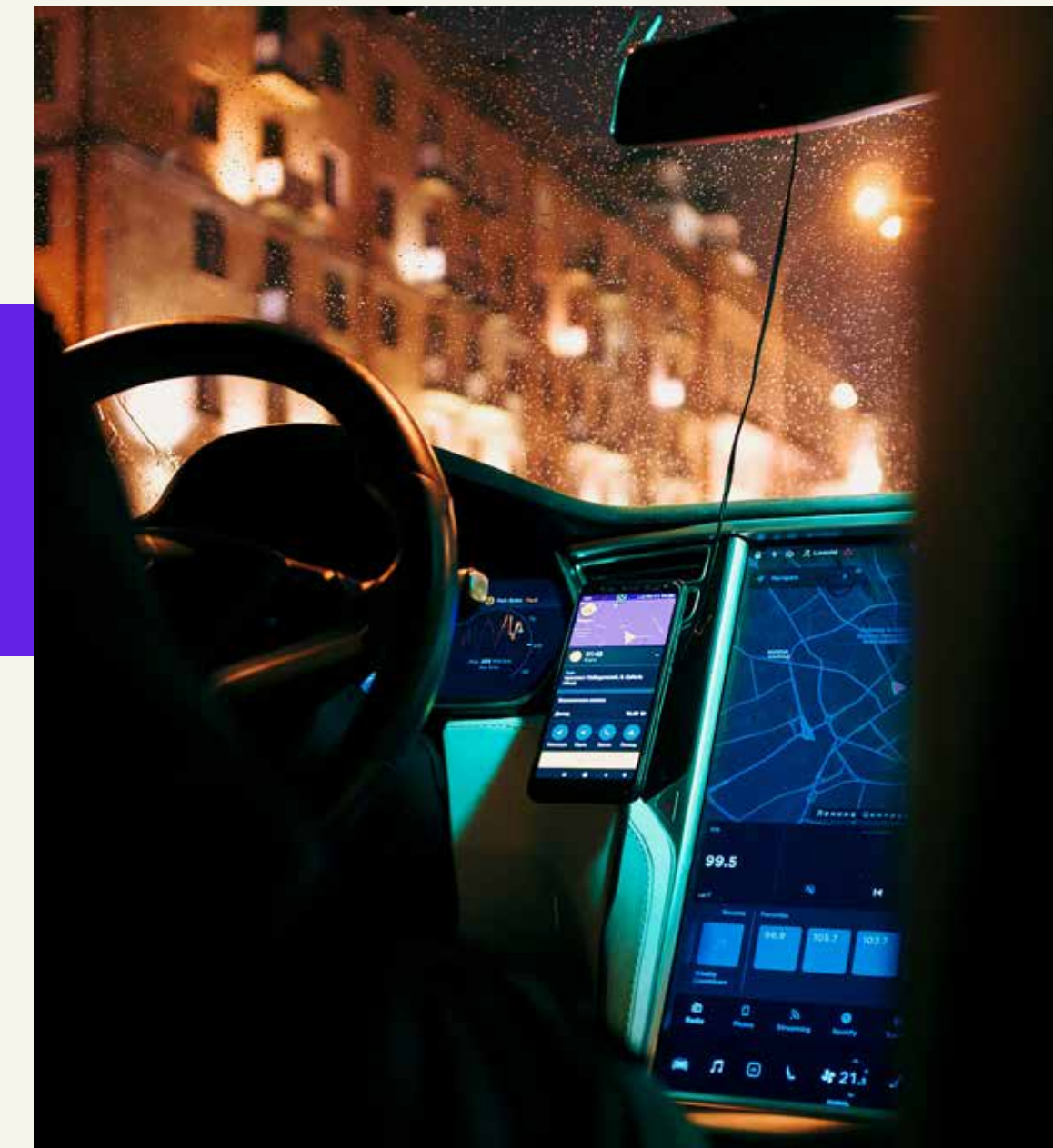
What does this tell us?

Shoppers want budget-friendly choices, faster and more transparent delivery, and greater flexibility at checkout. Retailers that embrace these trends and refine their fulfilment strategies will gain a competitive edge in an increasingly demanding market.

9%
growth in express delivery

11%
growth in click-and-collect

490%
growth in on demand delivery





Lee Hardham
Founder and CEO,
Brauz

2024 proved to be an exciting yet challenging year for Australian retail. On one hand, Brauz celebrated significant advancements such as the release of our advanced shipping rules, the upgrade of our booking platform, and the remarkable achievement of doubling our customer base.

On the other hand, we witnessed the challenges faced by many of our retail partners in a tough economic landscape. This duality has provided us with invaluable insights and strategic takeaways for further enabling Australian retail.

“ A nuanced approach to shipping can drive efficiency, reduce costs, and enhance customer satisfaction.

Smarter shipping

By implementing advanced logic to intelligently allocate and split orders across a retailer's store network, retailers observed order volumes increasing anywhere from 30% to 300%.

This outcome not only highlights the effectiveness of data-driven decision-making but also reinforces the importance of technology in optimising logistics. It has become clear that a nuanced approach to shipping can drive efficiency, reduce costs, and enhance customer satisfaction. All key drivers for growth in the competitive retail environment.

The power of collaboration

A standout lesson from the past year is the undeniable value of working together. The collaboration between Brauz, our technology partners and our retail partners has been instrumental in overcoming market challenges.

By sharing insights, pooling expertise, and working as a unified front, we have been able to solve complex problems and seize opportunities even when the broader market environment was less than ideal. This spirit of partnership has reinforced our belief that collective effort is essential for navigating uncertainties and achieving sustainable success.

Resilience in the retail sector

Despite a general downturn in consumer spending, the resilience of Australian retail has been inspiring. Our close work with numerous outstanding retailers not only underscored their ability to adapt and thrive under pressure but also led to the achievement of remarkable results in a constrained market.

This experience has taught us that even during challenging economic periods, innovation and strong relationships can fuel growth. The determination and agility displayed by our retail partners have reaffirmed our commitment to supporting their success and further strengthening our collaborative network.





Johannes Panzer
Head of Industry Solutions,
eCommerce,
Descartes Peoplevox

Profitability was the big focus in 2024, and that’s not changing in 2025. With rising costs across shipping, warehousing, and labour, we’ve had to be smarter about protecting margins.

There’s been a shift away from heavy discounting towards more strategic, year-round promotions. At the same time, improving operational efficiency—through better forecasting, automation, and cost control—has been essential.

“ Retailers made more strategic technology investments to enhance customer experiences and meet rising demand.

CONVERT Andrew Waite
Founder and CEO



Andrew Waite
Founder and CEO,
Convert Digital

Our key takeaways from 2024 highlight that retailers made more strategic technology investments to enhance customer experiences and meet rising demand.

For omnichannel retailers, this involved optimising operations to deliver seamless, integrated experiences, while more established retailers focused on introducing clienteling and enhancing in-store experiences.

Pureplay retailers, on the other hand, concentrated on strengthening loyalty programs, expanding subscription offerings, and streamlining their technology stacks.

Key 2024 takeaways from Shippit customers

2024 taught retailers crucial lessons. At our Retailer Retro event in February, leading retailers and industry experts gathered to share insights from the past 12 months.

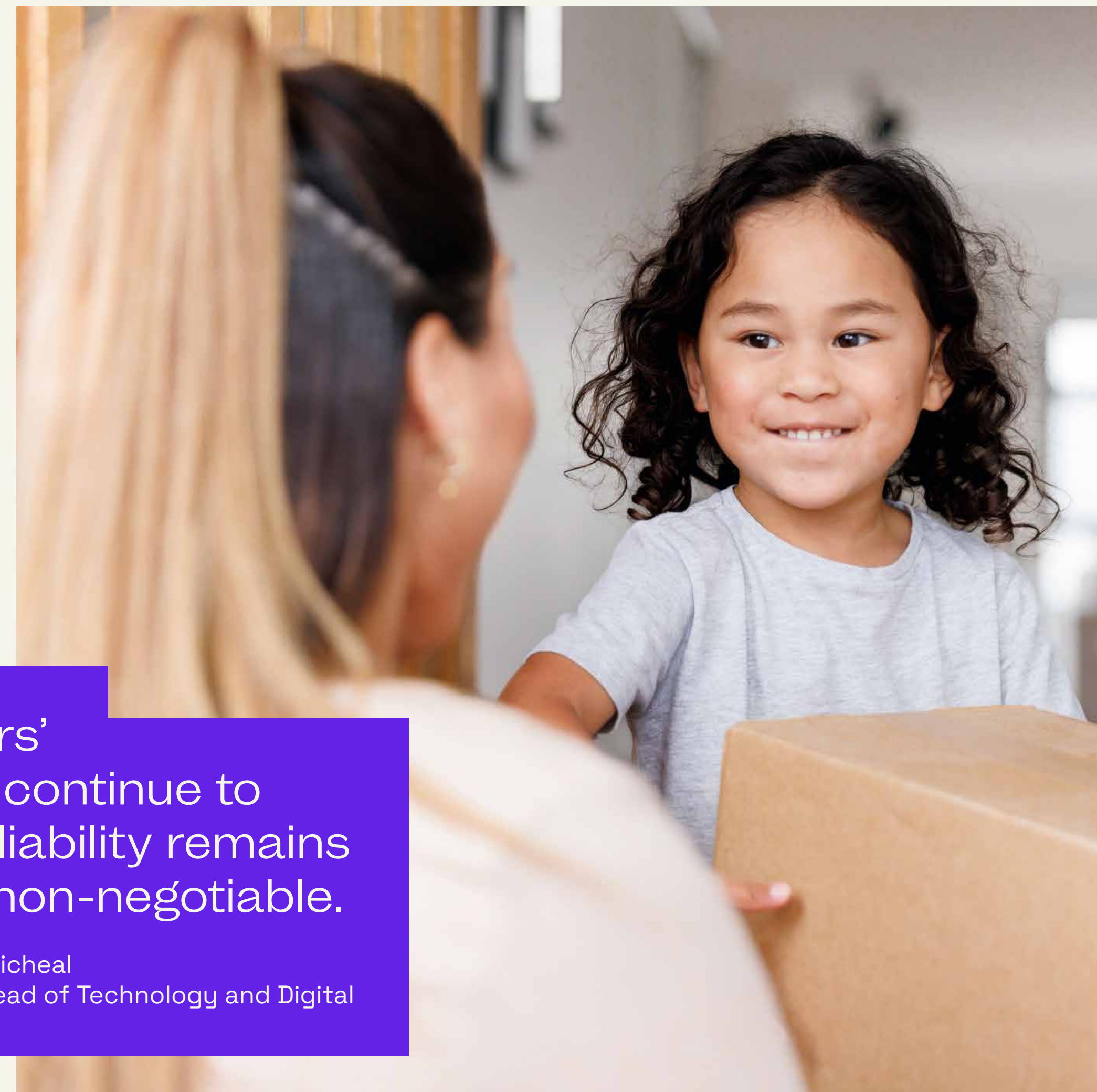
Three elements emerged as must-haves for success: efficient fulfilment, strong customer experiences, and data-driven decisions. These are the fundamentals that will set retailers apart in 2025.

Reliability over speed: Meeting evolving customer expectations

Retailers are seeing a shift in delivery preferences. While speed matters, customers now value choice and reliability just as much.

Delivery options like click-and-collect and varied service levels, alongside transparent ETAs and regular tracking notifications are proving to be powerful drivers of satisfaction and loyalty.

As a result, many retailers are rethinking their fulfilment strategies and delivery offerings, to meet customer expectations while keeping costs in check.



Our customers' expectations continue to evolve, but reliability remains a consistent non-negotiable.

APG & Co
THE BRAND ASSEMBLY

Carina Micheal
Group Head of Technology and Digital



Leveraging stores for faster and smarter fulfilment

Retailers are refining fulfilment strategies to strike a balance between cost efficiency and speed, with store-based fulfilment helping to improve delivery speeds and enhance customer experiences. However, managing stock across multiple locations, maintaining inventory accuracy, and consolidating orders remain challenges.

“We’ve expanded our fulfilment options to provide better service. For example, ship-from-store has been a huge life-saver for us. However, if a customer places one order but receives multiple parcels, it increases costs and complexity.

By focusing on optimising our network and improving stock visibility, we’ve been able to improve efficiency and provide the service our customers expect.”

Carina Micheal, Group Head of Technology and Digital, APG & Co

“

“Regional fulfilment accounts for 75% of our volume. Leveraging our stores as fulfilment hubs improves delivery speed, but it also adds complexity to inventory management.”

Ben Wapling
Head of Marketing and Digital

INTERSPORT



Peak season preparedness is a year-round effort

Retailers who planned early for peak—adjusting delivery estimates, tracking fulfilment closely, and improving customer communication—saw stronger operational performance.

“Strong cross-functional planning is key to successful peak trading. Alignment between fulfilment and supply chain, ecom and store teams is key to manage the increasing end-of-year demand.”

Celine Sommacal, eCommerce Operations Manager, Rebel Sport

“We track every order closely and ensure our service teams can manage any issues proactively. Ensuring clear communication with customers on expected delivery times is critical to maintaining satisfaction”

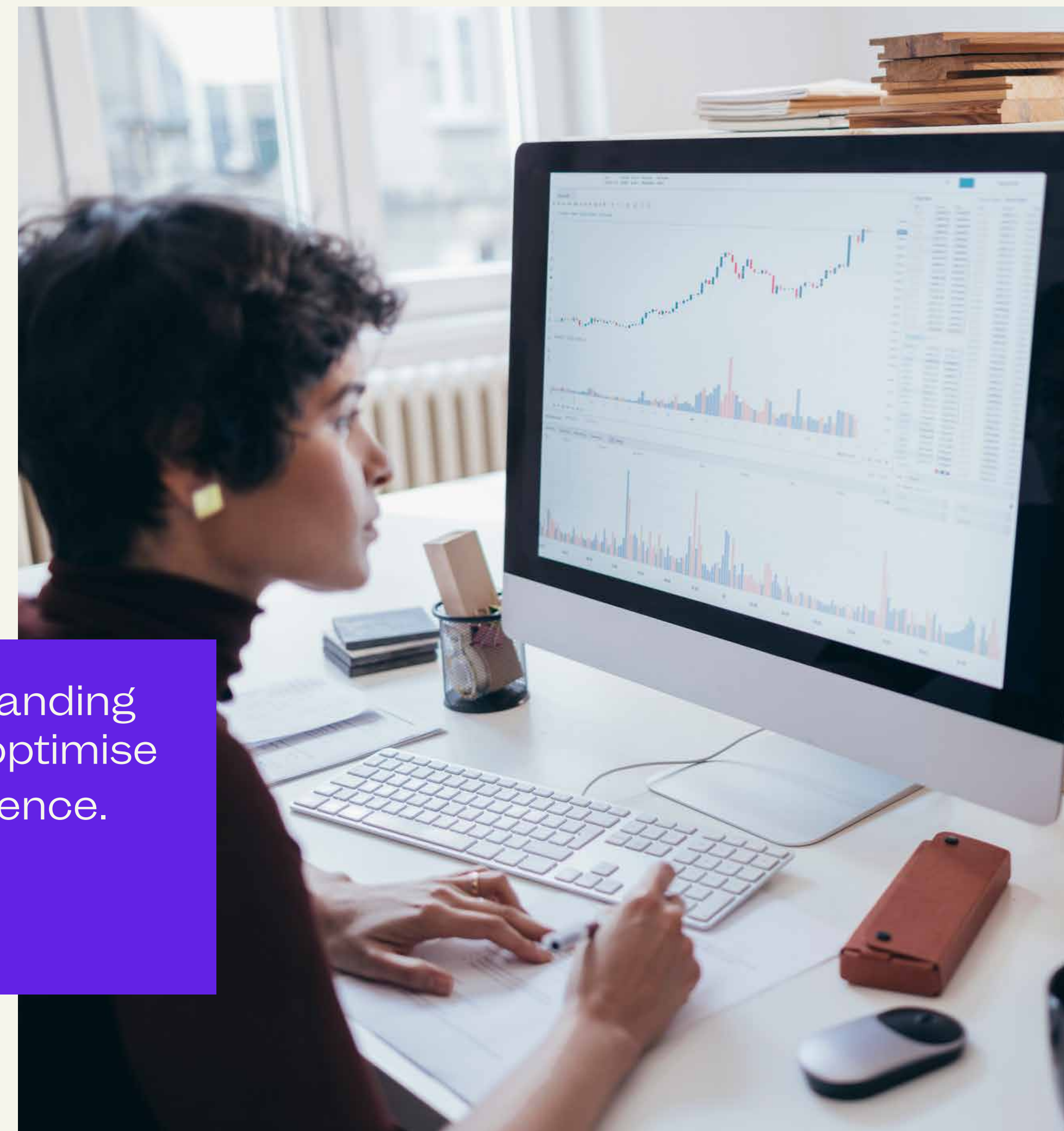
Carina Micheal, Group Head of Technology and Digital, APG & Co.

Data-driven retail: Understanding the customer journey

A growing emphasis on customer insights and AI-driven forecasting is helping retailers fine-tune demand planning, refine inventory strategies, and personalise experiences.

“Listening to our customers is critical. Understanding what they value allows us to optimise delivery, inventory, and experience.”

Ben Wapling
Head of Marketing and Digital
INTERSPORT





The product releases that made 2024 a year of innovation

2024 was a pivotal year for Shippit, with a strong focus on driving efficiency, expanding global reach, and improving delivery experiences. From real-time insights to seamless international shipping, our product advancements are helping retailers optimise operations and scale with confidence.

Below is a quarterly view of the solutions we launched to support retailers in making smarter, faster, and more cost-effective shipping decisions.

2024 product releases at a glance

 Q1 Jan-Mar

- Apple Wallet Order Tracking
- Duplicate rules for faster setup
- Brauz multi-location fulfilment
- Shopify click-and-collect in Shippit
- Shopify delivery time slots
- Zonos duties and tax calculations
- Cin7 currency conversion
- Cin7 Omni warehouse statuses
- Launched all-new Shippit Help Centre

 Q2 Apr-Jun

- Filter, edit, confirm orders in fewer clicks
- Automate package allocation by dimensions
- Shopify B2B deliveries
- Descartes Peoplevox multi-package orders
- Shippit Insights for self-serve shipping analytics
- Cin7 invoice auto-population

 Q3 Jul-Sep

- NZ shipping with 95% coverage
- Multi-parcel allocation rules
- End-to-end NetSuite dispatching
- Descartes Peoplevox pallet support
- Special delivery service allocation rules
- Self-serve integration to Shippit's Returns Portal
- Returns Portal: In-store returns, refund methods, flexible return windows
- Expanded self-serve carrier management
- New international delivery services across EMEA and APAC
- Uber live tracking and verification
- Auto-update store hours API
- New Shippit Developer Centre

 Q4 Oct-Dec

- Palletised freight booking
- Scheduled job and shift creation in Shippit NowGo
- Launched the all-new Shippit NowGo Help Centre
- Support for Own Fleet bookings in NetSuite
- Fluent Commerce batched manifests
- Custom pallet presets
- Cin7 carrier tracking numbers for marketplace sellers



2024 Game- changing Releases

The innovations that defined the future of commerce delivery

Among last year's many advancements, a few stand out as true game-changers - introducing new ways for retailers to unlock efficiency, reduce costs, and elevate customer experiences.

These top releases not only address critical industry challenges but also set new standards for what's possible in commerce delivery. Here's a closer look at the innovations making the biggest impact.



Apple Wallet Order Tracking

A seamless, secure, and smarter way to track orders

In 2024, we introduced Apple Wallet Order Tracking to enhance the post-purchase experience, making order tracking more convenient and engaging. By integrating with Apple Wallet, this feature delivers real-time shipping updates directly to a customer's device, keeping them informed every step of the way.

This streamlined tracking reduces reliance on SMS and email notifications, centralising updates in a familiar platform. Customers can check order status instantly with opt-in options for all preferences. Plus, it works across all payment methods, not just Apple Pay, ensuring broad accessibility.

Beyond convenience, Apple Wallet Order Tracking adds security, protecting customers from phishing scams. For retailers, it means fewer tracking inquiries and a premium post-purchase experience that builds trust and loyalty.

Keeping customers informed is now easier and more engaging than ever. Read more [here](#).



We're now able to provide the convenient, transparent and timely delivery that our customers deserve.

R. M. WILLIAMS
EST. 1932, AUSTRALIA

Emily Anders
Head of Digital



Shippit Insights

Unparalleled shipping and delivery insights

Fragmented carrier data, limited access to insights, and costly, time-consuming analysis—are just a few challenges retailers face when striving to make confident, data-driven decisions.

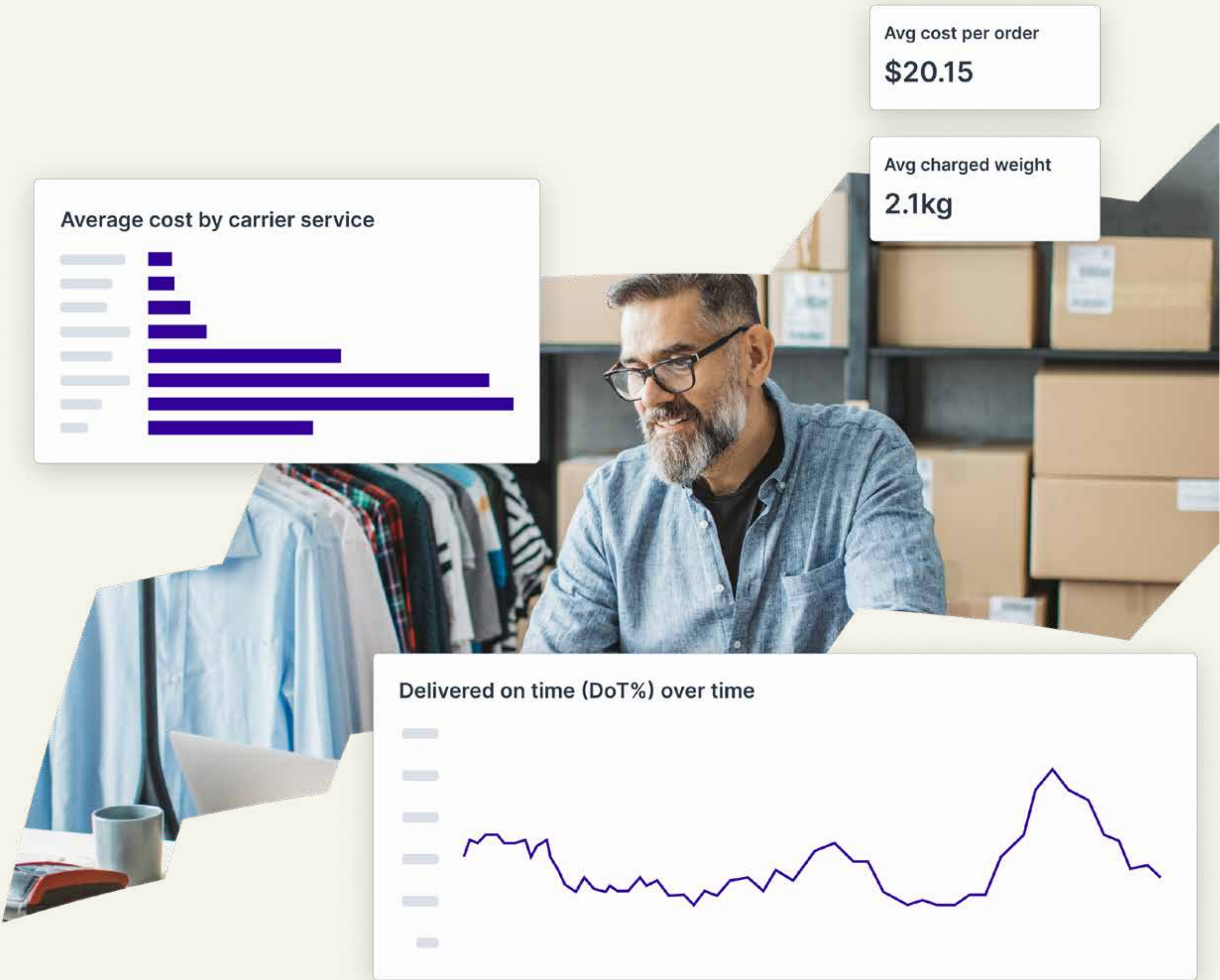
Launched in June, Shippit Insights addresses the growing complexity of shipping data by providing retailers with a 360° view of their operations. This new analytics platform introduced self-serve dashboards, dynamic insights, and drill-down capabilities, making it easier to compare carrier performance and optimise delivery strategies.

By offering standardised metrics across carriers, Shippit Insights makes data accessible and actionable for teams across ecommerce, logistics, and finance. Read more [here](#).



Accessing data-driven insights directly within Shippit, allows us to lead informed carrier negotiations which safeguard our cost-to-serve across ANZ.

Allison Kraemer
International Logistics and Fulfilment Manager ANZ
BabyBunting





Shippit NZ

Over 95% delivery coverage across New Zealand's North and South islands

In July, we expanded our carrier network in New Zealand to offer fast and reliable coverage across New Zealand's North and South Islands. This included newly integrated services with Castle Parcel, NZ Couriers, Post Haste, Uber, and Kiwi Oversize.

Shippit's broad range of carrier partnerships allows customers to sell more online with support for bulky deliveries up to 50 kilograms, including the ability to ship bulky goods overnight. For fast deliveries, our partners also offer 2-day inter-island and on demand services.

This expansion solved a pain point for retailers like Freedom Furniture who were sending bulky orders with local couriers, leading to manual order booking and limited visibility for tracking.



Shippit has allowed us to be a little bit more agile with our fulfilment operation in New Zealand, and allows us to bring on new couriers, expand our horizons, and get a much more diverse range of profiles that we can actually ship out.

FREEDOM

Joshua Rich
eCommerce Operations Lead

Enhanced International Shipping

Fast, cost-effective shipping and automated calculator for international duties and taxes

In 2024, 54% of global consumers looked to increase their international online shopping*. To help our customers tap into growing demand across markets such as Asia, North America, and the UK, we introduced a number of exciting updates.

This includes expanded carrier options via our in-house Smart Routing International service and a renewed partnership with FedEx. Our partnership with FedEx allows customers to access discounted rates for a premium, door-to-door service, powered by the world's largest cargo air fleet.

We also partnered with cross-border ecommerce platform Zonos to offer automated duties and taxes calculation, enabling Shippit to offer upfront and all-inclusive quoting at checkout or time of booking, with no additional charges. Read more [here](#).



International shipping is pivotal to our growth as we expand into global markets. Reliable and affordable shipping options are crucial for reaching new audiences and driving our business forward.



Christopher Lockwood
Head of eCommerce





Shippit Help Centre

Fast resolution to common queries, available 24/7

As part of our commitment to providing best-in-class support, Shippit launched several self-service resources to empower everyday users in 2024.

The new and improved [Shippit](#) and [Shippit NowGo](#) Help Centres offer a wealth of self-service content, including user guides, integration guides, and troubleshooting. In the majority of cases, our Help Centre can resolve an issue without users needing to contact support, significantly reducing the time spent waiting for resolutions.

In addition to content for our retailers, the Help Centre goes the extra mile to support delivery operations with content for package receivers, acting as a first line of defence for common “where is my order?” (WISMO) and missed delivery queries.

For developers, the new Developer Centre provides detailed documentation, code samples, and API references, making it easier than ever to build robust and innovative solutions with comprehensive access to the Shippit platform.

Wrap Up

As we close the chapter on 2024, one thing is clear...

...Retail success is no longer just about great products and competitive pricing. Fulfilment, delivery and customer experience are now critical differentiators in an increasingly competitive and complex market.

In 2024, retailers navigated evolving consumer expectations, shifting fulfilment strategies, and rising operational costs. Customer demand for faster, more reliable, and flexible delivery options accelerated, with click-and-collect, express, and on demand delivery seeing double-digit growth.

Looking ahead, 2025 will be about optimisation—whether through AI-driven forecasting, fulfilment efficiency, or seamless omnichannel experiences. Retailers should review their carrier networks, consider alternate fulfilment options such as

ship-from-store, and enhance post-purchase engagement to meet customer expectations while managing costs.

With global players increasing competition, the ability to convert more customers at checkout, personalise experiences, and deliver consistently great service will be the key to long-term success.

For retailers ready to adapt, optimise, and innovate, the opportunities in 2025 are vast. Now is the time to take action.



Rob Hango-Zada
Co-founder and Joint CEO,
Shippit





About Shippit

Shippit is the industry-defining commerce delivery platform that powers +100M deliveries annually across Australia, New Zealand and South East Asia. Since its launch in 2014, Shippit has fulfilled nearly \$30bn worth of ecommerce orders. Shippit's award-winning software and services are trusted by thousands of companies - like Kmart, Myer, Big W, Baby Bunting and R.M.Williams - in stores, warehouses and vehicles to solve complex logistics challenges, streamline operations, optimise the post-purchase experience and surpass customer expectation. The result is a higher net promoter score (NPS), increased customer lifetime value, and reduced operating costs. Today, only price has a greater influence on customer loyalty than delivery.

For more information about how you can turn delivery into a driver of loyalty, visit

www.shippit.com

About our partners

Descartes Peoplevox helps retailers take control of operations with a cloud-based WMS built for fast, reliable fulfilment. Our system turns order data into streamlined, mobile-driven pick-and-pack workflows—cutting errors and speeding dispatch. Peoplevox connects seamlessly with online stores and shipping carriers, making it easy to handle demand spikes without the usual warehouse headaches.

www.peoplevox.com

Convert Digital is Australia's leading ecommerce agency with a focus on combining innovative design with your ideal tech stack to create scalable, high-converting Shopify and commercetools experiences your customers will love. Convert's solutions are built to stack up layer by layer, delivering not just beautiful websites but seamless customer experiences and real business growth.

www.convertdigital.com.au

Brauz connects unified commerce solutions with one simple integration. Easily enable best-in-class experiences such as Find In-Store, Click-and-Collect, Local Delivery, Ship from Store, Reserve In-Store, In-Store and Video Appointments and Clienteling.

www.brauz.com