LJM
LOGISTICS MANAGED

LJM PARCEL INTELLIGENCE

A STUDY OF 50 DIRECT-TO-CONSUMER BRANDS

Two DTC brands with similar shipping profiles can pay 69% more than each other.

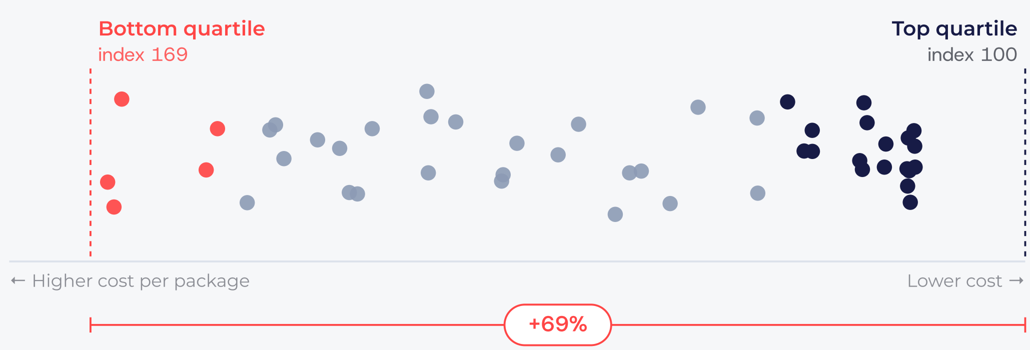
We analyzed 50 of the biggest names in direct-to-consumer to identify shipping cost variance, and uncover the hidden savings most brands leave on the table.

Companies with similar shipping profiles, using the same carrier, pay wildly different amounts — most of the gap coming down to line items they've never negotiated.

01 —— WHERE BRANDS FALL

The bottom quartile of DTC brands pays 69% more per package than the top quartile.

Same carrier. Same service. Different contract.



● Top quartile ● Middle of the market ● Bottom quartile

Each dot = one of the 50 brands, by indexed cost per parcel.

WHAT THE GAP MEANS FOR YOUR MARGIN

At risk — margin impact | Competitive shipping cost

The further left a brand sits, the more margins on every sale are eaten by shipping.

02 — WHERE THE MONEY ACTUALLY GOES

A third of the average DTC parcel bill isn't the base rate.

32.9%
ACCESSORIALS

of the median parcel bill goes to **accessorial fees** — not the base rate.

Highest-exposure brands (90th pct) reach **54.5%**.

MEDIAN SHARE OF TOTAL SPEND

Fuel Surcharge	11.7%
Residential Surcharge	5.1%
Delivery Area Surcharge	3.2%
Other accessorials	12.9%

03 — THE HIDDEN SAVINGS

Some surcharges are table stakes. Your competitive edge may hide in the fees nobody negotiates.

Negotiating **residential** and **delivery-area surcharges** is table stakes for DTC brands. It's the other lines where the gaps open up, and where the best-negotiated brands pull ahead.

ADDITIONAL HANDLING

THE GAP

30%

pay full list price

✓ THE OPPORTUNITY

39% off

the median discount in our 50 brand study

LARGE PACKAGE

THE GAP

56%

get no discount at all

✓ THE OPPORTUNITY

42% off

the best-negotiated quartile in our study earned this

PEAK SURCHARGE

THE GAP

44%

have never negotiated it

✓ THE OPPORTUNITY

~20% off

top quartile cut costs by 1/5 when margins matter most

44% of the DTC brands we studied have never negotiated a peak season surcharge, leaving savings on the table the season when every margin point matters.

How does your shipping cost stack up?

See exactly where your contract sits against the 50-brand cohort — and which line items are costing you. No cost data required to start.

Get a free analysis →

myljm.com/free-analysis

LJM LOGISTICS MANAGED PARCEL INTELLIGENCE PLATFORM™

Based on real parcel data from LJM's Parcel Intelligence Platform, 2025. Sample size = $378.8M across 21.7M packages. Cohort size = 50 direct-to-consumer brands.