



# USA E-Commerce Logistics Market Report 2024

How will ever-changing consumer behaviors  
impact logistics in the United States?



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# 01 About the Report

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## What to Expect

[The United States](#) continues to dominate the North American e-commerce logistics market, showcasing a robust trajectory that is reshaping retail and logistics landscapes alike. Over the next five years, the U.S. e-commerce market is expected to see substantial growth, with forecasts suggesting **an increase of approximately \$388.4 billion**, equating to **a growth rate of 51.28%**. Against this backdrop, this report aims to provide a comprehensive analysis of the latest trends, challenges, and opportunities that are shaping this vibrant market.

## Data Methodology

[Parcel Monitor](#) is the trusted source of e-commerce logistics insights – powered by real consumers' order data. Our benchmarking and carrier performance measurement involves the collection of billions of **anonymized data points** from millions of parcels, spanning **1,045+ global carriers**, across **170+ countries** annually.

Based on these granular real-time data insights, we are able to drill down into specific trade lane performance, comparing domestic but also international shipment profiles across all carriers. All benchmarking data sets have been compiled with strict minimum requirements for data point quantity, quantity and comparability.

**Want to learn more about our data?**

**GET IN TOUCH TODAY**





# The trusted source of e-commerce logistics insights **powered by real consumer data**

## 1 Reliable Data Trusted by the Market

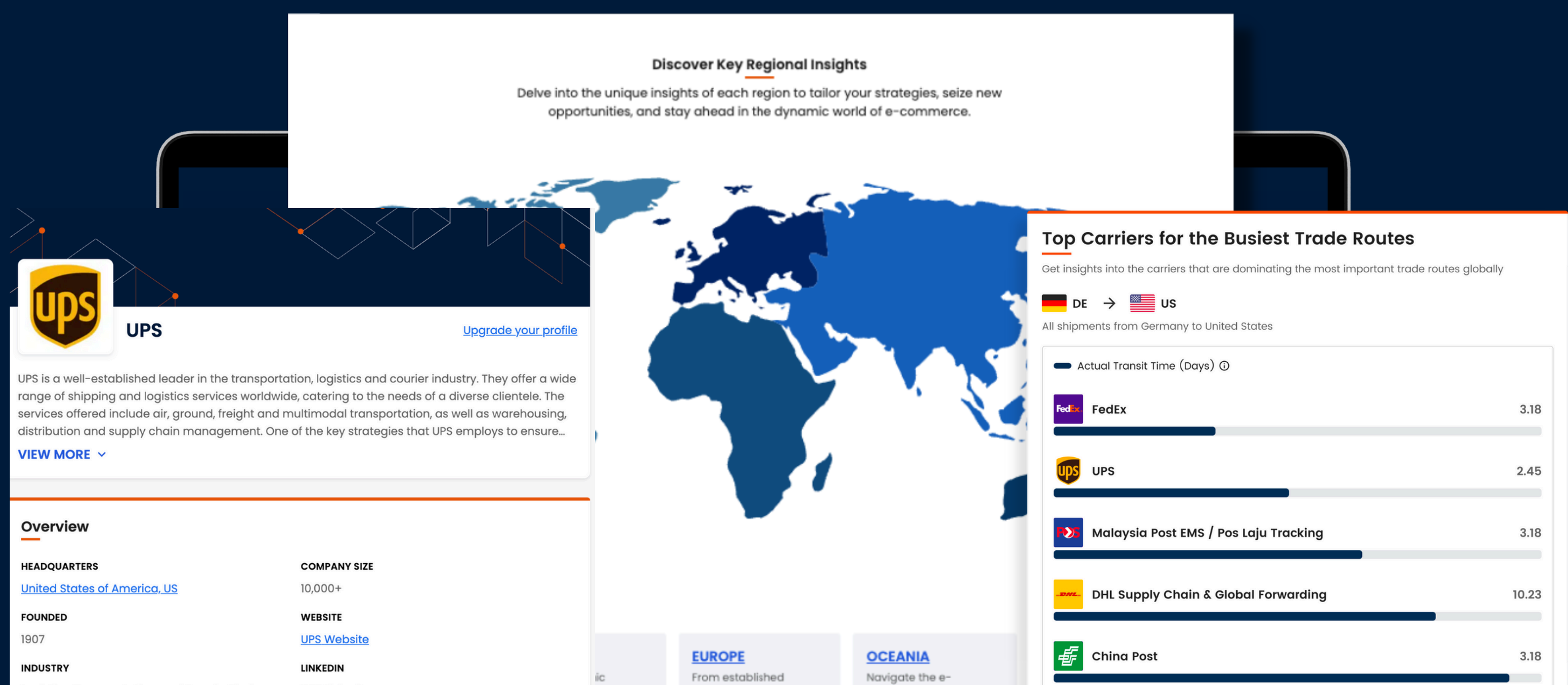
Insights generated based on aggregated data from millions of actual e-commerce shipments around the world, providing a neutral and holistic representation of the global e-commerce landscape.

## 2 Comprehensive Global Coverage

The industry's most comprehensive database of e-commerce logistics trends and performance across 1045+ carriers and 63,000+ shipping routes.

## 3 Developed by a Team of Industry Experts

Our founding team come with decades of e-commerce, logistics and data analytics expertise, ensuring that our insights are attuned to the realities of the market.



Learn more about Parcel Monitor to discover data insights that can **grow your company**

**Start Today**

## 02 E-Commerce Landscape in USA

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The U.S. retail e-commerce sector is poised for significant growth, showcasing a strong upward trajectory in both user engagement and revenue. According to [Statista](#), the **number of e-commerce users** in the United States is expected to **increase from 254 million in 2023 to over 316 million by 2028**.

Concurrently, over the next five years from 2024 to 2029, forecasts predict an impressive **revenue increase of \$388.4 billion**, which represents a 51.28% rise. By 2029, the market is projected to achieve a new milestone, [reaching a total of \\$1.1 trillion](#), which would mark the tenth consecutive year of growth.

### Apparel and Accessories Dominate Amid Economic Shifts

In 2023, **apparel and accessories** have emerged as the **top e-commerce product categories**, claiming [over 18% of total U.S. retail sales](#). This trend continues despite inflationary pressures, indicating resilience in these segments amid fluctuating economic conditions.

Moreover, the demographic analysis reveals that mobile commerce (m-commerce) is gaining traction, especially among younger consumers aged 18 to 24, who make up 46% of mobile shoppers. Interestingly, there's a **higher proportion of male online shoppers (53%)** compared to females (47%), with the **highest mobile shopping propensity** observed in **individuals earning less than 25,000 U.S. dollars annually**.

### U.S. E-Commerce Sales Penetration Hits New High in 2023

In terms of **market penetration**, **2023 marked a record year** for e-commerce in the U.S., accounting for [approximately 22% of total retail sales](#), up from 21.2% in 2022. This growth reflects a broader acceptance and integration of e-commerce in the American retail landscape, contributing significantly to the overall retail growth during a period of economic slowdown, showcasing a return to pre-pandemic levels of e-commerce influence on total retail growth.

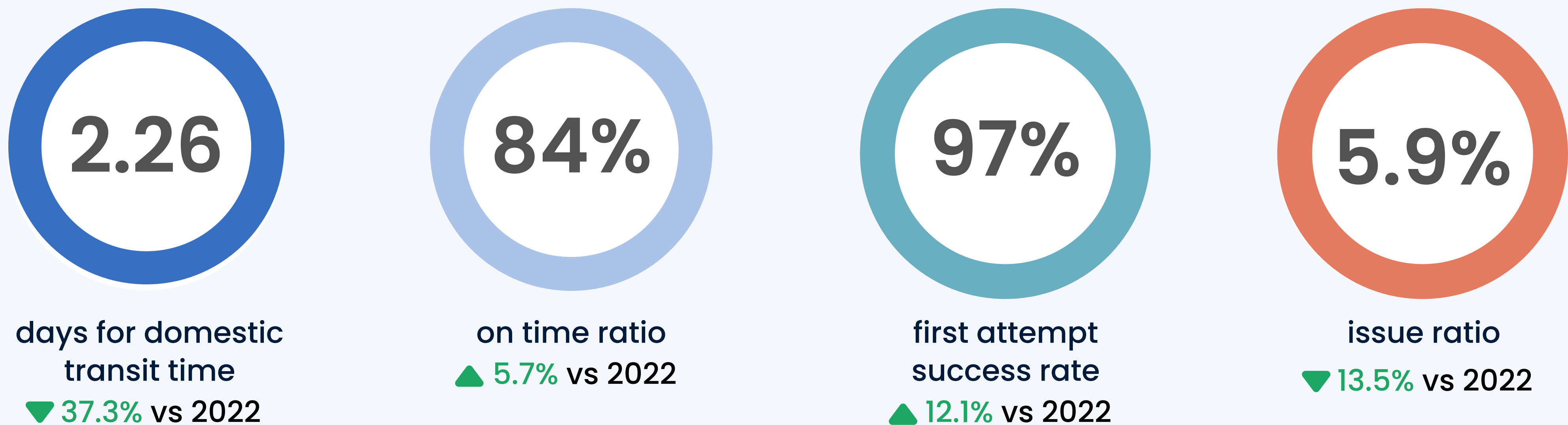
**Want to find out more about the European e-commerce market?**

[Grab a copy of our EU report here.](#)

# 03 Delivery Performance in USA



## USA's Logistics Performance in Numbers

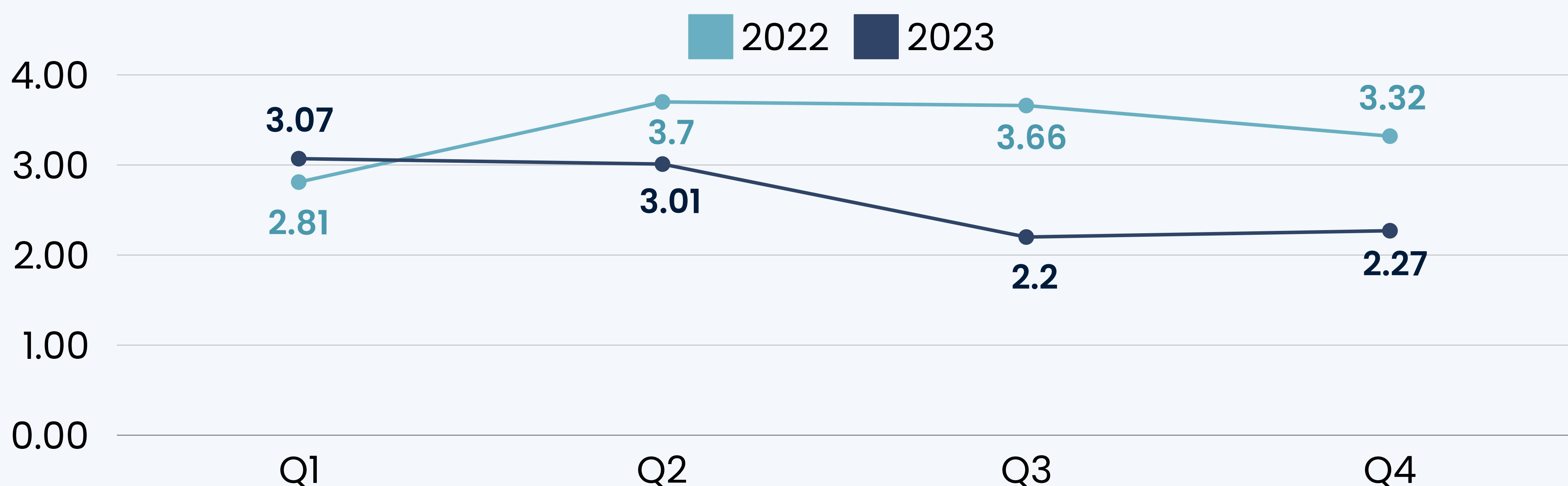


Timeframe: Q1-Q4 2023

The year 2023 ended on a high note for the U.S. logistics market, with carriers achieving an **average domestic transit time of just 2.26 days**, a remarkable 37.3% improvement from 2022. Building on this momentum, the **on-time delivery ratio of parcels reached 84%**, marking a 5.7% increase from the previous year. This uptick is a testament to the carriers' enhanced reliability and timing precision, which are critical in a market where timely delivery directly impacts customer satisfaction and brand loyalty.

Moreover, the **first-attempt delivery success rate** saw an **impressive leap to 97%**, while the **issue ratio** – which includes delays, damages, and misdeliveries – **decreased by 13.5% to 5.9%**. These improvements suggest that [U.S. carriers](#) are becoming increasingly adept at handling packages with care and precision, reducing the incidence of issues that can erode consumer trust and lead to additional customer service burdens. Additionally, these positive outcomes can be attributed to significant investments made by carriers into their network and operational capabilities, enhancing their overall efficiency and service quality.

## Average Domestic Transit Time Across Quarters



# 03 Delivery Performance in USA

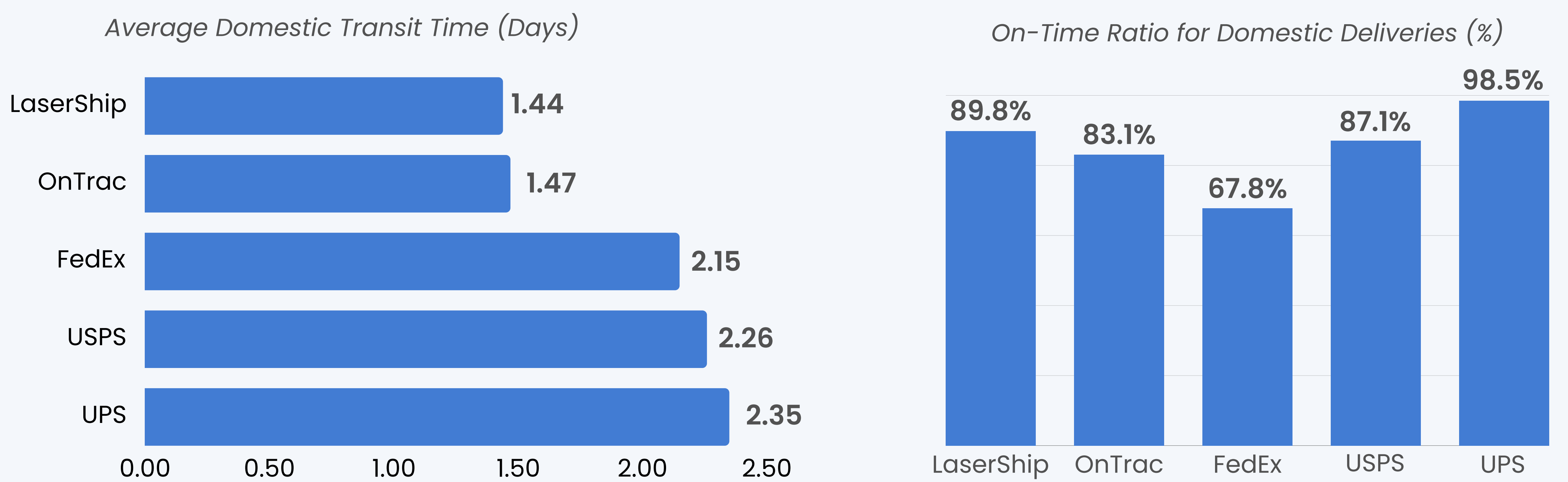


## 5 U.S. Carriers With the Fastest Domestic Transit Times

In an era where the immediacy of e-commerce transactions demands rapid, reliable logistics, the United States has become a battleground for logistics giants striving to dominate this vibrant marketplace.

The U.S. market, distinguished by its vast geographical expanse and complex supply chain networks, hosts a competitive arena for [logistics carriers](#). These companies are not only pivotal in ensuring the smooth transit of goods across state lines but also play a crucial role in global trade, enhancing the efficiency of international commerce.

### Delivery Performance Metrics for the Top Carriers within USA



Timeframe: Q4 2023

#### FedEx: A Titan in Global Logistics

Since its founding in 1971, [FedEx](#) has been at the forefront of the logistics services industry, revolutionizing how packages are delivered. The company's robust global network ensures it remains one of the most reliable logistics partners for e-commerce businesses worldwide, continually adapting to meet the evolving demands of the market. In 2023, FedEx achieved an impressive **average domestic transit time of 2.15 days**, although its **on-time delivery ratio stood at 67.8%**, notably lower than many of its competitors, thereby highlighting its challenges in maintaining timely deliveries amid fluctuating demands.

## 03 Delivery Performance in USA



### UPS: Uniting People and Solutions

[United Parcel Service \(UPS\)](#), headquartered in Atlanta, is a leading force in the logistics industry, providing a wide range of services including domestic and international shipping, freight transportation, and supply chain management. In 2023, UPS distinguished itself with an average **domestic transit time of just 2.35 days** and an **on-time delivery ratio of 98.5%**, which was the highest among the top five US-based logistics carriers of 2023.

### USPS: Delivering More Than Mail

With a mission that encompasses more than just profit, the [United States Postal Service \(USPS\)](#) plays a crucial role in ensuring that all Americans have access to reliable mail and package delivery services. Last year, USPS reported an **average domestic transit time of 2.26 days** and achieved an **on-time delivery ratio of 87.1%**, showcasing its commitment to timely and efficient service delivery.

### LaserShip: All About Efficiency and Timeliness

[LaserShip](#), a regional last-mile delivery company, has carved out a niche in the logistics industry by focusing on expedited parcel delivery services primarily in the Eastern and Midwest United States. In 2023, LaserShip demonstrated impressive efficiency, achieving an **average domestic transit time of just 1.44 days**. Additionally, the company maintained a high **on-time delivery ratio of 89.8%**, reflecting its strong operational capabilities and commitment to timely service in its delivery regions.

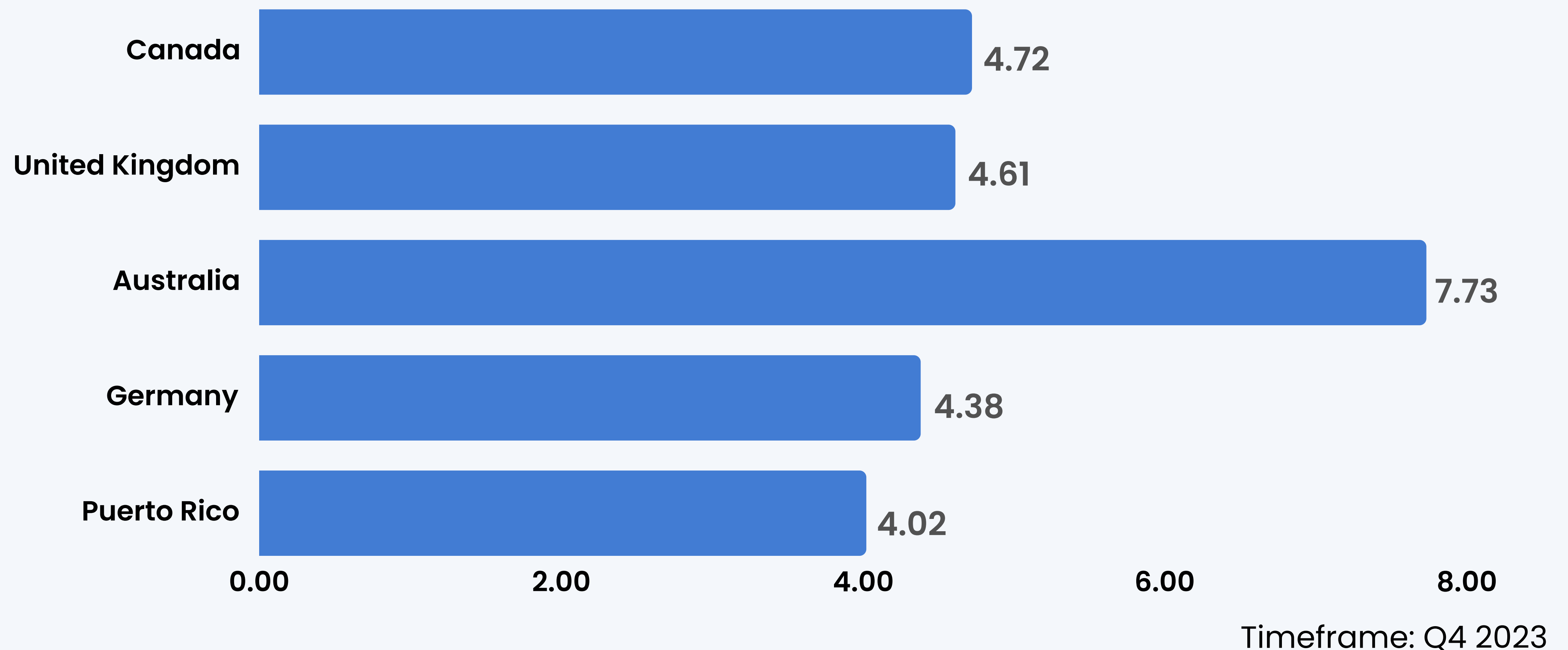
### OnTrac: Balancing Speed with Delivery Consistency

[OnTrac](#) is yet another U.S. carrier that has cemented its reputation with notably quick delivery times. In 2023, OnTrac reported an **average domestic transit time of 1.47 days**, highlighting its efficiency in rapid delivery. However, despite its speed, OnTrac's **on-time delivery ratio was at the lower end, standing at 83.1%**. This statistic underscores the challenges and complexities involved in maintaining high-speed logistics across a broad and demanding delivery network.



# 04 Cross-Border Delivery Performance

Transit Times for Top International Trade Routes Originating from USA



The efficiency of cross-border delivery services originating from the United States plays a pivotal role in maintaining the country's standing in international trade. Here's a closer look at the average transit times for top international shipping routes in 2023 :

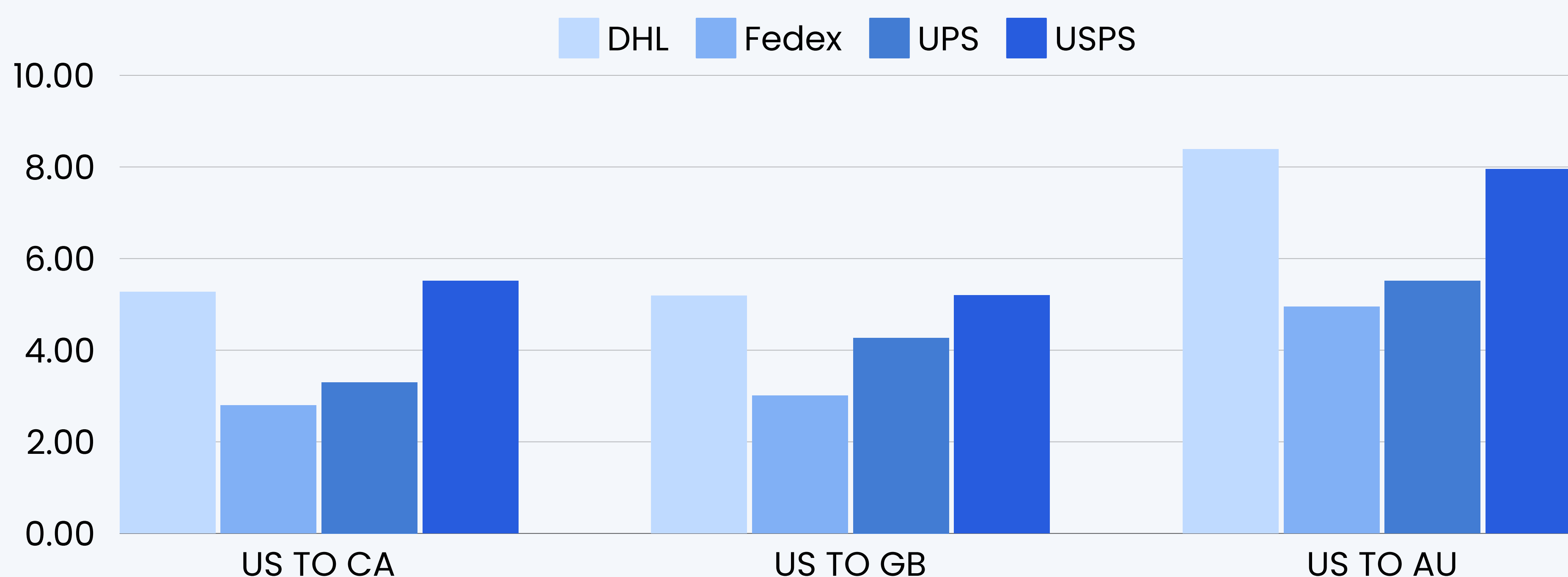
- **USA to Canada (US-CA):** Despite the close geographical proximity, deliveries from U.S. to [Canada](#) averaged about **4.72 days**. Even with a well-developed infrastructure of highways and bridges facilitating transport, delays often occur due to extreme weather conditions, which are not uncommon in Canada, especially during winter.
- **USA to United Kingdom (US-UK):** Shipments to the [UK](#) averaged around **4.61 days**, indicating efficient transatlantic logistics operations despite the distances involved.
- **USA to Australia (US-AU):** The **longest of the prominent routes**, deliveries to [Australia](#) took about **7.73 days**. The extended duration is primarily due to the significant distance and logistical complexities associated with intercontinental shipping to this region.
- **USA to Germany (US-DE):** Deliveries to [Germany](#), a key European trade partner, averaged **4.38 days**. This efficiency is testament to well-established trade routes and the strategic positioning of Germany in Europe's economic framework.
- **USA to Puerto Rico (US-PR):** As a U.S. territory, [Puerto Rico](#) enjoyed the fastest delivery times among the listed destinations, with an average transit time of just **4.02 days**.

Interested to explore 60,000+ other shipping routes?

[Click here to unlock exclusive tradelanes' data.](#)

# 04 Cross-Border Delivery Performance

## Average Transit Times by Top Carriers in the United States



Timeframe: Q4 2023

In the bustling realm of international shipping, four formidable players dominate the scene: FedEx, UPS, DHL, and USPS, each bringing its own strengths and strategies to the table. Last year, [FedEx](#) led the pack with its unwavering commitment to efficiency, boasting the shortest transit times across the board. Clocking in at a remarkable **2.8 days to Canada**, **3.01 days to the UK**, and **4.95 days to Australia**, FedEx set a high bar for its competitors.

Meanwhile, [UPS](#) demonstrated its robust capabilities, although trailing slightly behind FedEx in terms of speed. With transit times of **3.3 days to Canada** and **4.27 days to the UK**, UPS showcased its efficiency in navigating international routes. However, its **journey to Australia, spanning 5.51 days**, highlighted the complexities of long-distance logistics, emphasizing the delicate balance between speed and distance.

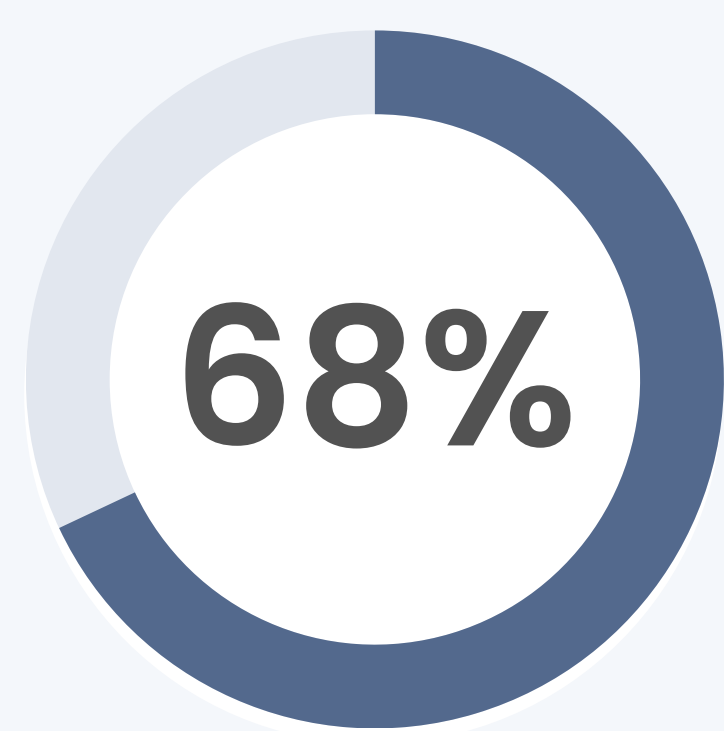
[DHL](#), renowned for its steady and reliable approach, maintained competitive service across all routes. With transit times of **5.27 days to Canada**, **5.19 days to the UK**, and **8.39 days to Australia**, DHL illustrated its commitment to consistent and dependable delivery, catering to customers who prioritize reliability over sheer speed.

In the mix, [USPS](#) emerged as a formidable contender, offering competitive transit times and expansive reach. With transit times of **5.51 days to Canada**, **5.20 days to the UK**, and **7.95 days to Australia**, USPS showcased its ability to navigate international shipments with efficiency and reliability, solidifying its position as a key player in the global shipping arena.

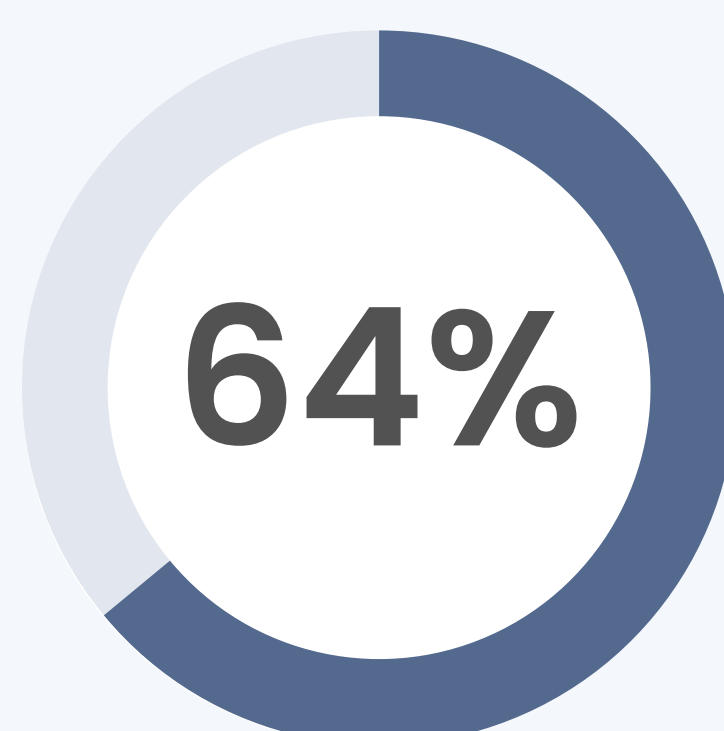
# 05 Consumer Preferences Among U.S. Shoppers

Consumer preferences are constantly evolving in the dynamic landscape of e-commerce, presenting an ongoing challenge for businesses striving to meet customer expectations. Amidst this ever-changing environment, **shopping cart abandonment emerges as a significant hurdle** for U.S. e-commerce enterprises.

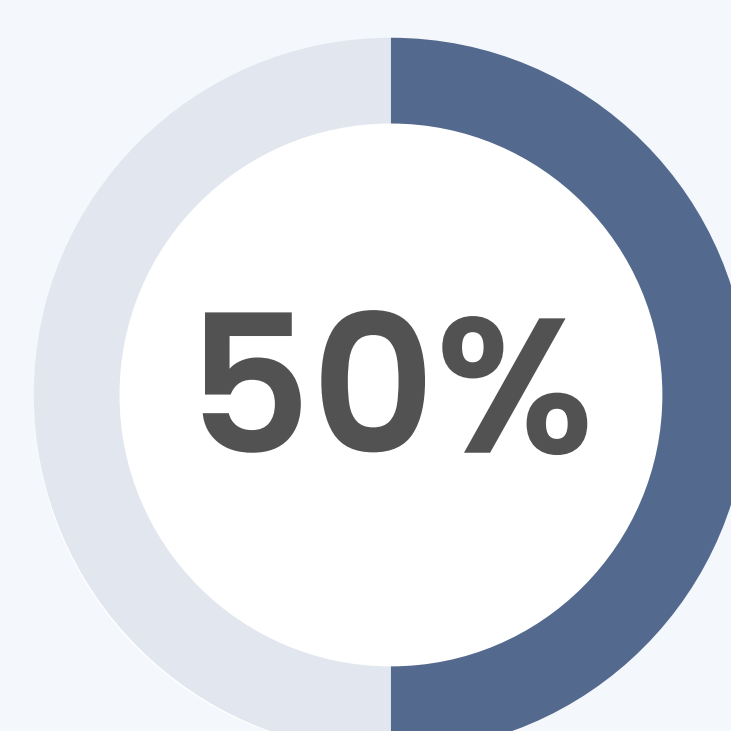
## Why do U.S. Consumers Abandon their Online Shopping Carts?



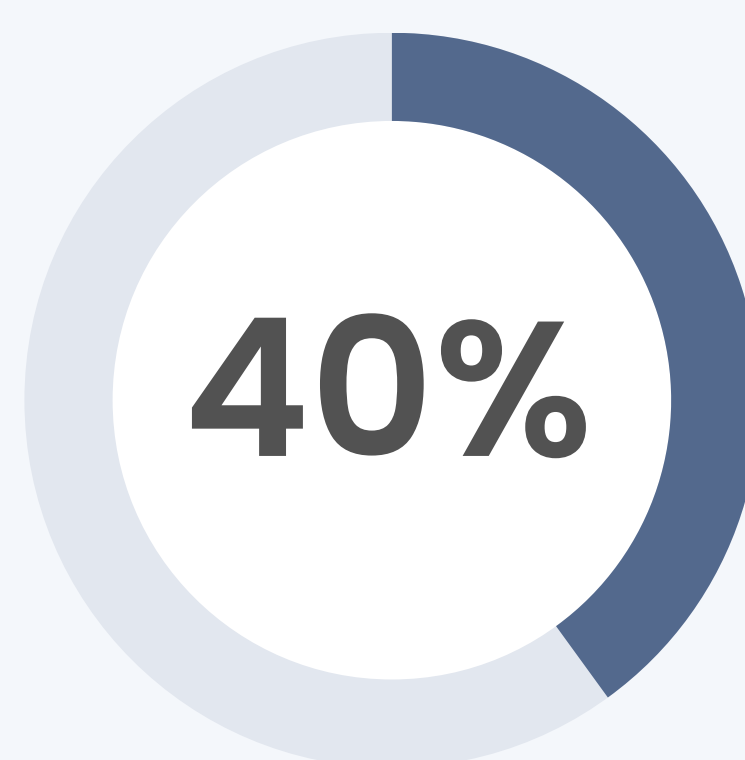
High shipping costs



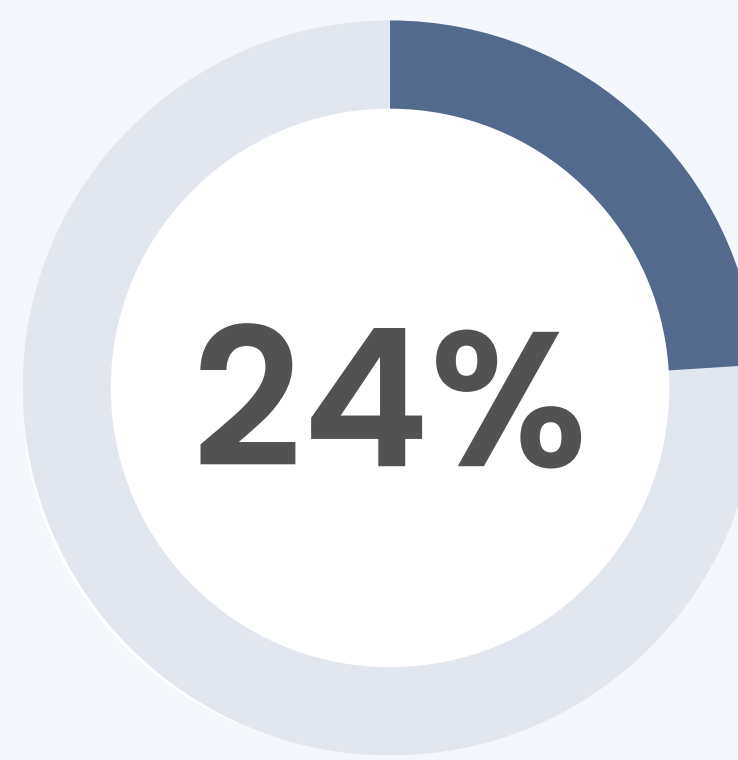
Found a better deal elsewhere



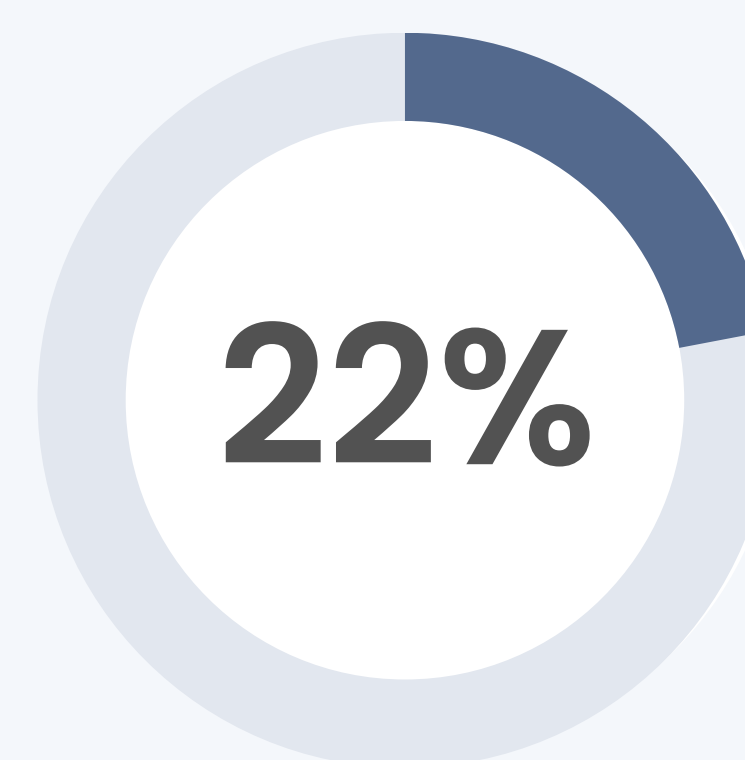
Long delivery times



Changed my mind



Lack of preferred payment method



Concerns about security or privacy

[Research](#) indicates that a staggering **72.14% of online shopping carts are abandoned** before completing the purchase and e-commerce brands **lose a whopping \$18 billion in sales revenue** annually due to cart abandonment.

Various factors contribute to this phenomenon, including complex checkout processes, hidden shipping costs, limited payment options, and the requirement for mandatory account creation. While completely eliminating cart abandonment may be unrealistic, businesses can mitigate its impact by gaining insights into customer behaviors and preferences.

**Still not sure what cart abandonment is all about?**

[Check out our ultimate guide here.](#)

# 05 Consumer Preferences Among U.S. Shoppers

Transparency is highly valued by U.S. consumers, making it essential for businesses to be upfront about all associated costs, taxes, and handling charges. By clearly displaying this information on product pages and within the shopping cart, businesses empower customers to make informed decisions and avoid surprises during checkout. This approach builds trust and directly addresses the concerns of **68% of U.S. shoppers who abandon carts due to high shipping costs**. Furthermore, offering real-time carrier shipping options with different costs and delivery speeds can align with consumer preferences, as **57% of U.S. shoppers prioritize affordability over expedited delivery**.

Secondly, retailers can consider implementing free shipping thresholds. Based on Rakuten Insight's recent survey, **81% of U.S. shoppers are inclined to increase their purchase amount to qualify for free shipping**. Clearly indicating the minimum order value required for free delivery not only enhances the shopping experience for customers but also boosts average basket values for businesses, ultimately increasing revenue and profitability.

## Spending more for free or faster shipping?

**81%** willing to **spend more** to be eligible for **free shipping**

**57%** would not pay more for **faster shipping** if an item's estimated delivery date is longer than expected,

Next, about **81% of U.S. shoppers prefer precise estimated delivery dates (EDD) to plan accordingly**, where a precise EDD refers to an exact delivery date and timing (such as 26 March 2024, Tuesday, 2 - 6 pm) rather than a broader range of dates (such as 26 March - 2 April 2024). In line with this, e-commerce businesses should leverage [real-time data from logistics carriers](#) and be upfront about potential delays (if any). This helps to build confidence among customers when placing their orders. Moreover, by meeting customers' expectations for accurate delivery information, businesses can reduce instances of dissatisfaction and increase the likelihood of repeat purchases, contributing to long-term customer loyalty and profitability.



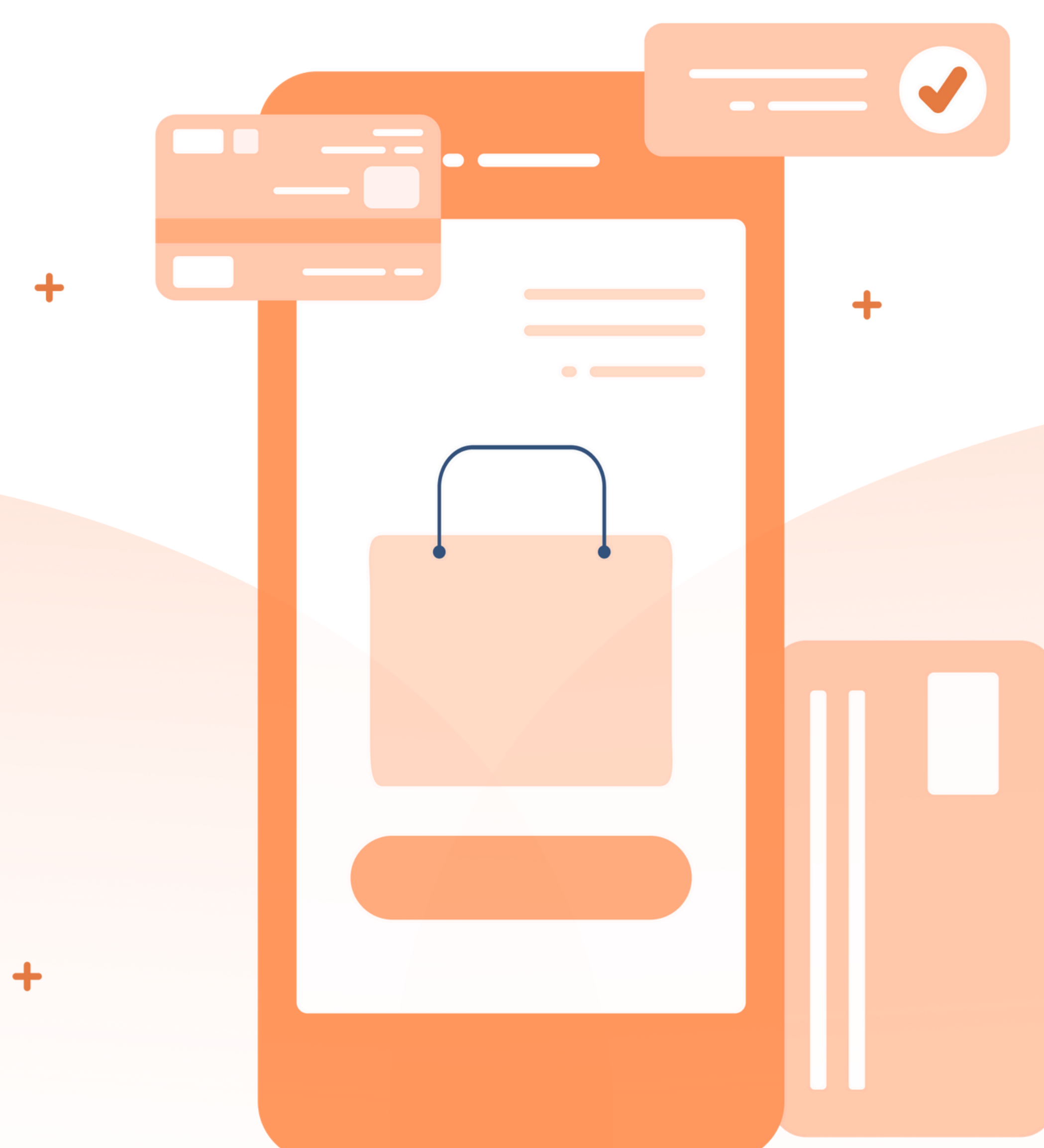
# 05 Consumer Preferences Among U.S. Shoppers

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With **22% of respondents expressing concerns about security or privacy**, it is imperative for e-commerce businesses to **simplify the checkout process** by minimizing steps and ensure a clear progression through cart review to shipping and payment sections. Additionally, offering guest checkout options can alleviate concerns, particularly for new customers and one-time shoppers who may prefer to bypass account creation.

Similarly, **nearly 24% of American shoppers abandoned their carts due to a lack of preferred payment method**. To address this issue, businesses can offer [multiple secure payment methods](#), such as credit cards, digital wallets, and Buy Now Pay Later options, to accommodate various customer preferences and build trust. Adapting to regional preferences, such as offering peer-to-peer apps in college towns, and providing secure alternatives further enhances the checkout experience, reducing cart abandonment.

In conclusion, addressing cart abandonment is crucial for e-commerce businesses to boost revenue and customer satisfaction. By streamlining the checkout process, offering transparent delivery estimates, and providing attractive deals, [retailers around the world](#) can create an engaging shopping experience. Implementing these strategies not only reduces cart abandonment but also enhances customer loyalty and helps recover potential lost sales.

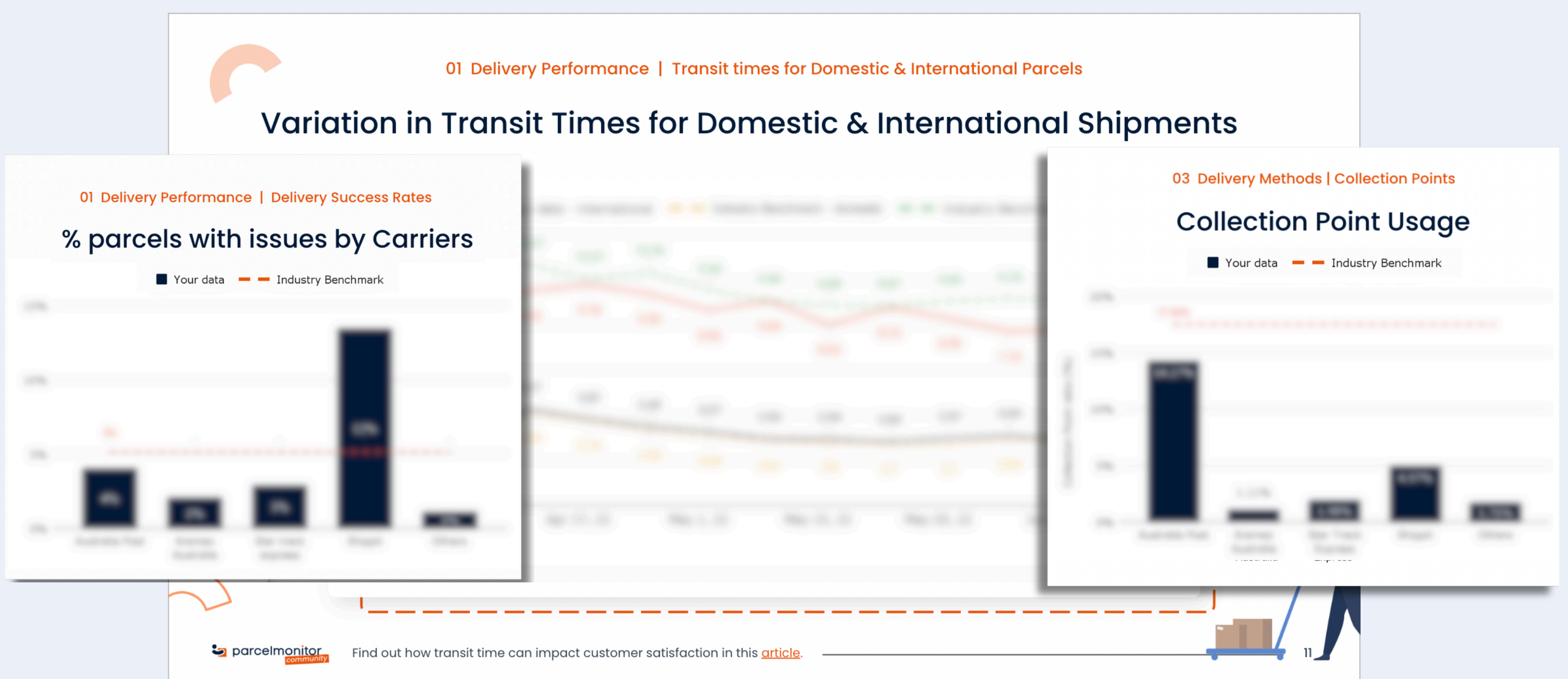


# 06 Closing Remarks

Our report has offered a thorough examination of the e-commerce landscape in the United States, encompassing delivery performance metrics of top logistics carriers in 2023 and strategies to combat cart abandonment in the market. As we progress through the dynamic digital era, characterized by evolving consumer expectations and ongoing innovations, the knowledge presented herein serves as a compass for retailers, e-commerce entities, logistics firms, and industry experts. Armed with this understanding, stakeholders can navigate the complexities of e-commerce logistics, make informed decisions, and shape the trajectory of the industry in the United States.

**The Parcel Monitor Team**

## Looking for more data insights?



**Discover growth opportunities & make data driven decisions with:**

- ✓ Peak season performance benchmarks
- ✓ On-time delivery performance
- ✓ Delivery success rates...and more!

**VISIT OUR WEBSITE FOR MORE DATA**

## Trusted Source of E-Commerce Logistics Data

Initiated by e-commerce logistics enthusiasts at Parcel Perform, and powered by end-consumers, Parcel Monitor is **your gateway to real e-commerce logistics data worldwide.**



## For Businesses of All Sizes

Companies leverage our market data and benchmarking reports to derive actionable insights into **170+ countries** while forming meaningful collaborations across the industry.

## Based On Consumer Data Worldwide

Millions of consumers rely on our free parcel tracking to monitor the status of their parcels **across 1045+ logistics carriers** globally on a single platform.



## About Parcel Monitor

[Parcel Monitor](#) is the trusted source of e-commerce logistics insights – powered by real consumers' order data. With a global network spanning **over 1.5 million monthly active users, 1045+ carriers, 170+ countries,** and **60000+ shipping routes,** Parcel Monitor provides an accurate reflection of the e-commerce industry by trackings millions of parcels daily.

Parcel Monitor is recognized as a reputable data source within the global logistics sector, endorsed by prominent publications like The Washington Post and The New York Times. Additionally, we frequently collaborate with industry leaders such as Rakuten Insights, CBRE, Transport Intelligence, and eMarketer.