



# 2024 E-commerce merchant snapshot

Consumers' and merchants' perceptions on key areas of online purchases: purchase drivers, shipping offerings, and order fulfillment.

FedEx commissioned a study of 510 U.S. merchants and 2,103 consumers, and the following includes the results of those who responded.

**75%**  
of consumers prefer  
free shipping over faster shipping

**48%**  
of merchants offer free shipping

 *Consumers want expedited delivery, but options are limited.*

**75%** of consumers will pay for same-day delivery

**33%** of merchants offer it

**45%** of consumers will pay for next-day delivery

**44%** of merchants offer it

*When customers pay for shipping, they expect to receive their packages fast—either overnight (38%) or within two days (36%).*



## The importance of free returns.

Free returns ranks as the third most important factor when making an online purchase.

**69%** of consumers are more likely to buy online if the retailer offers free returns

**but only 46%** of merchants offer it



## Tracking transparency.

Consumers show a desire for transparency throughout the shipping and delivery process.

**69%** of shoppers say it's a consideration before purchase

**73%** of merchants say real-time tracking information is one of the top three most important post-purchase management solutions.



## Home sweet home.

Convenience is key for consumers – even when ordering from a local retailer..

**40%** of consumers prefer to have their order delivered to their home the next day

**19%** of consumers prefer to pick up in-store

**18%** of consumers prefer curbside pickup



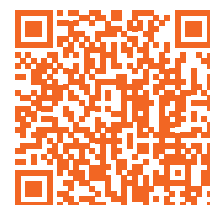
## Rise of the local service.

**63%** of adult consumers have used a gig or quick-turn delivery service (like Instacart or DoorDash)

**80%+** of Gen-Z and Millennial consumers have used a gig or quick-turn delivery service (like Instacart or DoorDash)

Dominated by groceries at 74%, but notable Pet Supplies at 26% and Clothing/Retail at 25%.

**To read the full report or to learn more about shipping with FedEx, scan this code:**



Morning Consult conducted two surveys, one among consumers and one among merchants. The consumer survey was conducted between May 23-28, 2024 among a sample of 2,103 U.S. consumers. Results from the full survey have a margin of error of +/-2%.

The merchants survey was conducted between May 31-June 11, 2024 among a sample of 510 U.S. merchants. Merchants are defined as an employee or owner of an organization with over \$100k in annual revenue that sells goods online. Results from the full survey have a margin of error of +/-5%.