



# E-TAILER 2024 TRENDS

DHL eCommerce has identified the following e-commerce industry and e-tailer trends that it expects will continue or intensify in the U.S. in 2024.

## E-commerce Industry



### E-commerce continues strong 01

Despite cautious consumer spending because of rising prices, e-commerce remains strong, with an expected low to mid-single-digit growth in 2024.

02

### Logistics companies stronger than ever



Thanks to investments over the last three years, the larger logistics providers can offer their customers greater efficiency and capacity than before the pandemic.

## E-tailer preferences shifting

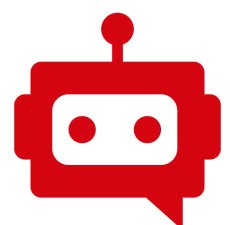


### Greater emphasis on speed and quality 03

A shift is taking place where quality and speed are gaining prominence over cost due to online merchants looking to grow this year and focus more on time-definite delivery options.

04

### Move over AI; humans are still important



When surveyed, lightweight parcel e-tailers in the U.S. still prefer a personal human customer experience to help resolve their logistics and transport queries.