The Linnworks State of Commerce Ops Report.

Consumer Takeaways

Consumers are diversifying their shopping experiences across various marketplaces — but they're often disappointed by issues related to shipping and fulfillment.

Economic factors such as inflation also play a significant role, with many consumers seeking free shipping and strong value for their money.

Retailers must strive for a connected ecommerce operation. This includes:

- Establishing connections with multiple shipping couriers.
- Integrating with online marketplaces with greater ease.
- Maintaining real-time visibility of their entire operation from a single source of truth.

Marketplaces

are the leading sales channel

51%

51% of US and UK consumers said marketplace websites, such as Amazon and eBay, were their favorite places to shop, followed by brand websites at 24% in the UK and 18% in the US.

Leading Sales Channels

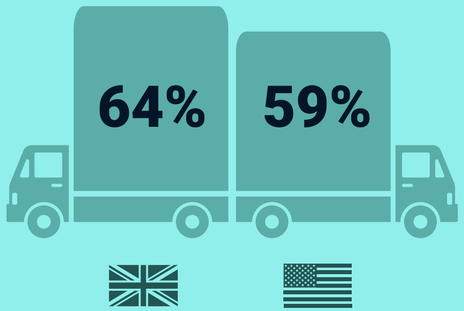
Shipping

and damaged items are the biggest complaints

64%

Approximately two-thirds (64%) of UK shoppers and 59% of US shoppers have experienced late item deliveries. The second major concern for consumers is receiving damaged items.

Shipping Complaints



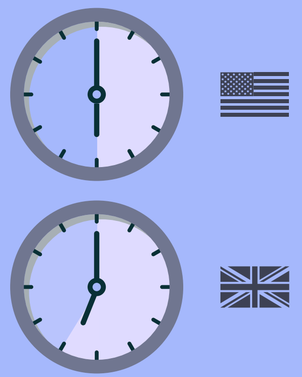
Free Shipping

and and free returns are what shoppers want

54%

Just over half of UK (54%) and US (50%) shoppers say that free shipping matters most. Same goes for returns, with 52% expecting a free and simple returns process.

Shipping Matters Most



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Retail Takeaways

Ecommerce retailers are eager to branch out into new markets and channels — but operational hurdles such as shipping costs and integrations are holding them back.

Many retailers continue to depend on spreadsheets or manual integrations, which adds layers of complexity and risk to their operations.

To seize this opportunity, retailers need to connect their commerce operation. This requires:

- Implementing a Connected CommerceOps system that facilitates channel connectivity.
- Automating key business processes such as order processing and inventory.
- Synchronizing listings, inventory, and warehouse data in real-time within a single platform.

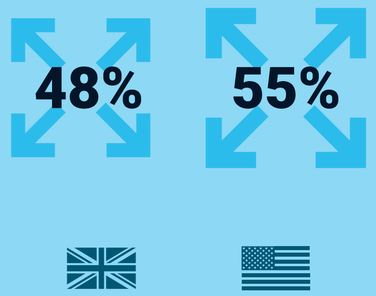
Market Expansion

to new markets and channels is the number #1 goal

55%

In 2024, breaking into new markets and channels is the top priority for retailers, with 48% in the UK and 55% in the US prioritizing this. Sales channel optimization is the second biggest focus.

Prioritizing breaking into new markets



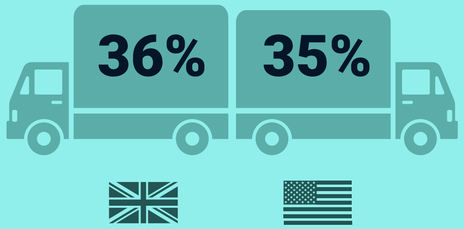
Shipping Costs

and connecting to new marketplaces providing major challenge

36%

A significant portion of these retailers, 36% in the UK and 35% in the US, struggle with establishing connections to new marketplaces. They also struggle with high shipping costs.

Struggling to connect to marketplaces



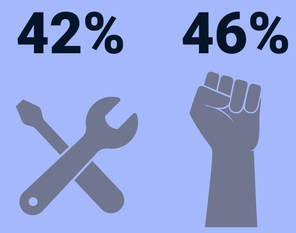
Retailers

are still relying on custom and manual integrations

46%

A significant number of online retailers are still relying on custom-built (42%) and manual integrations (46%) to link their operations to marketplaces.

Custom Built & Manual Integrations



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