



Linnworks best of 2025 highlights

A record breaking year for Connected Commerce

2025 was a landmark year for Linnworks merchants across the UK and US. With explosive channel growth, unprecedented order volumes and a Black Friday for the history books, Linnworks continued to power the operations behind the world’s most ambitious retailers.

Total GMV processed through Linnworks



£6.148B GMV

A massive uplift driven by stronger multichannel adoption and new integrations such as Temu.



\$2.257B GMV

US merchants showed strong growth in electronics, refurbished goods, and marketplace-driven categories.

Busiest day of the year



28 November 2025 (UK & US)

Black Friday delivered unparalleled volume with **over £50M in combined GMV** in a single day. Retailers leaned heavily on automation and carrier rules to manage unprecedented spikes without operational slowdowns.

Top selling channels of 2025



Amazon continues to dominate UK ecommerce, but Shopify’s rise signals increasing D2C maturity in the market.

1. amazon
2. shopify
3. ebay



Magento’s enterprise sellers contributed heavily to GMV, while Shopify and eBay captured strong omni-channel momentum.

1. Magento
2. shopify
3. ebay

Fastest growing channels vs. 2024



2225% growth

Explosive growth driven by social commerce adoption and creator-powered product discovery.



22% growth

Strong year-on-year expansion as merchants continue shifting toward owned channels.



39% growth

Multi-retailer marketplaces such as Debenhams, Feelunique, and Superdrug scaling rapidly.



New in 2025

Integration launch late 2024 enabled major onboarding and instant volume contribution.



170% growth

Recommerce continues its surge, with refurbished electronics leading the way.



170% growth

US retail marketplaces expanded heavily in 2025.



70% growth

Walmart continues capitalizing on marketplace expansion and improved seller tools.



59% growth

Revival driven by refurbished and collectible categories.

Operational scale: Shipping and fulfillment



Shipping labels printed

124,996,920



2,049,625

The UK’s extremely high label volume reflects a dense merchant concentration and strong reliance on Linnworks for next-day and same-day-capable workflows.



Top carriers of 2025

1. amazon shipping

2. Royal Mail

3. EVRI



1. Stamps.com

2. ups

3. FedEx Express

Amazon Shipping’s dominance in the UK shows major adoption of next-generation delivery solutions, while UPS and FedEx remain essential for US nationwide coverage.

Top 5 most used automation rules

1. Assign shipping service
2. Assign to folder
3. Assign order extended property
4. Assign identifier to order
5. Change order park status

Merchants continue to rely on workflow automation to reduce manual handling, especially during peak periods. Rule usage reflects strong standardisation across fulfillment and reporting.



2025 summary

Linnworks powered **billions in GMV**, supported **hundreds of millions of shipments** and enabled merchants to scale across more selling channels than ever before. With major growth in social commerce, recommerce and retail marketplaces, 2025 was defined by diversification and automation, two trends set to accelerate further in 2026.