

Europe E-commerce Logistics 2013

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Abstracts

Despite a weak economy, European e-commerce activity is flourishing. In 2012, the region's e-commerce market grew by 12%, despite a decline in overall retail sales for the same period.

Online-only retailers, known as "pure plays", initially benefited from the swift increase in e-commerce sales. However, now brick & mortar retailers are fighting back and as a result, some are experiencing double-digit growth in their online offerings.

The ability to not only adapt to a changing retail industry, but also to respond to these changes with a flexible, agile supply chain is now a necessity for retailers to survive. Some retailers, such as Jessops and Comet in the UK, have been too slow to adopt a multi-channel approach and this has, in part, resulted in both companies being declared bankrupt.

Logistics providers and postal services have also had to respond quickly to the rapid rise in demand for ecommerce solutions. Although providers have developed tailored solutions for transport, fulfilment and returns, few have developed the sophisticated services which e-retailers demand. Therefore, a large proportion of e-retail logistics functions are still not out-sourced.

Ti's new report Europe e-commerce Logistics 2013 provides unique analysis of the latest trends in the region's e-commerce market; including a breakdown of the market by individual countries. The report also provides overviews of major retailers' supply chains as well as profiles of the key logistics providers and postal services providing e-commerce solutions in Europe.

What will you learn from Europe e-commerce Logistics 2013?

A detailed overview of the market as well as recent trends and developments

A breakdown of the e-commerce markets in individual European countries, providing an in-depth summary of each market

Analysis of the differences between B2B, B2C and Pure Play e-commerce

Total market sizing and growth forecasts

A thorough examination of major retailers' European supply chains

E-retail transport and logistics services including warehousing and fulfilment, reverse logistics, express and parcel logistics.

Analysis of the e-commerce solutions provided by Europe's post offices

Comprehensive profiles of postal providers and logistics providers.

Supply Chain Overviews and Provider Profiles

Europe e-commerce Logistics 2013 contains detailed overviews of major retailers' supply chains including:

Amazon, ASOS, Markafoni and Trendyol, Otto Group, Tesco and Wehkamp.

The report also contains profiles of major postal providers:

Bpost, Deutsche Post DHL, La Poste, PostNord, PostNL and Royal Mail.

As well as key e-commerce logistics providers:

CEVA, FedEx, Hermes Logistik Gruppe, Norbert Dentressangle, Kuehne + Nagel, SEKO Global Logistics and UPS.

Comprehensive Market Analysis

Europe e-commerce Logistics 2013 analyses critical market trends and assesses potential developments. The report focuses particularly on the rise of mobile commerce

(m-commerce) and the impact it is having on the total e-commerce market. The report also details the size of the European m-commerce market.

In addition, European e-commerce Logistics 2013 examines the development of the “multi-channel” or “omnichannel” approach being employed by retailers. This approach enables shoppers to order from anywhere and have goods delivered to different locations according to individual preferences.

Furthermore, the report provides an in-depth examination of cross-border barriers, including language, culture, VAT fees, banking rules and other national regulations and legislation.

E-Commerce Market Size and Forecasts

Europe e-commerce Logistics 2013 details the overall size of Europe’s total e-commerce market and growth forecasts for 2015, as well as a comparative analysis of the B2B, B2C and Pure Play markets.

In addition, the report provides a breakdown of the size of e-commerce markets by individual country. Furthermore, the report includes detailed analysis of key countries including: Czech Republic, Hungary, Poland, Turkey and Russia (Eastern Europe) as well as France, Germany, Italy, the Netherlands, Spain and United Kingdom (Western Europe). The report also includes a comparative analysis of the total Eastern and Western markets.

Who should buy European e-commerce Logistics 2013?

Europe e-commerce Logistics 2013 is essential reading for companies seeking to understand the complexities of the sector, recent developments and forecasts for expansion and growth in the market. The report will enable readers to develop business strategies, review competitor operations and examine investment prospects.

The report is specifically written to provide easily accessible and valuable strategic insight to:

Logistics service providers

Global retailers

Manufacturers

Supply chain and logistics strategists

Market analysts and consultants

All C-level executives

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