BlueYonder

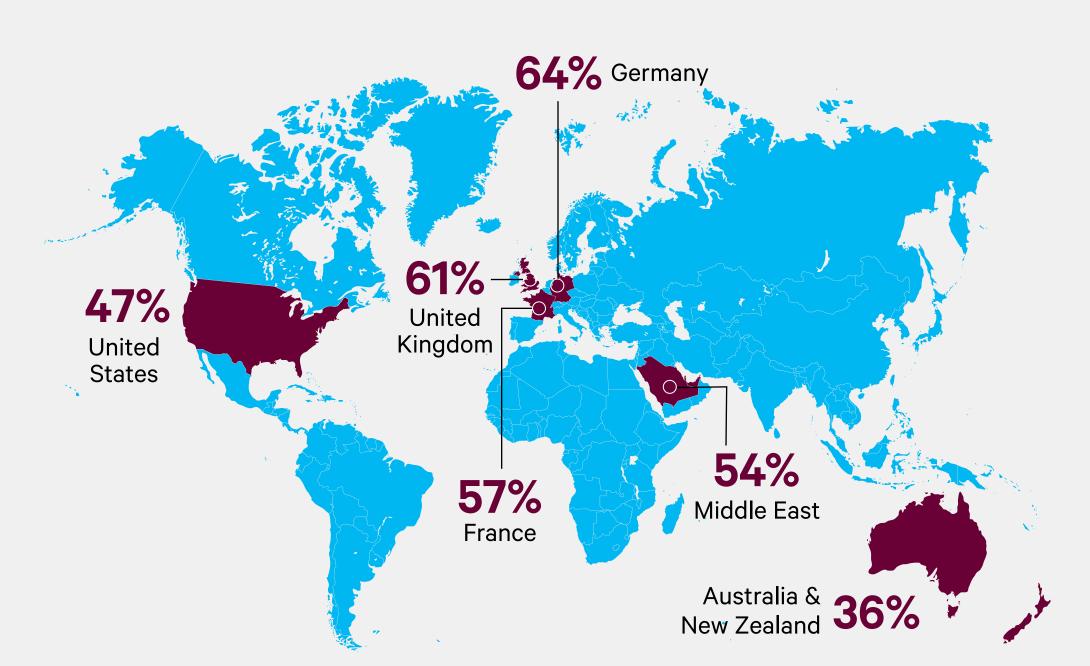
2025 Global Consumer **Holiday Shipping Survey**

Shifting shopping behaviors and delivery expectations

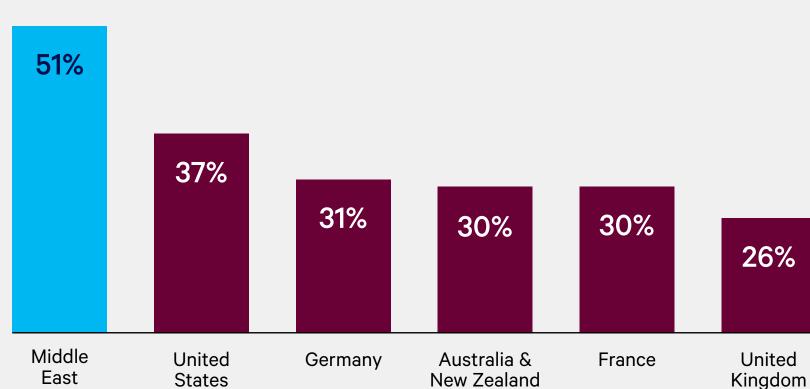


High speed, low confidence

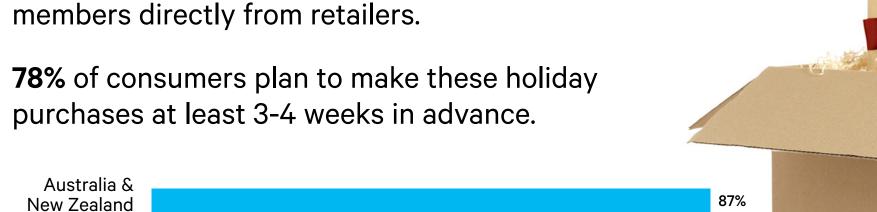
53% of consumers expect standard shipping within 2-4 days.

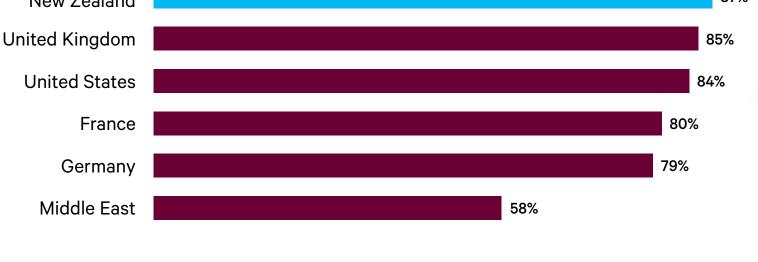


But only 34% are very confident in on-time delivery.



Early ordering and direct retail shipping for gifting

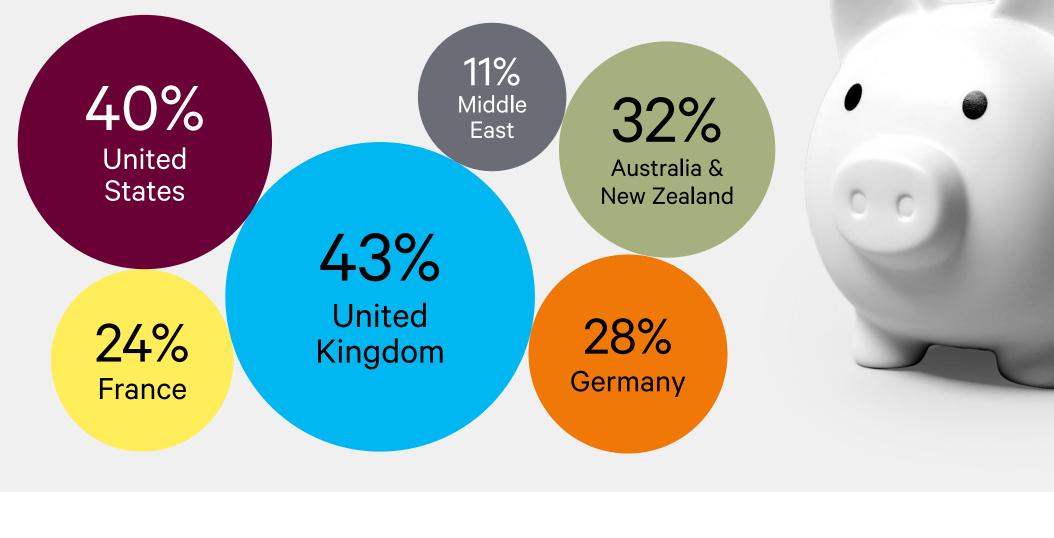




Budget-conscious shipping choices Many consumers aren't willing to pay extra

86% favor shipping gifts for non-household

to ensure gifts are delivered on time.



Consumers are willing to use in-store and locker pickup to receive online purchases faster and for free.

Consumers opt for alternative pickup methods

Faster pickup

21% · · · ·	• Curbside/drive-up pickup
27% · · · ·	Post office pickup • • • • • 26%
42% · · · •	Locker pickup · · · · · · · 38%
53% · · · ·	• In-store pickup

delays and even extra fees to be more sustainable.

Sustainable shipping actions Consumers are willing to accept fewer shipments,

49% Bundle multiple purchases into fewer shipments

34%

Accept slower or

delayed shipping

Free options

Pay a small fee to offset carbon emissions

23%

options

The Blue Yonder 2025 Global Consumer Holiday Shipping Survey was fielded by a third-party provider in October 2025. Blue Yonder surveyed over 6,000 consumers across Australia and New Zealand (ANZ), France, Germany, the Middle East, the U.K., and the U.S. to gather insights on how shipping is impacting consumer shopping behaviors this holiday season. Responses were collected from consumers who confirmed they plan to purchase gifts for the holiday season.

