

LOGISTICS AT THE HEART OF EU E-COMMERCE

Strategies, key challenges & best practices

**“E-COMMERCE FUNDAMENTALS IN THE EU – STRATEGIES,
RULES AND REGULATIONS & PRACTICAL INSIGHTS”**

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E-COMMERCE IN EUROPE: A BOOMING MARKET



€887B

EU e-commerce market
(2023)



70%

EU consumers shop
online regularly



+12%

Expected annual
growth (CAGR)



Logistics has become the #1 differentiator in EU e-commerce competitiveness



LUXEMBOURG: AT THE CENTRE OF THE EU SINGLE MARKET

A small country with outsized EU reach — the ideal base for scaling e-commerce across all 27 member states

450M

consumers, no customs barriers

EU Single Market access

Sell & ship freely across all 27 EU member states under one regulatory framework

6h

road reach to major EU hubs

Central EU location

Paris, Frankfurt, Amsterdam, Brussels — all within a single day's delivery run

1

set of rules for 27 markets

EU regulatory gateway

VAT OSS, GDPR, consumer rights & e-commerce directives — all managed from one base

AAA

rated EU business climate

EU digital & logistics hub

Amazon EU HQ, PayPal, ... — Luxembourg is where global players anchor their EU operations



From click to quit: What is costing sales across platforms?

Cart abandonment is a challenge across every channel – but the reasons behind shoppers walking away are largely in retailers' control.

81% of online shoppers abandon their cart if their preferred delivery option isn't offered.

Cart Abandonment reasons :

Out of stock, Delivery offering, Returns offering, Payment method or currency, Customs

How to improve conversion :

Free delivery, discounts, free return, Loyalty program, Faster paid delivery, sustainability

Clear and smooth reverse logistics process = high customer impact



LOGISTICS: THE HIDDEN HERO OF THE CHECKOUT

96%

of retailers say their logistics offering is critical to securing sales

86% say free delivery improves sales

42%

"Free" delivery
(cost built into product price)

25%

Charged at checkout

20%

Mix: free or charged depending on order value

How customers get charged for delivery

How customers prefer to return items

55%

Parcel shop drop-off

52%

Parcel locker drop-off

38%

Home / business collection



THE 5 GOLDEN RULES OF E-COMMERCE LOGISTICS

01

Never treat logistics as an afterthought — embed it from day one of your e-com project

02

Put customer experience at the centre of every logistics decision you make

03

Measure constantly: delivery rate, delivery NPS, cost per parcel

04

Choose scalable partners that can grow alongside your business

05

Plan ahead for peak seasons (Black Friday, Christmas) with dedicated logistics plans



SPEED: A KEY COMPETITIVE DIFFERENTIATOR

X days

Standard (Economy)

Cost-effective baseline — ideal for non-urgent orders, broad EU coverage

D+1

Express Delivery

The expected minimum on competitive EU markets today

D+0

Same-Day Delivery

The ultimate differentiator — niche but fast growing, high customer loyalty impact

83% of EU consumers will not reorder after a disappointing delivery experience



SUPPLY CHAIN & TRANSPORT QUALITY: A STRATEGIC ASSET



Visibility

- ✓ Real-time stock monitoring
- ✓ End-to-end track & trace
- ✓ Proactive alerts & notifications
- ✓ Operational dashboards



Reliability

- ✓ Service rate > 96%
- ✓ Clear, contractual SLAs
- ✓ Peak season management
- ✓ Certified partner network

Agility

- ✓ Multi-carrier strategy
- ✓ Just in time inventory management
- ✓ Fast reverse logistics



CHOOSING THE RIGHT LOGISTICS PARTNER



Network coverage

Presence in your target EU markets



Returns management

Simple, fast process for the customer



Lead times & SLAs

Measurable, contractual commitments



Flexible delivery options

Time slots, click & collect, parcel lockers, re-delivery — **give the customer control**



Reporting & data

Full visibility over your flows



Customer service

Responsive support, proactive communication & issue resolution at every step



Service range

Express, standard, bulky, temperature...



Tech integrations

Open API, ready-made e-com connectors

SUSTAINABLE LOGISTICS: CONSTRAINT OR OPPORTUNITY?

EU REGULATION

- ✓ CSRD Directive: mandatory ESG reporting
- ✓ Green Deal: -55% CO₂ target by 2030
- ✓ Packaging: reduction & recyclability rules
- ✓ CO₂ Reporting

COMPETITIVE ADVANTAGE

- ✓ 73% of EU consumers pay more for green delivery
- ✓ Route consolidation, parcel lockers = CO₂ reduction
- ✓ Stronger brand image & improved loyalty



SUSTAINABILITY: NOW PART OF DOING BUSINESS

85%

of e-commerce
decision-makers say
sustainability is
important to their
business

*35% of shoppers have
abandoned a cart due
to sustainability concerns*

85%

globally



Say sustainability
is important

60%

globally



Use sustainably
sourced packaging

70%

globally



Offer greener
delivery options

Sustainability is no longer a nice-to-have — it's what customers expect and regulators require

KEY TAKEAWAYS



Luxembourg is a strategic gateway for EU e-commerce logistics to use to your advantage



Select one or multiple partners who can scale with you and your standards



Speed and delivery options is both a customer retention lever and a direct revenue driver



Supply chain quality can be measured, managed and contractualised



Embed sustainable logistics now — it is both a legal obligation and a competitive edge

Show and communicate about it !

THANK YOU

Questions & discussion

*Logistics is not a cost —
it is your competitive advantage.*

