

Sustainability Is An Opportunity

What will eCommerce delivery look like in 2025?

Faster, better and **greener**.

Sustainability has emerged as a crucial factor influencing consumer behaviour and brand loyalty. This mini-report highlights the growing importance of sustainability for online shoppers, explores different approaches brands have taken to enhance sustainability in their stores, and emphasizes the power of sustainable eCommerce delivery in creating a holistic and eco-friendly customer experience.



Heithor de Mello

Head of Operations, bodo

“bodo has helped Au Vodka to differentiate our ecommerce strategy even further. Introducing a new, innovative delivery proposition for our customer base. We're excited to offer same-day & instant delivery via sustainable transport methods around London.”



Tommy Roberts

eCommerce Manager, Au Vodka



Customers Care



In today's environmentally conscious world, consumers are increasingly prioritizing sustainability in their purchasing decisions. 44% of customers actively choose to buy from brands that have a clear commitment to sustainability (Shopify). This shift in consumer preferences highlights the need for brands to incorporate sustainable practices throughout their operations, including their delivery processes.

To meet the rising demand for sustainability, brands have been implementing various strategies to improve sustainability in their stores. The Shopify 2022 eCommerce Report reveals that 53% of companies have made sustainability a top priority for 2022.

Brands have been doing a few things so far:

1. Implementing carbon removal at checkout (through tools such as [Shopify Planet](#), [Stripe Climate](#) and [EcoCart](#))

2. Sustainable packaging (such as Charlotte Tilbury who let's customers choose between free sustainable packaging or a gift box for £3.95 below £150 spend)

PACKAGING OPTIONS		
	SUSTAINABLE PACKAGING Included as standard on all orders	FREE
	LARGE GIFT BOX Spending over £150? Click to add for FREE, darling!	£3.95

3. Sustainable products range / design ethos (e.g. SURI)

4. Eco-friendly delivery options (e.g. bodo)



"Our customers love the fast and sustainable delivery options and it improves our buying experience."

Mark Rushmore
Co-Founder, SURI

2023 Top Consumer
Goods Company
FAST COMPANY

Green Checkout with Green Delivery

While decarbonizing delivery can often have the biggest impact on a brand's sustainability efforts, it is very often overlooked. delivery Sustainable eCommerce delivery plays a pivotal role in minimizing environmental impact and meeting the evolving demands of consumers. It not only reduces carbon emissions but also enhances customer satisfaction by providing a seamless and eco-friendly shopping experience.

Recognizing the significance of sustainable delivery, forward-thinking brands are investing in eco-friendly delivery options to differentiate themselves in the market. Studies show that 63% of consumers are more likely to shop with a business that offers same-day or next-day delivery options, with 33% reporting a "significantly" higher likelihood to do so (UPS Capital). By prioritizing sustainability in delivery operations, brands can attract eco-conscious consumers and gain a competitive edge in the industry.

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LONDONLUCKY
SAINT

Therabody

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HUX

PERFECT
Ted

JUUL

COAT

MATILDE
JEWELLERY

SURI

NICK'S

We're Fixing The Problem

bodo enables brands to offer customers 30-minute and same-day sustainable delivery directly on their online store checkout. Using bodo's software and logistics network, brands can choose to ship their products from bodo's Hubs or their own stores. Brands are able to launch instant delivery in as quickly as 24 hours thanks to bodo's plug-in and centrally located hubs.

Orders delivered by bodo are eco-friendly thanks to the carefully-selected electric delivery fleets we integrate with, recycled and recyclable packaging, and our solar-powered micro-fulfillment centers. With the average medium parcel delivery equating to a whopping 40 plastic bottles worth of emissions brands are increasingly looking to decarbonize their checkout.

Using bodo's superfast delivery brands have also seen the following impact to their eCommerce in just 4 months: +15% retention, +22% AOV, and +84% 120-day LTV.

Faster, better, greener delivery



30-Minute Delivery

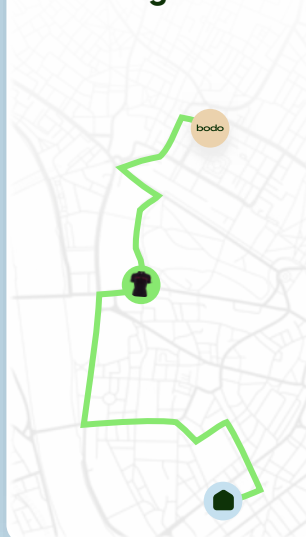


Same-Day Delivery

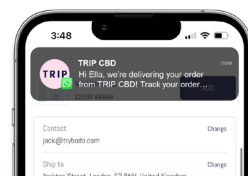


Next-Day Delivery

Seamless live tracking



Branded order updates



Eco-friendly deliveries



Quick-and-easy integration:

