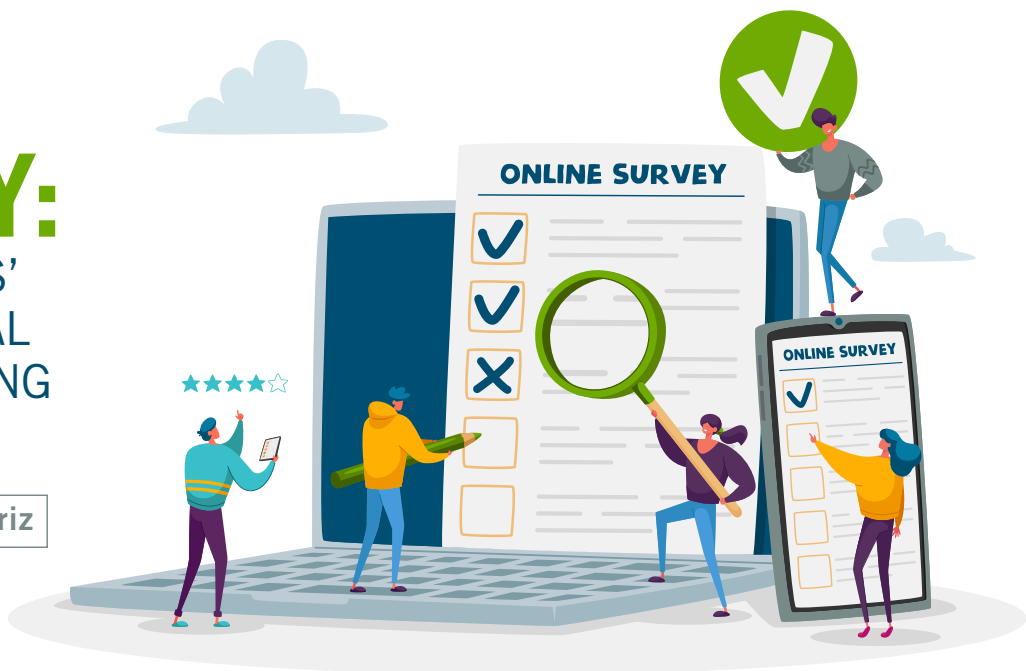


2021 SURVEY:

OUR READERS' INTERNATIONAL PARCEL SHIPPING HABITS

By Amanda Armendariz



I'd like to start by saying "thank you" to everyone who completed our survey for this issue. It's always interesting to see what our readers' global shipping profiles look like, and how they can change from year to year. We invite you to take a look at the results below and see how your experience lines up with those of your fellow shippers. As always, I'd love to hear from you, so feel free to contact me about your thoughts on these trends at amanda.c@rbpub.com.

Do you ship internationally?

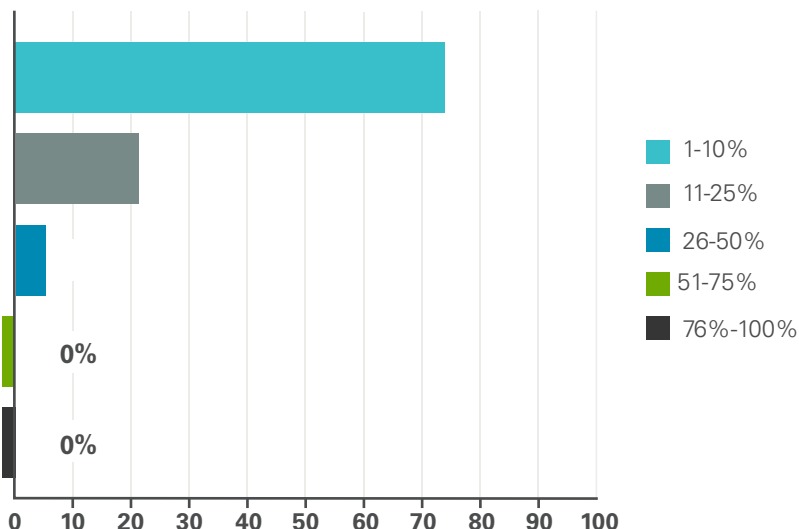


90%



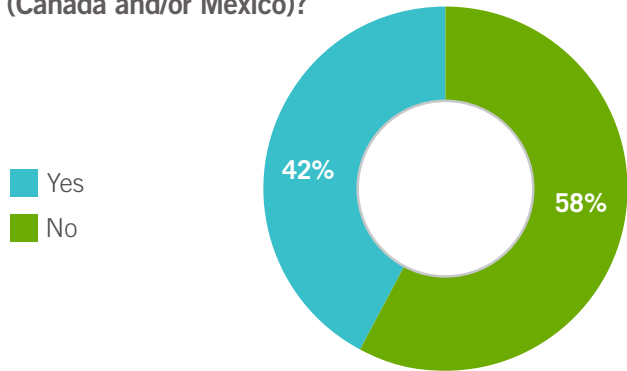
90% of our respondents reported that they do ship internationally, a slight decrease from the 92% reported last year. For those who do not, the majority reported that it is due to the fact that there is likely not a market for their products overseas.

What percentage of your shipments are international?



When it comes to global shipping, the overwhelming majority of respondents this year report only sending 1-10% of their shipments cross-border, and no one reported sending more than half of their shipments globally. This is a marked change from last year, when almost 10% of respondents reported sending 51-75% of their shipments internationally, and almost five percent said that more than three-quarters of their shipments were destined for an international address.

If you are a US-based company, is the final destination for the majority of your international shipments (more than 50%) within North America (Canada and/or Mexico)?



This is quite a change from last year, when almost 60% responded in the affirmative.

Is there a specific region to which the majority of your international shipments are sent (regardless of whether it is in North America or not)?

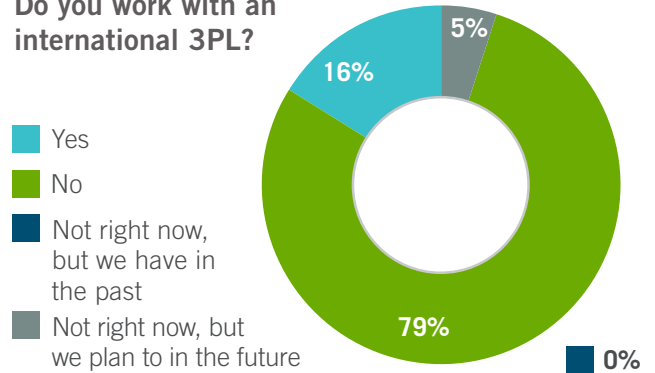


What is your biggest challenge when shipping internationally?



Last year, 50% of respondents reported that keeping costs down was their biggest challenge, but this year, that concern slipped to the number-two spot.

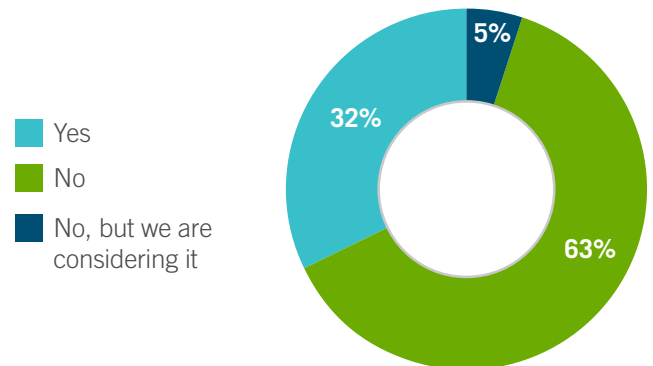
Do you work with an international 3PL?



Has the COVID-19 pandemic impacted your international shipping?



Have you found it beneficial to establish a distribution center in a different country, in order to reduce the distance your orders have to travel to consumers?



While the number of respondents who have established a DC elsewhere to be closer to their global consumers has increased, the number of people who are considering this as an option has greatly decreased compared to last year.