



Why your coffee arrived late, crushed, or stale — and what that says about ecommerce in 2025

Damaged & Late Orders



1 in 5 damaged



58% no ETA!



1 in 10 late

→ Being fresh is a key factor for online coffee purchases or customers will hit the grocery store, coffee shop, or local roasterie instead.

Lack of Communication



72%

of brands are NOT completing the full post-purchase email flow



→ Vague delivery times mean brands are dropping the ball on critical ecommerce touchpoints, compromising customer retention and seeding mistrust.

Missed Checkout Revenue

\$2.5M LOST

based on missed cross-selling opportunities



21% Cross-sells in checkout



65% Cross-sells in cart

→ Checkout is one of the simplest places to lift AOV — but 4 out of 5 brands are missing it.

Using a 3PL Partner is a Must For Growth From Checkout to Unboxing

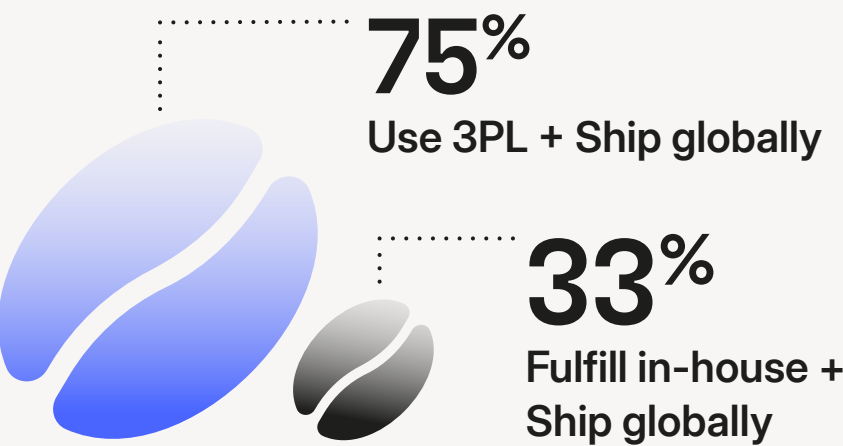
Global Shipping Capabilities by Fulfillment Type



Global Shipping Coverage by Region



% of Brands Over \$5M GMV (Gross Merchandise Volume)



Growth Gap



→ Most brands are leaving global sales opportunities on the table. A reliable 3PL can simplify international logistics, making global expansion painless and scalable.