

## North American e-commerce Logistics 2012

Description: Rapid growth in e-commerce spurs changes in the supply chain

North American e-commerce Logistics 2012 provides an in-depth examination of the methods employed by transportation and logistics providers in response to the rapid rise of e-commerce, not only with delivery options, but right across the industry in warehousing and fulfillment, information technology and finance. The North American e-commerce market is estimated to be worth approximately \$345bn, with sizeable growth anticipated. The explosive nature of its growth has resulted in significant changes in the supply chain as logistics providers attempt to capitalize on the opportunities available in the market. The report details the entire spectrum of the market, analyzing the strategic response from retailers to logistics providers, from bricks-and-mortar stores to e-retailers, from large integrators to specialist ecommerce logistics start-ups.

What will you learn from North American e-commerce Logistics 2012?

- Summary of the market's rapid development
- Overview of the key market trends
- Market sizing and growth forecasts for the North American e-commerce market
- Overview of e-commerce by individual country
- Analysis of retailers' supply chain strategies
- Development of tailored services by logistics providers
- Overview of the key logistics providers supporting the e-commerce markets
- Detailed maps of North American e-commerce networks

North American e-commerce Logistics 2012 is packed full of qualitative and quantitative data, providing a comprehensive overview of the market as well as the companies which operate in it. The report includes a breakdown by individual country, with individual market sizing and growth forecasts, as well as a comprehensive overview of each country's e-commerce sector. The report analyzes the contrasting strategies and experiments undertaken by bricks-and-mortar retailers and internet retailers, both seeking to gain an advantage over one-another in what is a competitive and increasingly lucrative market. The report also examines the impact mobile commerce, or m-commerce, has had on ecommerce's recent growth and assesses the potential implications of its continued development.

Who should buy North American e-commerce Logistics 2012?

The report is specifically written to provide easily accessible and strategic information for:

- Logistics service providers
- Retailers
- Global manufacturers
- Property development companies and consultancies
- Banks and financial institutions
- All C-level executives

Contents:

- 1.0 Executive Summary
- 2.0 Introduction
- 3.0 Overview
  - 3.1 Definition
  - 3.2 Size of the e-commerce Market
  - 3.3 Trends
  - 3.4 Issues

## 4.0 Country e-commerce Overviews

### 4.1 Canada

### 4.2 Mexico

### 4.3 U.S.

## 5.0 Consumer versus Business Use

### 5.1 Consumer – B2C

### 5.2 Business – B2B

## 6.0 E-commerce Supply Chains

### 6.1 Amazon

#### 6.1.1 Finances

#### 6.1.2 Fulfillment Network

#### 6.1.3 Selected Services

### 6.2 eBay

#### 6.2.1 Finances

#### 6.2.2 Marketplaces

#### 6.2.3 Payments

#### 6.2.4 GSI

### 6.3 Google

### 6.4 Grainger

### 6.5 Newegg

### 6.6 Staples

#### 6.6.1 Finances

### 6.7 Walmart

#### 6.7.1 Finances

## 7.0 Market Size

### 7.1 Total Logistics Market Size

### 7.2 Total Logistics Market Forecast 2015

### 7.3 Total Logistics Market by Geographic Region

## 8.0 Finance

## 9.0 IT

## 10.0 Logistics services

### 10.1 e-fulfillment/Warehousing/Distribution

#### 10.1.1 Fulfillment Strategies

### 10.2 Reverse logistics

### 10.3 Transportation

#### 10.3.1 Parcel

#### 10.3.2 Truck

#### 10.3.3 Intermodal

#### 10.3.4 Couriers

## 11.0 Logistics Providers

### 11.1 Canada Post

### 11.2 CEVA

### 11.3 DHL

### 11.4 Dynamex

### 11.5 Estafeta

### 11.6 Exel

### 11.7 FedEx

### 11.8 IDS (Integrated Distribution Services)

### 11.9 Kenco

### 11.10 Newgistics

### 11.11 OHL

### 11.12 Purolator

### 11.13 Saddle Creek Logistics Services

### 11.14 SEKO Logistics

### 11.15 UPS

### 11.16 USPS

11.17 Webgistic

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