



A new era for air cargo

How e-commerce is accelerating logistics transformation

Executive Summary

Online shopping has become an essential part of modern life.

As its market penetration accelerated throughout the COVID-19 pandemic, so have customers' expectations. Online shoppers now expect the service they receive online to rival, or exceed, the in-store experience.

To know more about the needs and requirements of major e-commerce players, IATA has identified and analyzed the top-50 companies. We looked to understand how air cargo players can help develop their logistics model by aligning to online businesses and ultimately offering customer-focused solutions. For this reason, IATA has analyzed not only the e-shops or marketplaces profiles but also their "air cargo potential."

In this white paper, we take a closer look at how air cargo has become key for this new e-commerce world.

This document focuses on how the pandemic accelerated change and how air cargo and e-commerce are transforming to adapt to new consumer and market demands. We examine trends, consumer behaviors, the growing sustainability challenges, and answer one fundamental question:

How can airlines transform to satisfy our e-commerce partners and elevate the customer experience?

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In this white paper, you will learn:

- E-commerce market trends and forecasts
- Air cargo's critical role in the e-commerce landscape
- How consumers influence logistics models
- The necessary transformation areas thanks to the latest innovations
- E-commerce sustainability and its impact on people, the planet, and prosperity
- The five strategies for airlines to adapt to the needs of online retailers
- IATA's role and initiatives in supporting air cargo and e-commerce