



# E-Commerce Monitor

Sustainable shipping | the future of E-Commerce

Q1 2022



The first edition 2022 of the IATA e-Commerce Monitor examines how consumer behavior has remained focused on a more conscious online purchasing process. A closer look at the statistics from the major shopping events highlights this and shows how sustainability has become fundamental to the future of air cargo.

## Billions on Singles day

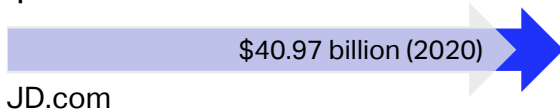
The value of e-commerce continues to be demonstrated through Singles day. Alibaba and JD.com racked up a total of around \$139 billion of sales across their platforms on China's Singles Day shopping event, setting a record.

However, the pandemic has shifted consumers perspective to react more to sustainable packaging.

**\$84.54 billion**



**\$54.6 billion**



**\$139 billion**

total sales from 11.11

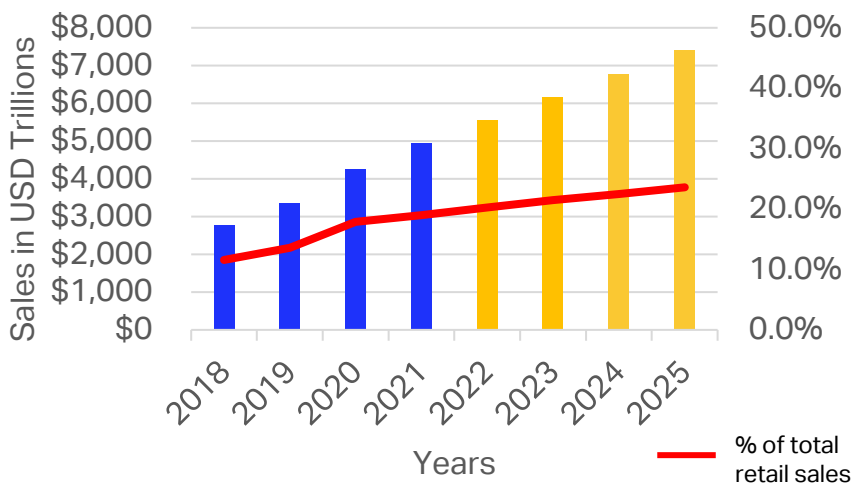
**1.16 billion**

parcels delivered on 11.11

# Global retail E-commerce growth

Over the next 4 years e-commerce retail sales is forecast to grow by 50% to \$7.4 trillion dollars by 2025 (\$5.1 trillion without services).

Retail E-Commerce Sales Worldwide (2018-2025)



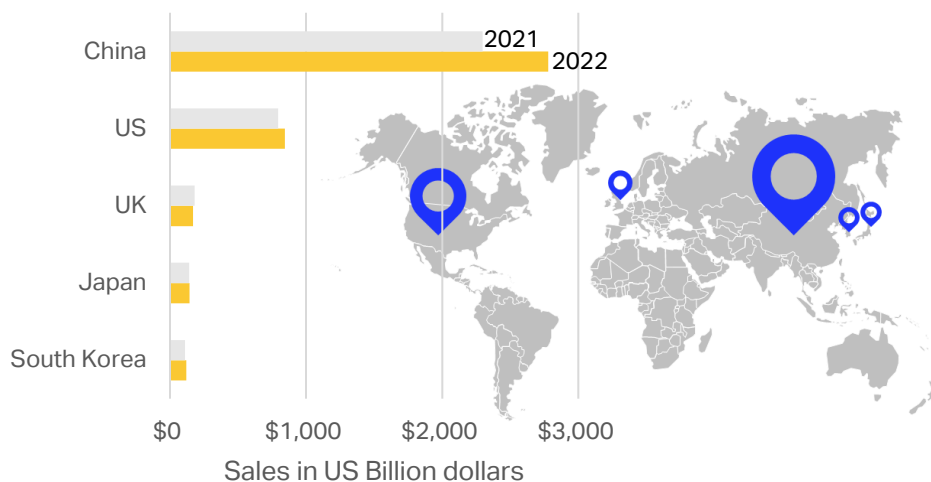
## The world continues to shift online

In 2021, 2.14 billion people were shopping online, that represents about 27.6% of the world's population.

Over **900 million** new online shoppers in 2021

## Top 5 countries leading e-commerce sales

E-Commerce will continue to grow at a steady rate around the globe with the Asia-Pacific region leading e-commerce growth. China and the US generate up to 73% of total world e-commerce sales.



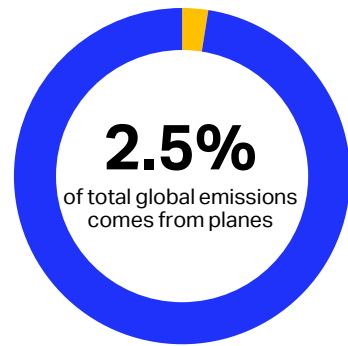
73%

of total world retail ecommerce sales generated worldwide is by China and the US

# Sustainability – for our future

[Fly Net Zero](#) is the commitment of airlines to achieve net zero carbon by 2050. To succeed, it will require the coordinated efforts of the entire industry and significant government support. The strategy is to abate as much CO<sub>2</sub> as possible and eliminate through out-of-sector options such as offsetting schemes.

Transport accounts for one-fifth of global CO<sub>2</sub> emissions. **Aviation accounts for 11.6% of transport emissions**, which represents around 2.5% of total global emissions.



## Unwrapping the packaging challenge

The e-commerce packaging market was valued at **\$43.1 billion in 2021** and is expected to **reach \$75.1 billion by 2025**. The rapid acceleration of e-commerce has led to a significant increase in packaging consumption amplifying the need for materials and production processes that minimize impact on the environment. If current plastic production and waste management trends continue, it is projected that there will be 12 billion metric tons of plastic covering the globe by 2050.

**12,500 tons** | of plastic used by air cargo per year

## Singles day – reducing plastic waste

Cainiao continues to lead by example with almost 100% of the packaging shipped on Singles day from their warehouse being biodegradable.

**84 million**

Meters of plastic tape saved



**90 million**

eco-friendly packages

**53,000 tons** | CO<sub>2</sub> reduced during 11.11

**The time is now to shift to more sustainable packaging**, but also shipping, to meet consumer demands, and care for the environment.

Source: JD.com, Cainiao, ourworldindata.org, Smithers

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