

Key insights into shipping to the U.S.

U.S. growth is driven by consumers

The U.S. will see the **fastest economic growth in two decades**¹ as U.S. consumers are forecast to spend, spend, spend.

— **\$340bn**

The estimated increase in retail sales in 2021¹

— **\$4.4tn**

The forecast value of retail sales in 2021¹

— **51%**

of U.S. consumers plan to treat themselves either immediately or after COVID-19 subsidies²

U.S. consumers will spend more on **eating out, household supplies, personal care, home improvement, pet care, vitamins** and **OTC medicines, out-of-home entertainment, fitness, travel** and **holidays** after the pandemic²



Online sales will continue to accelerate

Retail e-commerce sales will grow even faster in 2021 with an estimated increase of

14%³

The three biggest online sectors are:

1 Computers and consumer electronics — accounting for 21.5% of all retail e-commerce sales³

2 Apparel — accounting for 20% of sales³

3 Furniture and home furnishings — accounting for 12% of sales³



Apparel is set to see the largest online growth at 19% year on year³



Food and beverage will grow 18%³



Health/ personal care will grow 16%³



Auto and parts sales will grow 13.5%³

Buying behaviours will continue to change

U.S. consumers tried new brands and new shopping methods during COVID-19 and this behaviour is forecast to continue.

39% of U.S. consumers tried a new **brand** since COVID-19 started

79% will continue with this behaviour²

40% tried a new **shopping method**

76% will continue with this behaviour²

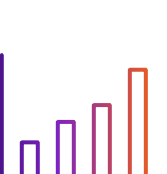
34% used a **different retailer/store/website**

78% will continue with this behaviour²

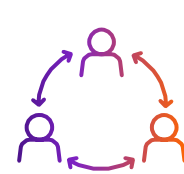
How do businesses feel about the U.S.?

U.S. shippers are optimistic about growth.

Of those businesses that already ship to the U.S.⁴



2/3 believe their business will grow there in the next 12 months



50% say they want to find new business customers

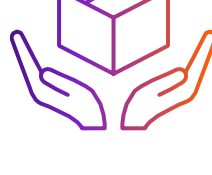


31% want to find new residential customers



54% have or will launch an e-commerce offering

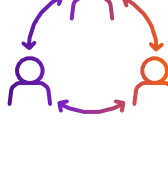
Of those businesses that are focused on growth in the U.S.⁴



70% want to sell more to their existing customers



50% want to find new customers



31% are seeking new residential, e-commerce customers

What businesses think are the most important shipping factors to aid U.S. growth:⁴

27% of businesses want **clear tracking options...**

... Which is why FedEx tracking tools offer **24/7 visibility, essential insights and automatic notifications**

18% want to reach all U.S. postcodes...

... That's why we offer connections to **15,500 U.S. postcodes the next day** and the vast majority of the U.S. in 2 days

26% want to upload **customs documentation electronically...**

... With our **Electronic Trade Documents tool**, you can submit customs documentation online to save you time and minimise delays

24% require a **range of delivery time options** from express to economy...

... Choose from our wide selection of delivery services to the U.S., including a **2-day by 10.30 a.m. service***

17% want next-day delivery...

... We offer **next-day delivery by 4.30 p.m.** to the majority of key U.S. key business centres*

21% want a **single logistics provider** for all their U.S. shipping needs...

... With **market-leading services, extensive coverage**, and huge presence in the U.S., FedEx can deliver everything you need to thrive in the U.S.

For those businesses that don't yet ship to the U.S.⁴

1/3

plan to do so in the next 12 months



i Key focus areas for those that plan to ship:

- U.S. market opportunities
- Customs documentation and paperwork
- Shipping costs, including duties and taxes, and surcharges

To learn more contact your [local sales team](#).

Get to the U.S. with FedEx

Take your next big step to the U.S. and explore exciting new growth opportunities for your business.

Reach out to us today by completing our "get your offer" form.

* FedEx International Priority® Express and FedEx International Priority® services are available for shipments containing packages weighing less than 68kg. Service availability depends on origin and destination postal codes. FedEx International Priority® Express will not be available on all destinations served by FedEx International Priority®. FedEx Express Terms and Conditions of Carriage apply. New services are available only on the latest versions of our shipping tools: the upgraded version of FedEx Ship Manager™ at fedex.com, FedEx Ship Manager® Software version 13.62, FedEx Ship Manager Server™ version 20, FedEx Web Services version 2020.

Sources
 1. National Retail Federation, NRF Forecasts Retail Sales to Exceed \$4.33T in 2021 as Vaccine Rollout Expands
 2. McKinsey, Survey: US consumer sentiment during the coronavirus crisis
 3. eMarketer, US Ecommerce by Category 2021
 4. FedEx U.S. confidence survey May 2021

