

How Less-than-Container Load services help you tackle your biggest logistics challenges

Whether you're an SME building your business or a luxury brand shipping small-sized jewellery, Maersk Less-than-Container Load (LCL) solutions are designed to give you the agility and flexibility to tackle your biggest logistics challenges.

Scroll on to discover how.



THE RISE OF E-COMMERCE

2025

e-Commerce is expected to comprise 30% of total retail sales in Europe by 2025.¹



2026

The global e-Commerce market is set to hit \$8.1 trillion by 2026.²

But consumers aren't just shopping online more. They're also expecting to receive their orders more quickly.



41% of online shoppers hope to receive their orders within 24 hours.³

24% of online shoppers want their order delivered in less than two hours.⁴

Faced with these increasing demands, many businesses are struggling to keep up. While they should continue to use Full Container Load (FCL) shipping for its obvious advantages, they also need a trump card to capitalise on online opportunities.

Maersk LCL helps you compete in the era of e-Commerce

Our LCL shipments depart as soon as they're ready, enabling you to speed up your supply chain and satisfy increasing consumer expectations.



How?

Increased agility helps you meet tight deadlines and improve speed-to-market

Prioritising key markets with LCL and then backing up high-demand markets with FCL helps you to gain more predictable lead times and provide better customer service

Plan in advance

Align LCL services with seasonal trends, sales forecasts and FCL shipping support to maximise their strategic impact

COSTS AND INEFFICIENCIES

- Eurozone inflation is running at 10.7%⁵
- The price of crude oil is at \$92.8 per barrel⁶
- Euro area gross domestic product grew just 0.2% in Q3 2022.⁷

As a result, confidence is dropping, and many companies are rethinking their logistics strategies.

Nine out of ten small and midsize business retailers feel that larger companies have an advantage over them in their ability to procure inventory.⁸

Nearshoring is increasing in popularity, with transportation executives anticipating 20% of Asia-originating freight will move to closer-proximity markets by 2025.⁹

In this climate, SMEs don't often have the capital to increase inventory levels, confining them to 'just-in-time' methods, whereas larger companies typically have the buying power to move to the more resilient 'just-in-case' model. Furthermore, to mitigate the inflationary impact on the cost of goods, many companies are sourcing closer to market.

Maersk LCL helps you build resilience

With LCL, you only pay for the space you need in a container and consolidated shipments give you priority departure times. How can this benefit you?

- Improve cost-efficiency by only shipping what you need
- Maintain optimal inventory levels to control cash flow in tough economic times
- Gain the agility to hit new product launches and improve lead times for customers

Focus LCL activities on more profitable product lines

Compare LCL costs with FCL costs across different product lines to determine the most profitable opportunities

SUPPLY CHAIN COMPLEXITY

"The supply chain of each firm is not isolated but is connected with other supply chains in a vast global network."¹⁰

Harvard Business Review

That means market disruptions, even those not directly related to your industry, can still lead to delays, setbacks and missed opportunities.

75% of companies have had negative or strongly negative impacts on their businesses from supply chain disruptions.¹¹

2.3 million aviation jobs were lost globally during the pandemic, with these labour shortages making delays and cancellations more frequent.¹²



Maersk LCL helps you reduce supply chain complexity

We provide you with alternative logistics solutions to overcome disruption. But how?

- Consolidate shipments for priority departure times
- Easily find new suppliers in 100+ countries and 10,000+ port-pairs
- Simplify supply chain continuity and risk mitigation

Get ahead of the game

Use LCL services to meet a product launch now, followed up with FCL shipping once the disruption has eased or the full production run is ready

Start opening up new markets by determining which trade corridors are accessible with LCL services

LACK OF VISIBILITY

One-third of customers will leave their favourite brands after a single bad experience¹³

82% of customers care about retailers communicating with them at every stage of their order¹⁴

This is a huge challenge for the vast majority of businesses. Here's why:

94% of businesses don't have full visibility of their supply chain and logistics operations¹⁵

Of those retailers and manufacturers that have acted on the problem, 65% believe improving customer service standards is a driving force behind their use of supply chain visibility technologies¹⁶

Gaining visibility across the supply chain is therefore a business priority. It's particularly important for those supplying high-value goods, who need to know where their shipments are at all times.



Maersk LCL increases end-to-end supply chain visibility

We offer complete track-and-trace ability through our easy-to-use digital platform. This gives you:

- Proactive delivery timelines
- Full visibility of cargo flow along every step of the journey



Keep your eyes on the prize

Leverage real-time tracking and monitoring to ensure you have the right number of products, in the right place, at the right time

To discuss your logistics requirements, and find out how LCL services can give you more agility and flexibility, please contact us online.

For more information on LCL solutions, or to speak to an expert get in touch today.

¹<https://www.techtarget.com/searchcustomerexperience/post/Top-e-commerce-challenges-for-2025-and-how-to-overcome-them>
²<https://www.europacapital.com/-/media/Files/E/Europa-Capital/Insights/the-opportunity-for-european-logistics.pdf>
³<https://www.statista.com/statistics/1273369/delivery-time-expectation-online-shoppers-worldwide/>
⁴<https://www.statista.com/statistics/1273369/delivery-time-expectation-online-shoppers-worldwide/>
⁵https://ec.europa.eu/eurostat/statistics-explained/index.php?title=inflation_in_the_euro_area
⁶<https://www.statista.com/statistics/326017/weekly-crude-oil-prices/>
⁷<https://www.cnbc.com/2022/11/02/goldman-sachs-expects-european-gas-prices-to-tumble-50percent.html>
⁸<https://www.forbes.com/sites/catherineerly/2022/05/15/can-small-business-adapt-their-supply-chain-with-current-challenges/>
⁹<https://www2.deloitte.com/us/en/insights/focus/transportation/future-of-transport-industry.html>
¹⁰<https://hbr.org/2022/10/research-why-its-so-hard-to-map-global-supply-chains>
¹¹<https://fortune.com/2022/04/21/china-covid-lockdown-shanghai-port-supply-chain-backlog-container-ships/>
¹²<https://www.bbc.com/news/business-56533259>
¹³<https://www.pwc.com/us/en/services/consulting/library/consumer-intelligence-series/future-of-customer-experience.html>
¹⁴<https://www.mycustomer.com/selling/e-commerce/e-commerce-delivery-trends-what-contributes-to-a-positive-experience>
¹⁵<https://www.supplychaindive.com/news/supply-chain-visibility-failure-survey-geodis/517751/>
¹⁶<https://www.fourkites.com/wp-content/uploads/2021/11/State-of-the-European-Supply-Chain-Report-2022.pdf>

