

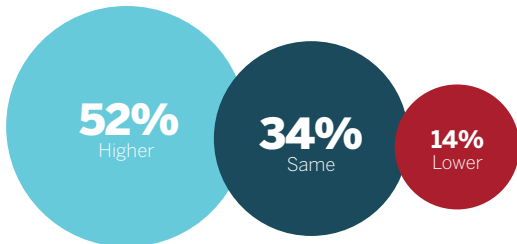
SUPPLY CHAIN SURVEY: PREPARING FOR PEAK

With the 2023 peak season just around the corner, Kenco surveyed supply chain practitioners across the U.S. to understand their thoughts on sales forecasts, challenges, and concerns they will face during the holidays. With the expected increase in eCommerce sales this year compared to last year, many supply chain leaders are strategically prepping their operations.

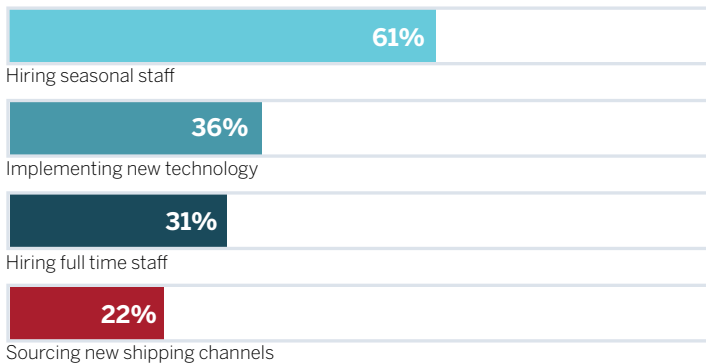
PREPARE FOR A BUSY ECOMMERCE HOLIDAY SEASON

As eCommerce sales continue to increase since 2020, practitioners anticipate another busy holiday season.

How will peak season holiday sales compare to 2022?



As a result, many are getting a jump start on their preparations, including:

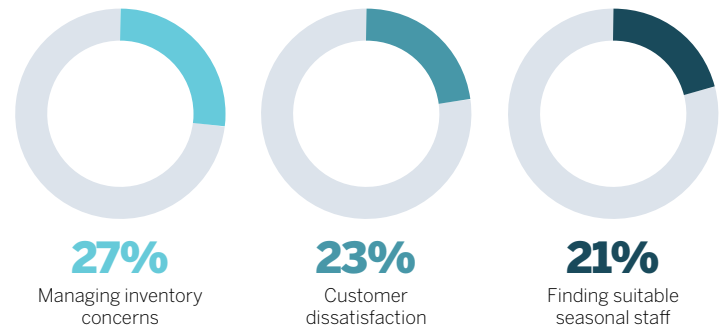


With consumers more prepared to shop from their couches than in stores, companies that can optimize their eCommerce processes will ultimately drive better customer engagement.

COVID'S MEMORY STILL SHOCKS THE SUPPLY CHAIN

The Covid hangover is still impacting supply chains, according to over **60%** of respondents. Many report the continuation of previous years' concerns.

Biggest concern heading into the 2023 peak season?



Top priorities for the 2023 peak season:

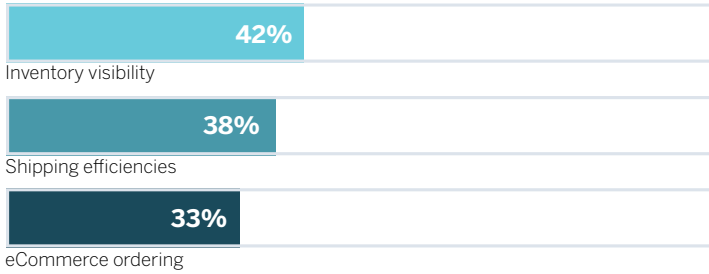


Organizations that can get ahead of inventory and staffing issues are best prepared to handle 2023 peak season rushes.

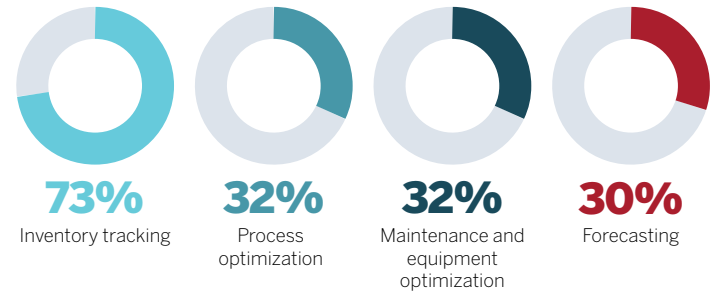
TECHNOLOGY TO THE RESCUE

For those exploring new technologies, many are keeping inventory and customer satisfaction in mind.

What problems are new technology systems addressing?



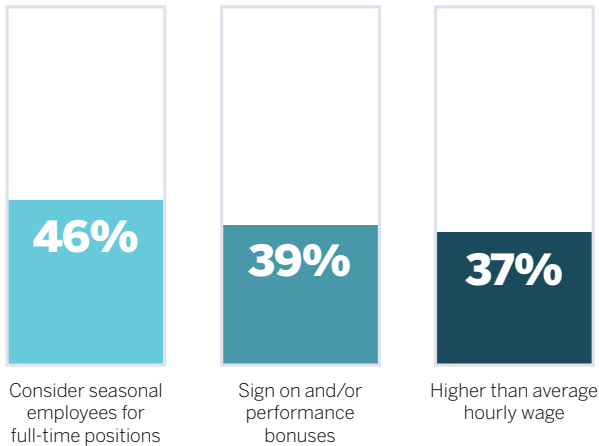
AI is also leaving its mark on the industry. While only 35% of respondents have explored AI solutions for their operations, there is comfort in using it to manage everyday processes.



FINDING LABOR IS A PRIORITY

While 6 in 10 respondents will be looking to hiring seasonal workers, record unemployment means many will have to incentivize these workers.

What incentives are you using to attract seasonal workers?

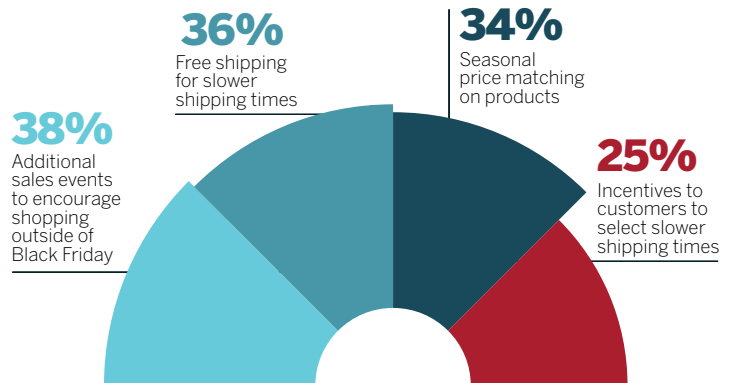


Since seasonal workers are only looking for one to three months of work, they typically try to find the best possible options when it comes to pay. Companies should look for ways to best differentiate themselves from others in this competitive seasonal market.

TAKE STEPS TO FLATTEN THE CURVE

Most consumers continue to get a jump on holiday shopping and this year is no exception as 54% agree that peak season shopping has already begun. While consumers are naturally flattening the holiday curve, industry professionals can also do their part by encouraging shoppers to spread out their spending and take lower shipping times.

What have you done to flatten the curve during peak season?



ABOUT THIS SURVEY

Data cited in this publication is the result of the 2023 Annual Supply Chain Survey conducted by Kenco. This information is being provided for information purposes only. The Annual Supply Chain Survey is a poll of over 125 supply chain practitioners.