

WHITEPAPER

# A GUIDE TO EXCELLING BIG & BULKY DELIVERY LANDSCAPE THROUGH TECH & AUTOMATION





# Background & Market Insights

Customers are increasingly expecting a fast, seamless, and largely online home delivery experience, but more importantly they are looking for convenience of ordering and also delivery. This is true for those smaller packages as well as big, bulky items. Brands that aren't ready for this new era of consumer-oriented delivery service model will either lose customers to better-prepared competitors or cannibalize profits by trying to meet enhanced service demands using systems ill-equipped for the job.



The power has shifted when it comes to in-home deliveries, with many consumers wanting the freedom to choose delivery methods and times that work best for them.

Instead of product or price, it's now home delivery operations that have become the new battleground for competitive advantage. And delivery fleet, which historically has operated in the shadows, could become the most visible and important weapon.

# Market Insights

## Consumer Spending

2021  
**\$5 Trillion**

2025  
**\$7+ Trillion**

For last mile delivery of big & bulky items, technology is great, but the final mile remains a people-centric operation. The bulky goods delivery sector has been one of the fastest growing segments of the transportation industry in recent years. The global online retail sales in 2021 accounted for almost five trillion U.S. dollars and is expected to surpass seven trillion U.S. dollars by 2025<sup>[1]</sup>.

The heavy goods business-to-consumer final mile sector is estimated at \$13 billion and is expected to grow faster than the overall final mile sector.

Demand for Big and Bulky isn't going away, consumers expect to purchase more big and bulky items this year than last, including furniture (62%), household appliances (44%), and other large items such as exercise equipment (38%).

Growth within the final mile space is being driven by multiple factors, particularly the shift in consumer buying behavior and e-commerce, which accounts for an increasing percentage of retail sales.

Sending bulky goods at low costs, nationwide or across borders, is increasingly demanded by customers, retailers and merchants from logistics companies and shipping service providers.

[1] <https://www.statista.com/statistics/534123/e-commerce-share-of-retail-sales-worldwide/>



# Big & Bulky - A Cause For Concern



Big and bulky inventory is weighing down today's supply chain. Booming eCommerce sales, a hot U.S. housing market, and increased home renovations as a result of the pandemic have led to a spike in furniture and appliance demand. For customers, fast delivery, flexible returns, and a positive experience are the most important aspects.

The final mile delivery market is expected to grow to \$59.81 billion<sup>[2]</sup> by 2025 in North America. The growth of furniture e-commerce is spurring investments from carriers and retailers in oversized delivery. FedEx Freight Direct, the carrier's large-format home delivery service, intends to cover 80% of the U.S. market. In addition to FedEx, J.B. Hunt, Ryder, XPO, Amazon and Wayfair are investing in large-format delivery capacity.

Logistics companies in the United States focus on Big & Bulky items delivery.

**FedEx** offers door-to-door delivery service for time-sensitive packages and shipments greater than 150 lbs through FedEx SameDay in all 50 US states.

**ups** provides a range of urgent and same-day delivery services with UPS Express Critical package weighs over 150 lbs

**XPO Logistics** courier service is composed of uniformed employees, fleets of vehicles, and flexible options: same-day, next-day or pre-planned (routed and scheduled), It also offers customized engineering solutions, API/EDI connectivity for retail and e-commerce.

**UNITED STATES POSTAL SERVICE** has several shipping services and USPS mail types, including an overnight shipping option Priority Mail, Priority Mail Express, Media Mail and Ground.

**Walmart GoLocal** is a delivery service for businesses with Flexible delivery options like Express, Scheduled, Same Day, Big n' Bulky.

[2]<https://www.globenewswire.com/news-release/2022/06/07/2457687/0/en/The-E-Commerce-Furniture-Market-size-was-valued-at-USD-27-74-billion-in-2021-and-is-predicted-to-reach-USD-40-74-billion-by-2030-with-a-CAGR-of-4-4-from-2022-2030.html>



# Big & Bulky Delivery Challenges

Consumers are buying a lot of stuff online. They're getting comfortable with buying big — and high-value — items, too. As of 2021, the e-commerce furniture market industry was valued at 27.74 billion U.S. dollars and is expected to touch 40.74 billion U.S. dollars by 2030<sup>[3]</sup>. For retailers and manufacturers, this translates to greater demand, orders around the clock and deliveries across a wider geographical area.

## Supply Chain Challenges

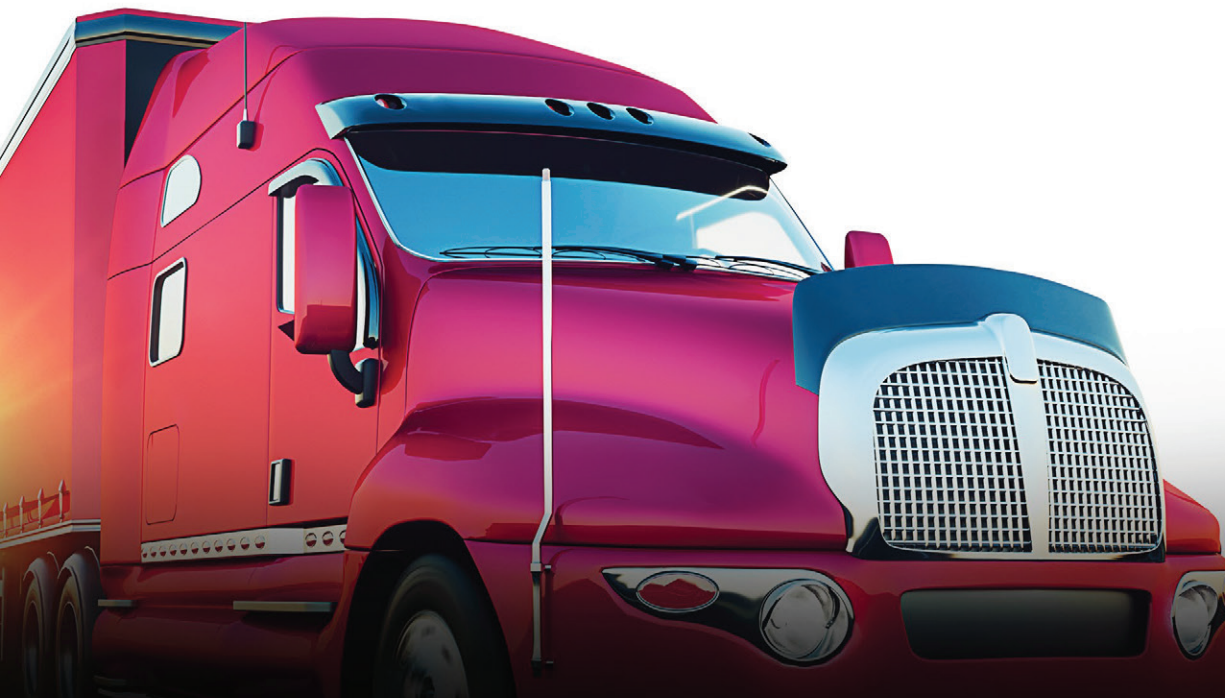
Fulfillment and delivery strategies for big and bulky items are very different from those of smaller, more lightweight parcels. This is particularly true when it comes to receiving, inspecting, storing and moving them.

### Pain Points:

**Inconsistent brand  
experience**

**Below par CX**

**Managing transit  
times and costs**



[3]<https://www.globenewswire.com/news-release/2022/06/07/2457687/0/en/The-E-Commerce-Furniture-Market-size-was-valued-at-USD-27-74-billion-in-2021-and-is-predicted-to-reach-USD-40-74-billion-by-2030-with-a-CAGR-of-4-4-from-2022-2030.html>

# Item Handling Challenges

To illustrate just how challenging a big and bulky delivery can be, consider the journey of a sofa — from the manufacturer, to a regional distribution center (DC) or last mile facility and then on to your customer. And not a normal-sized sofa, which typically measures 105" in length. The product is an oversized sofa at 140".

Delivery times and shipping costs also fluctuate drastically. The latter usually depend on the effort involved with transporting and handling these medium-sized and heavy goods. For example, shipping costs mount up with additional insurance, express- and two-man delivery services. Particularly transport costs, but also delivery times, are affected by the high manual effort involved in handling bulky goods.

## Pain Points:

**Team of 2 required  
for product handling**

**Special handling of  
big size items**

**Communication  
with the carrier**





# Scheduling

When scheduling oversized and heavy materials for delivery, the item should be in stock before scheduling it for delivery. Big and bulky items can create big and time-consuming headaches when it comes to the environment to which they are being delivered. For example, if the sofa is being delivered to a customer on the 24th floor of a high-rise building in a high-density area, the customer would need to be contacted about securing a delivery time so he/she can reserve the elevator.

## Pain Points:

**Measuring the space  
and the doors of  
customer delivery**

**Weight restrictions  
of the elevator**

**Street parking  
restrictions**





# Returns

Returns of big and bulky items are the castor oil of logistics. Retailers and manufacturers hate them because they have to refund the customer's payment, pay to pick up the item, and then find something to do with it. Consumers are disappointed because an often-sizable investment did not work out.

Reverse logistics experts are more conflicted: On one hand, they appreciate the business. On the other, providers incur significant costs that they said could be mitigated if retailers and manufacturers did things differently.

## Pain Points:

**Returns are  
Expensive**

**More than one labor  
and specialized  
freight needs**

**Scheduling  
Appointments**





# Solving Through The Lens of Customer Experience

There are multiple personas in the entire big & bulky goods delivery chain for whom the process has to be simplified. The key persona is that of the end customer who places an order online. The second persona is the brand owner who is responsible for delivering (CSCO, CIO, etc) and the third persona is that of the delivery associate who goes and delivers at the end customers' doorstep.

And a home delivery automation platform has answers to tackle the problems for all three personas:

Persona	Problem	Solution
End Customer	Outdated CX with broken ETAs and lack of options	Tracking links with real time delivery status updates
CSCO / Ops Manager	High delivery costs, lack of visibility of operations	Real time visibility of operations and dynamic order allocation along with delivery driver management
Delivery Associate	Overworked, low earnings, poor app experience	Most optimum order allocation along with heatmaps and order matching allows for maximum earning potential

## Feature Highlights



Real Time  
Visibility



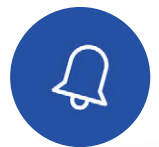
White Glove  
Deliveries



Carrier Integration  
Marketplace



Driver/Personnel  
Management



Alerts &  
Notifications

# About LogiNext

LogiNext is a global technology firm that offers a SaaS based Delivery Automation Platform. The software helps brands across Food & Beverage, Courier, Express and Parcel, eCommerce & Retail and Transportation (3PLs, 4PLs, etc.) to digitize, optimize and automate deliveries across the supply chain.

Growing at an average rate of 120% YoY, LogiNext has 200+ enterprise clients in 50+ countries with headquarters in New York and regional offices in Mumbai, Jakarta, Delhi and Dubai.

The logistics technology firm is backed with \$49.5 million across three rounds of private equity investments by Tiger Global Management, Steadview Capital and Alibaba Group of companies.

Founded in: 2015

Headquarters: New Jersey, USA

Founder & Chief Executive Officer: Dhruvil Sanghvi

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