

25/26 Peak trends: What retailers need to know

The 2025 peak challenge

Every peak season=a retailer's ultimate stress test. Retailers now face higher volatility, tighter promises and surges that don't wait for only Black Friday.



+68% spike in order volumes



Shrinking delivery windows



2x-3x surge in logistics costs



O margin for error in customer promise

With tariffs, volatile consumer behavior, and global supply constraints, it will be the toughest yet as we expect multiple peak seasons and sharp spikes in volumes in a single year.

5 trends retailers can't ignore



Inventory visibility gaps

Over 50% of retailers lack real-time omni-inventory visibility.



Customer promises are broken, cancellations and OOS rise. margins erode.



Fix it: Getting a unified, millisecond-level available to promise (ATP) inventory across stores, DCs, in-transit, and returns.

Forecasting falls apart under pressure

More than 58% of retailers miss peak delivery goals.



Live demand signals are missed because historical averages are not taken into consideration in real time. This leads to stockouts and overstocking, with inefficient planning.



Fix it: Order-driven forecasting powered by real-time fulfillment data.

Managing returns surge is more important than ever

fashion during peak.

Returns can spike up to 40% in



DCs overflow, capital locks up, margins erode.



rapid resale recovery.

Fix it: Smart returns orchestration that routes to resale, restock or refurbishment to drive

Volatile order sourcing

trigger reactive, expensive fulfillment.

Tariffs, strikes, and supply node delays



resulting in costlier fulfillment modes like split shipments for instance.

Every situation becomes reactive,





and improve SLA.

Implement AI-driven sourcing simulation to understand what-if scenarios, protect profit



If you aren't adopting AI, you are

Falling behind without AI

already behind on driving accurate insights, achieving on-time delivery and managing fulfillment costs effectively during peak. With the right AI tools, retailers can scale faster, protect margin and maintain accuracy even during surges.

and automate resolutions.



daily tasks is essential, as manual decisioning simply can't keep up with peak volatility.

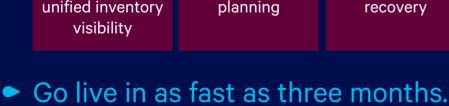
Incorporating the right AI tools in your



Cognitive AI agents embedded in your orders and returns systems to forecast, detect risk,

Go from reactive to resilient for every peak volume surges.

Be peak ready always: The cognitive advantage



Real-time.

Order-driven

planning

Smarter returns

recovery

and agents

Al-powered

decisioning

architecture

Scalable

cloud-native

What winning retailers are doing now

- Moving fast without compromising on customer promises, with Al-powered orders and returns system driving smart inventory and fulfillment decisioning
- Prioritizing a smarter returns recovery to achieve your full inventory potential
- Connecting planning, order and returns systems to remove silos end-to-end