



Linnworks Product Survey 2024



At Linnworks, we're committed to cultivating a deep understanding of the ecommerce ecosystem and each business that we help grow through our software and solutions. By better understanding your businesses, we can better deliver solutions that help you grow yours. In addition to 1:1 conversations, the annual product survey plays a vital role in understanding what problems your teams face day-to-day.

Our Annual Product Survey is pivotal in providing us with a direct line to our customers' thoughts, experiences and expectations. This survey serves as a critical tool in shaping our product development strategy, ensuring that we stay aligned with the dynamic needs of the ecommerce industry.

In this report, we share the key findings from this year's Survey - of both Linnworks and SkuVault Core users - offering an overview of customer satisfaction, their growth aspirations and the evolving needs of businesses around the globe.



Diana Nolting
VP of Product, Linnworks

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Who took part?

The Linnworks Product Survey 2024 saw participation from a diverse cross-section of our global customer base, providing us with valuable insights into regional perspectives and challenges.

The total number of responses by region were as follows:

281

Global
customers

189

EMEA
customers

92

NORAM
customers





Having a diverse cross-section of our customer base allows us to gain insights that are both region-specific and globally relevant, enabling us to tailor our strategies to meet the unique needs of each market we serve.



Kate Mortenson
Product Analyst, Linnworks

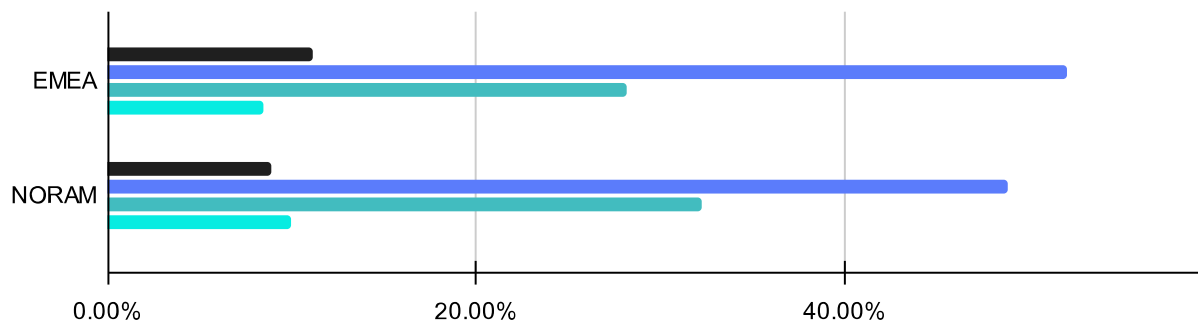
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What are your growth goals for 2024?

Understanding the growth aspirations of our customers is crucial for us to align our products with their strategic objectives. The survey revealed significant regional variations in growth goals, reflecting the diverse economic environments and business challenges faced by our customers.

What are your company's growth goals for the 2024 year?

- Maintain or slightly lower sales than last year
- Grow at the same percentage as last year
- Double last year's growth percentage
- More than double last year's growth percentage



Growing in EMEA

Customers in this region exhibited a more conservative approach to growth, with many citing external factors such as market conditions, supply chain disruptions, courier interruptions, and rising operational costs as major impediments. The cautious outlook in EMEA underscores the need for robust and flexible solutions that can help businesses navigate these challenges while pursuing sustainable growth.

Growing in North America

In contrast, North American customers displayed a slightly more optimistic outlook for 2024, with many respondents outlining specific initiatives and strategies aimed at driving growth. These include expanding product lines, entering new markets, and leveraging technology to enhance operational efficiency.



These insights are crucial in steering our product development and customer support strategies.

For our EMEA customers, we aim to deliver solutions that bolster resilience and mitigate risks amid economic uncertainties. Meanwhile, for our North American customers, we are committed to fueling their growth ambitions with tools designed for rapid scaling and market expansion.



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Business systems: What are your future needs?

The survey revealed that most respondents are confident in their current ecommerce operations software and have no plans to replace it in the next 12-24 months. This reflects the deep integration and essential role these solutions play in the core operations and success of their businesses, underscoring the trust and reliability they offer.

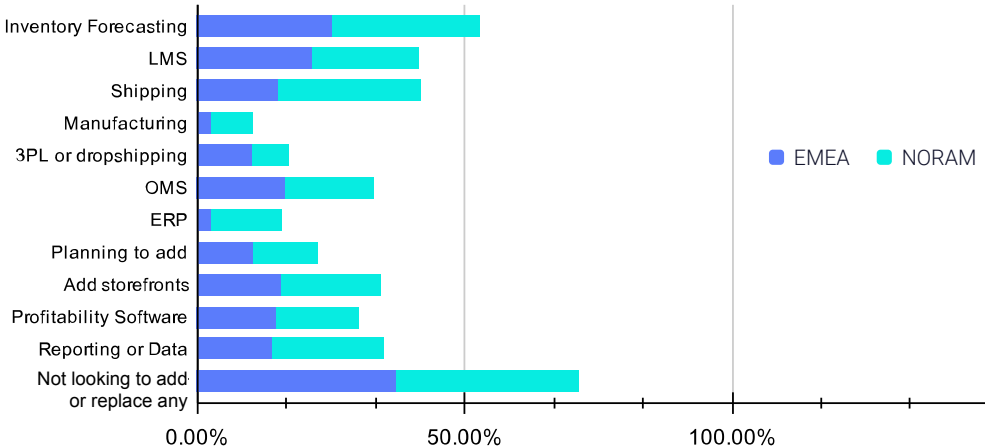
The responses highlighted a strong and consistent demand for enhanced forecasting and listing tools across all regions:

In the EMEA region, listings are an area of focus, with **21.58%** of businesses aiming to enhance this aspect, reflecting the importance of product visibility and management.

In NORAM, 26.37% of respondents emphasize the need for improved shipping solutions, highlighting the region's focus on logistics efficiency and enhanced customer delivery experiences.

Inventory forecasting is a shared priority, with **25.26%** of EMEA and **27.47%** of NORAM businesses identifying it as a critical enhancement area to optimize stock management.

Are you in the market to add or replace any of the following software to your business in the next 12-24 months?





Globally, our clients are prioritizing enhanced forecasting capabilities, underscoring its critical role in their operations.

In NORAM, the distinct shipping needs—whether due to current service provider capabilities or a logistical market shift—highlight an area ripe for deeper exploration.

While listings management ranks highly across regions, its prominence as the second highest need in EMEA presents a unique opportunity for us to engage our client base more thoroughly. By focusing on education, research, and understanding of existing gaps, we can better tailor our platform to meet these evolving demands.



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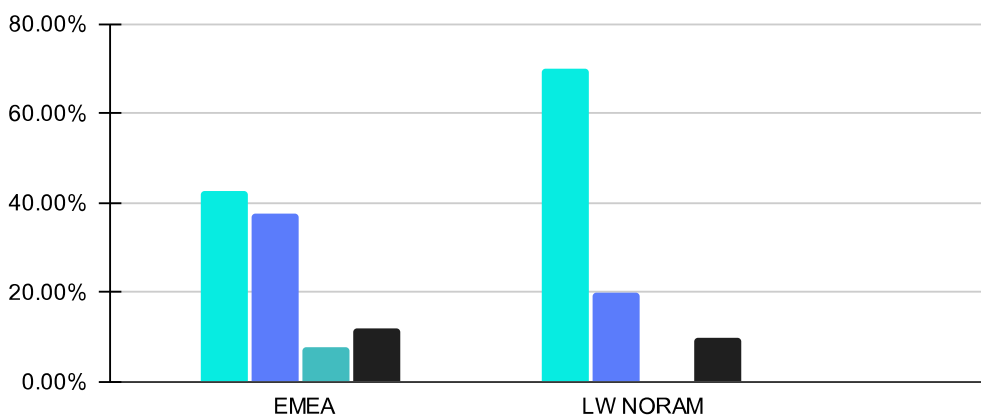
Going global: How are customers expanding in the near future?

Geographical expansion remains a key strategic focus for many of our customers, particularly as businesses continue to recover from the impacts of COVID-19. However, the survey responses revealed significant variations in geographic strategy across different regions:

<p>EMEA</p> <p>42.71% plan to maintain their footprint, 37.50% plan to grow internationally, 7.81% plan to reduce internationally.</p>	<p>NORAM</p> <p>70% plan to maintain their footprint, 20% plan to grow internationally, and 0% plan to reduce internationally.</p>	<p>Both regions show a similar interest in targeting specific countries—11.98% in EMEA and 10.00% in NORAM—highlighting a strategic approach to international growth that involves targeting high-potential markets with tailored strategies.</p>
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What best describes your geographic business strategy for 2024?

- I plan to maintain my same mix of domestic and international sales
- I plan to grow by expanding into more international sales
- I plan to reduce my international sales footprint and focus domestically
- Any specific countries or regions you're looking to expand into serving?





In reviewing the notable regional variations in our responses, it's clear that specific countries such as the UK, US, and EU are focal points for expansion.

Even today, in 2024, the enduring effects of COVID-19 are still shaping international business strategies, with many companies striving to rebuild growth amidst challenges. Competing with various fees and taxes remains a hurdle that businesses are navigating as they look to regain their competitive edge in the global market.



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What are the **biggest challenges you're facing?**

Many respondents highlighted the lingering impacts of COVID-19 on their international business operations. While some are focused on rebuilding growth and expanding into new markets, others face significant challenges in remaining competitive due to factors such as increased fees, taxes, and regulatory complexities.

These insights suggest that while geographic expansion remains a priority, businesses are approaching it with caution, weighing the risks and benefits carefully. To support these efforts, we're committed to providing innovative solutions that help businesses navigate the complexities of multichannel selling internationally.

Across the board, customers are struggling to reconcile the need for growth and expansion with profitability. For many customers, cyclical dependency issues cause slow decision making and can impact ability to respond to market changes. What's more, customers cite uncertainty as to whether they should embrace post-COVID expansion plans, or whether to focus on securing domestic growth instead.





Customers using Linnworks are primarily focused on long-term strategy and planning.

Many are navigating the complexities of expanding into new marketplaces, which requires careful planning and execution. The need for tools that can provide a holistic view of their operations and help them make informed decisions is paramount.

By contrast, SkuVault Core users are grappling with the challenge of scaling efficiently while managing increased inventory and warehouse operations. Over **16%** cite stock forecasting as a key issue, with **15.19%** concerned with inventory management, and almost **13%** focused on enhancing efficiency.



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Have you begun to explore AI within your business?

Like it or not, we're now in the era of AI. The question is: are businesses getting on board with it or not?

The data from different regions, including EMEA, NORAM, reflects a growing interest in AI, with many companies actively experimenting and integrating AI into their operations. This exploration marks a significant trend towards leveraging AI for competitive advantage and operational efficiency.

Here are three key insights from the research:

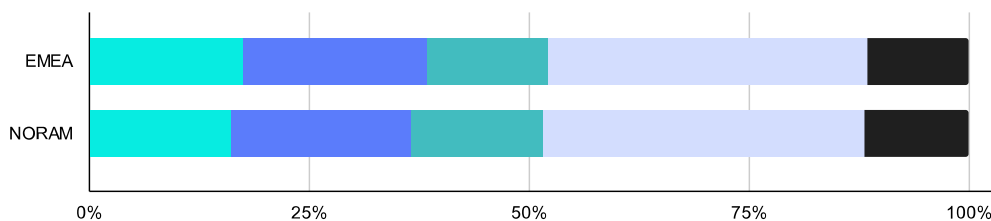
A significant portion of businesses are in the experimental phase with AI, with EMEA at **35.94%** and NORAM slightly higher at **36.56%**, indicating active exploration.

Interest in AI remains high, as seen with **20.83%** of EMEA and **20.43%** of NORAM businesses expressing interest, despite not having started implementation.

A small yet notable segment of businesses are fully committed to AI, with 'I'm all in' responses showing similar figures across regions, such as **11.46%** in EMEA and **11.83%** in NORAM.

Have you begun to explore any AI technology within your business?

- No, that's not for me
- No, but I'd like to learn more about how it can help different areas of my business
- Only when features are added to my existing software
- I've been trying some things out with it
- I'm all in - we have rolled out AI technologies to support at least one area of my business





When we talk with our clients and the market about their approach to embedding AI in their business, the conversations mirror what our research here shows - that there is cautious optimism in adding AI to the business, but that it's about finding the right problems that they can experiment with, safely.

Businesses are finding those right first problems, with more than **60%** of businesses sharing that they have begun exploring AI for their business in some way. These sentiments are shared globally and don't demonstrate strong differences across regions.



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How is Linnworks helping to **solve your ecommerce challenges?**

In EMEA, Linnworks is particularly valued for its ability to connect various systems, unlock growth opportunities, and manage inventory and orders through seamless integrations. More than **14%** of customers cited reporting and integrations as the biggest problems that Linnworks has helped to solve.

Customers in this region appreciate the breadth of capabilities offered by Linnworks, which helps them tackle complex business challenges within their tech stack and provides a full, connected picture of their ecommerce operations.

In North America, SkuVault Core is recognized for its task-specific capabilities, particularly relating to inventory management and warehouse management. The survey results highlight the following key points:

Ease of use: Customers consistently emphasize the importance of SkuVault's ease of use, which allows them to efficiently manage physical spaces and perform essential tasks such as inventory control, barcode scanning, and procurement.

Task-specific capabilities: SkuVault is valued for its ability to handle specific tasks within the warehouse, such as managing stock levels, tracking orders, and optimizing warehouse layouts. This focus on task-specific functionality makes SkuVault an essential tool for businesses that need to manage complex, high-volume operations.



Our clients demonstrate a clear distinction in how they perceive our different product offerings.

SkuVault is greatly valued for its specific features and tools, such as IMS, WMS, Kits, and Purchasing, which are essential for task-specific applications. This reflects its role as a powerful toolset for operational tasks.

On the other hand, Linnworks is perceived as aligning with our core value proposition of connected commerce-ops, with respondents acknowledging its critical role in addressing the complexities of omnichannel selling. This highlights Linnworks' integral function as a cohesive system within their broader business operations.



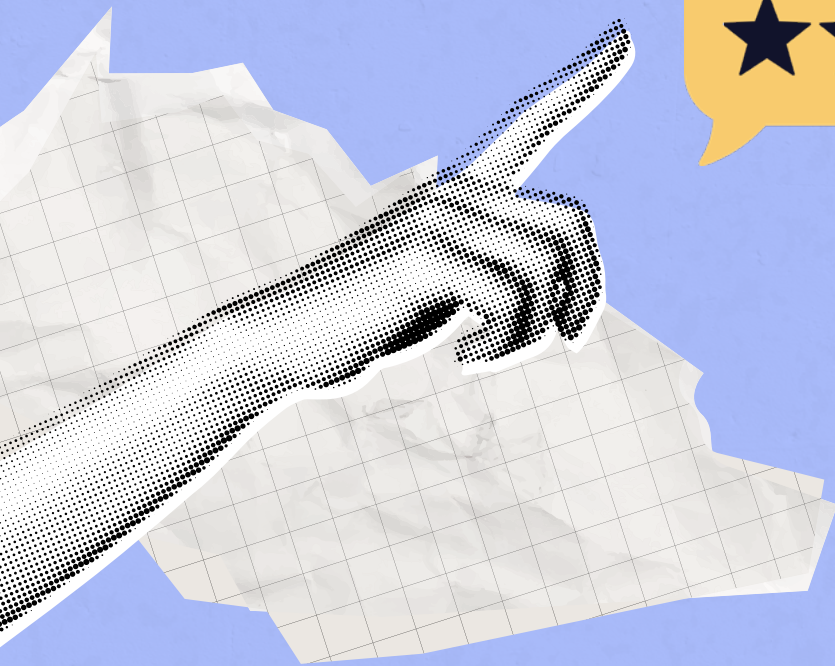
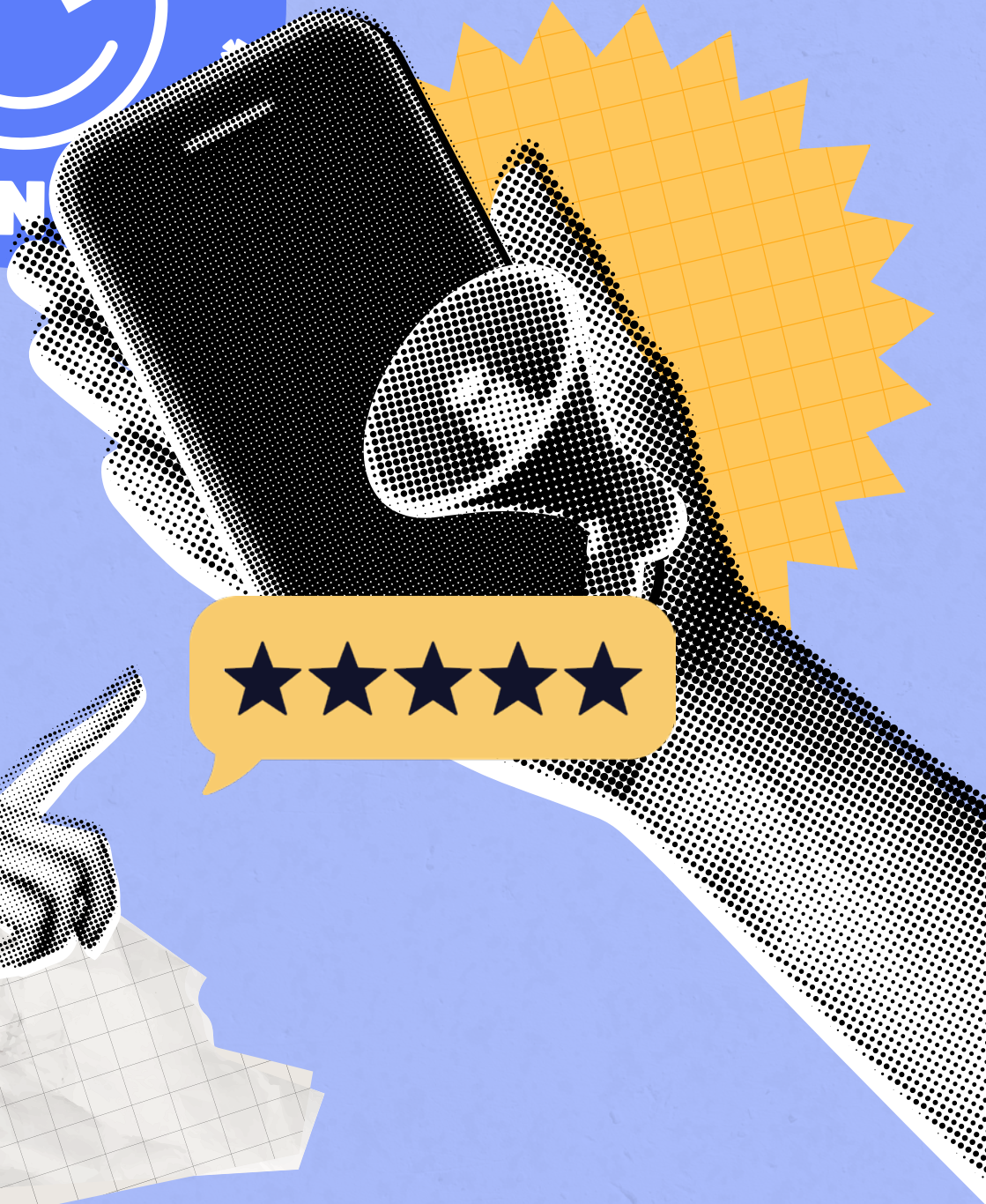
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Thank you for participating in the **Linnworks Product Survey 2024**

Thank you to all the customers who participated in this year's survey. Your feedback is invaluable, and it is the driving force behind our commitment to continuous improvement. The insights you have provided will guide our efforts as we work to shape the future of Linnworks and SkuVault Core, ensuring that our products continue to evolve in ways that meet your business needs.

As we move forward, we are dedicated to leveraging these insights to enhance our offerings, improve our customer experience, and support your growth and success. We are excited to embark on this journey with you and look forward to achieving even greater success together in 2024 and beyond.

We are always open to receiving feedback, so if you have suggestions for our product, please add them to our [Suggestions Portal](#). Otherwise, [reach out to our Support](#) to share your thoughts.





Find out how Linnworks can grow your business.
Request a demo at www.linnworks.com/demo