

## Peak season is flattening: byrd data shows fewer order spikes — why that's good for the customer experience and e-commerce margins

- byrd's six-year shipment analysis indicates the traditional Nov–Dec “peak” is **flattening**, with fewer acute order spikes across Europe; the **relative uplift vs. the rest of the year has decreased by 92 percentage points** (byrd data; 2018–2024).
- **Earlier, longer campaigns** are spreading demand. byrd's merchants are shifting to offers that span over longer periods, for example replacing “Black Friday” offers with “Black week” offers. Studies confirm: in 2024, **63%** of retailers extended Black Friday campaigns and **48%** started earlier; **average campaign length increased by +6 days** ([IMRG](#)).
- **Smoothing volumes can reduce logistics costs** as carriers introduce peak surcharges — for example, **DHL (Germany)** adds **€0.50 per parcel from 24 Nov–7 Dec 2025, in addition to** the already existing €0.19 Nov–Dec peak surcharge.

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**Vienna, Austria**

byrd, the European e-commerce fulfillment provider, today shared new findings from its shipment datasets indicating that the traditional holiday “peak” is flattening across Europe. A few years ago, order volumes around Black Friday/Cyber Monday surged significantly — in fact, byrd registered a +200% YoY increase from 2019 to 2020. Recently though, compared to the pre-pandemic era, the **relative uplift in November–December versus the rest of the year has decreased by 92 percentage points**, resulting in fewer extreme spikes and more predictable warehouse and carrier operations. Delivery performance during peak has normalized too: peak-time delivery adds only a modest amount of extra time (roughly half a day for standard services), versus a significantly larger gap a few years ago.

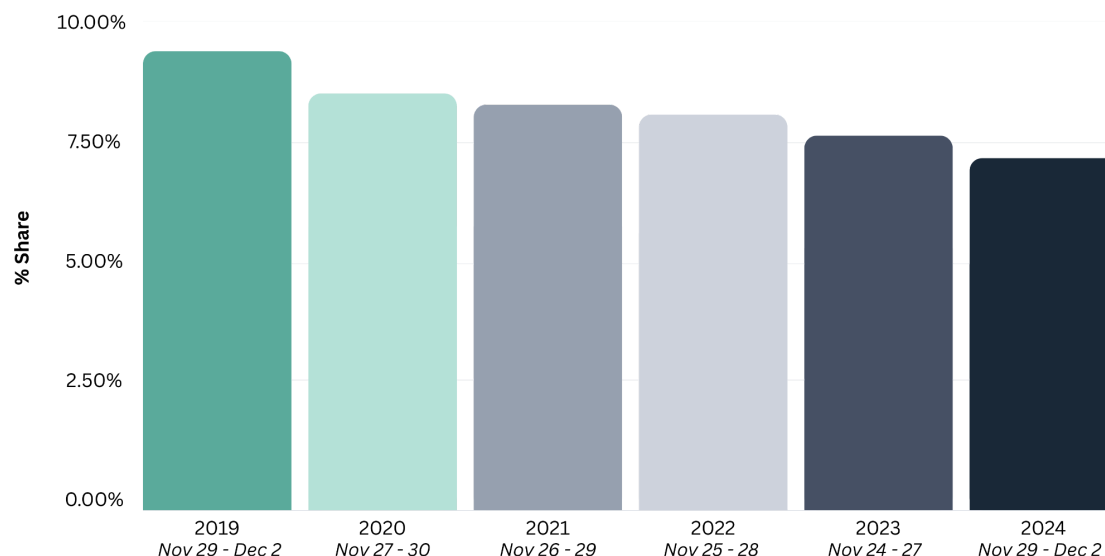
**Petra Dobrocka, Founder & Chief Commercial Officer at byrd, confirms:**

“Across our network, we’re seeing fewer extreme peaks and more predictable Q4 curves. That’s good news for brands and shoppers: steadier fulfillment, fewer bottlenecks, and a better post-purchase experience.”

### Why the peak is flattening

One driver is how the peak is now spread across Q4. According to IMRG's Black Friday tracking, retailers are launching promotions earlier and running them longer. **byrd's internal**

**data indicates that, over the last four years, the share of BFCM order volumes relative to all of Q4 has dropped by 23%.** At the same time, shopper behavior has shifted: surveys indicate that nearly a quarter (23%) of consumers plan to finish their holiday shopping before November, which further disperses demand beyond a single weekend.



Share of BF/CM order volume compared to Q4 volumes, byrd data & illustration

## Carrier surcharges across Europe influence e-commerce sales

Most carriers apply peak surcharges. As an example, DHL (Germany) has introduced a “Peak-in-Peak” surcharge of €0.50 per parcel from 24 November to 7 December 2025, on top of the existing €0.19 peak surcharge applied across November and December. Amazon also applies a holiday surcharge for its FBA (Fulfillment by Amazon) program. For many brands, these fees create a clear incentive to pull forward or push out shipments to avoid surcharge windows — another reason to smooth demand rather than concentrate it.

An overview of carrier surcharges across some selected countries in Europe is available here: <https://blog.getbyrd.com/en/peak-surcharges-europe>.

## How byrd tackles peak season challenges

For byrd, this means adjusting the allocation of additional labor and capacity across its network and reaching out to merchants in early September to align forecasts and peak plans for the remainder of the year. On top of that, the third-party logistics provider leverages its multi-carrier network and routing capabilities, which enable byrd to steer volume around surcharge windows

where possible while maintaining service levels. Petra Dobrocka explains: “Our smart multi-carrier routing enables us to always choose the shipping service provider with the lowest costs — also considering the extra fees. This enables us to automatically shift volume during surcharge windows where possible.”

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### **About byrd**

byrd is a European fulfillment provider that connects e-commerce brands with a best-in-class logistics network across the EU and the UK. Through a single integration, merchants access scalable warehousing, fast delivery across markets, and multi-carrier routing — with the analytics and support to keep post-purchase experiences strong year-round.