European Express Benchmarking 2004

Europe's Leading Express and Parcel Delivery Providers

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Why buy these models?

• Benchmark the operational and financial statistics of the top players in the industry
• Compare the potential in your own market to that of the rest of Europe
• Review the market shares of the top players in the key EU countries
• Examine the business strategy for the key express and courier companies in Europe
• Conduct your strategic planning from the most informed position
An introduction to the model

Datamonitor's **Express Benchmarking Database 2004** provides extensive data and analysis of 25 leading express and parcel delivery companies in Europe. The product provides insight into the operational and financial statistics of the top players in the industry, their market shares in key countries and the strategies that they are employing. The database includes a benchmarking of the leading pan-European operators on key criteria.

The European express industry forms one of the fastest growing segments in the transportation business. Industry consolidation has continued apace as express and parcel delivery companies merge, make acquisitions and form strategic alliances in order to gain scale and enhance their capabilities. 2005 promises new opportunities for these companies with the expansion of the EU. Europe's fast moving express industry proves difficult to keep track of and the players must be aware of competitors' operations, changes within the industry and opportunities.

Scope and coverage of the model

- **Sector coverage**: Express and parcel delivery market
- **Geographical comparison**: Euro 'Top 8' markets, European Union
- **Top 25 players within the market**, in terms of size and geographical coverage
- **Company benchmarking**: 'Top 6' express companies benchmarked against each other, both in terms of operational and financial criteria

The Database has three key components

- **European benchmarker** – Analysis and market shares of the top players for the eight major European express markets
- **Company benchmarker** – Including European market shares by player, operational and financial benchmarking and European ranking
- **Company profiler** – Profiles of the top 25 Pan-European and national express and courier companies in Europe
Sample findings from the Database

Deutsche Post World Net (DPWN), comprising the express and parcel operations of Deutsche Post and DHL, was the leading provider of parcel services in Europe, with 18% share of the market.

The second biggest player in terms of market share is La Poste / GeoPost, which includes the combined operations of ColiPoste, Taxicoli, TAT Express, Chronopost International and DPD, with 9.4% market share. La Poste is closely followed by TPG / TNT, with 9.3% market share. UK group Royal Mail, including the operations of Parcelforce and GLS, is the fourth biggest player with 7% market share. US integrators UPS and FedEx have 6% and 2% market share respectively. The value of the European express and parcels market for the countries included in this study was €34.7 billion in 2003. The ‘big six’ control more than half of this total.

Several smaller competitors within individual countries compete with the bigger players for a place in the market. Nevertheless, most European countries share one commonality: the market leader is usually the incumbent national postal operator and its express subsidiary. In the majority of countries included in this study, the national postal operator is followed by DHL as the second biggest player in terms of market shares.

The five leading players in the Spanish express and parcel delivery market accounted for nearly 60% of the total sector in 2003. The market remains primarily dominated by domestic players, such as Seur, MRW and the national postal operator Correos y Telégrafos. However, in early 2003, Deutsche Post decided to incorporate into DHL Iberia its Spanish acquisitions (Guipuzcoana Euroexpress, Danzas and DHL) in a process expected to conclude during 2005. The estimated market share of the new DHL Spain is 16.2%, which would position the company in a leading position within the sector, challenging both Seur and MRW.

The UK express delivery market remains very competitive and fragmented, with some 20 established operators. The market is primarily business driven and this is reflected in the distribution of express services as well as in the proliferation of players. Nevertheless, the UK express market is still headed by the incumbent postal operator and its express subsidiary, a pattern repeated in most European countries. The combined parcel operations of Royal Mail and Parcelforce place the group at the top of the table, with an estimated 21% market share. DHL UK follows closely, increasing its share of the market to 20.1% after integrating the operations of Securicor Omega Express. TNT UK remains in third place, although quite behind Royal Mail/Parcelforce and DHL.
Download the following information...

**Market Overview**
Eight national market categories, plus Europe. Provides total market values and volumes per service level, destination, type of recipient and country, giving a clear picture of the express market landscape.

**Country analysis**
Eight national markets, plus Europe. It includes analysis of key criteria such as the market segmentation by service level, destination or type of recipient in each country and also for Europe as a whole. Datamonitor's expert commentary is also provided here.
Research methodology

Through our ongoing Research Program, Datamonitor tracks the key developments in the Express parcels market as they happen. We have developed a rigorous methodology, with extensive research at each stage. Data on market volumes and values was obtained through a combination of Datamonitor’s in-house database and an intensive survey involving leading express companies in Europe. This data and analysis program, together with extensive cross-checking, ensures the highest standards of data quality and reliability.

Using the database as a strategic tool

• **Compare the potential in your home market to that of other European countries**
  It is essential for companies to keep a close track of how well their specialized market is performing in current and potential geographies to assess which are worthy of greater investment and which require rationalization. To ensure future growth as a parcel-delivery company new geographic regions must be monitored constantly to evaluate the potential for market entry. This becomes especially important when considering the consolidated nature of the European Express market and the vast potential for entry into new geographic regions through acquisition.

• **Review the long-term growth of your geographies, industries and service levels**
  Monitoring your own market place is essential for any organisation. Datamonitor’s market maps provide independent, unbiased and insightful market forecasts to ensure that you are in the most informed position to conduct all strategic planning.

• **Assess where can you expect to grow your business**
  Datamonitor’s market map will enable you to find out which market segments are most likely to grow in the future. Use this information to focus your business acquisition efforts and to determine if you need to adjust your product portfolio.
Interested in this topic?

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