



RJW

2026 Consolidation Advantage Guide

A quick reference guide for brands navigating why retail consolidation matters for their company in 2026.



The 2026 Retail Landscape

Retailers are tightening expectations across delivery windows, accuracy requirements, and deduction policies. Recent industry surveys show that a majority of CPG suppliers have seen retailers narrow delivery windows and increase OTIF penalties, with major retailers implementing fines of up to 3% of COGS for non-compliant shipments¹. At the same time, supplier networks are becoming more complex. Reports from Deloitte, KPMG, and S&P Global cite transportation volatility, rising operational costs, and a surge in supply-chain complexity as key factors challenging year-over-year performance.

Against this backdrop, efficiency, control, and reliability have never been more important. That’s why retail consolidation has emerged as one of the most effective strategies for Consumer Packaged Goods (CPG) suppliers to meet these rising demands while protecting margins and improving supply chain stability.

RJW has led this model for more than a decade—and today, it remains the most proven path to predictable, retailer-compliant supply chain execution.

How Retail Consolidation Works

CPG suppliers leverage economies of scale by sharing truckloads with other customers to create a single, full truckload to the same retailer distribution center. Inventory is consolidated with other products at strategically located warehouses, then taken by truck directly to a retailer distribution center. **This approach creates the most efficient route to retail by eliminating supply chain redundancies.**

In fact, one truckload shipment in our Retail Consolidation program replaces 34 Less-Than-Truckload (LTL) shipments. Beyond transportation cost savings of 20-30%, our customers benefit from the highest performance rates in the industry – 98% On-Time and 99% In-Full, with nearly 100% inventory accuracy.



¹ McKinsey & Company, Great service—but who’s paying?, <https://www.mckinsey.com/capabilities/operations/our-insights/great-service-but-whos-paying?>

Why Retail Consolidation Matters

Consolidation centralizes inventory, reduces unnecessary handoffs, and creates more predictable transportation and replenishment cycles. Compared to fragmented less-than-truckload shipping, freight consolidation gives suppliers greater control and consistency across every point in the supply chain. Suppliers benefit from:

- **Eliminated Retailer Fines**

RJW's deep retailer expertise, in-house Value-Added Services, and precise scheduling practices ensure suppliers meet evolving retail compliance requirements. Our performance—98% On-Time and 99% In-Full—helps customers eliminate fines while developing a more efficient, resilient supply chain

Where other 3PLs react to retailer changes, RJW anticipates them, keeping suppliers ahead of deductions and disruptions.

- **Decreased Lead Times to Distribution Centers**

Suppliers benefit from getting products to shelves faster and more cost-effectively—all while maintaining product integrity. This means suppliers experience the highest in-stocks, and ultimately sales.

- **Improved Inventory Management**

Retail Consolidation increases product freshness at retail, decreases safety stock and dramatically reduces shortages – all while enabling better forecasting and more stable replenishment cycles. Suppliers benefit from improved relationships with retailers which translates into an increased shelf presence, line extensions, and higher sales.

- **Achieve Sustainability Gains**

Lower carbon footprint with fewer miles and more efficient routing. RJW's retail consolidation program removes an average of 34 LTL shipments from the road for every consolidated truckload—significantly reducing carbon footprint and supporting retailers' increasingly stringent ESG expectations.

How Consolidation Supports 2026 Goals

As retail standards rise and cost pressures increase, consolidation offers both operational and strategic benefits. It stabilizes performance, enables predictable planning, and supports scalable growth across retailers—all while reducing risk in areas where suppliers are most vulnerable to deductions and delays.

For leading CPG brands, consolidation is not just an improvement to the shipment model—it is a competitive advantage.

Strengthen Your Network for 2026 and Beyond

As you plan for 2026 and beyond, now is the time to strengthen your supply chain for performance, predictability, and growth. RJW gives CPG brands the edge – with the scale, insight, and precision needed to outperform retailer expectations and unlock growth. Consolidation may be the strategy, but RJW is the advantage.

To learn more or explore how consolidation can support your network, contact RJW Logistics Group.

Ready to build a smarter, more resilient supply chain? Partner with the Retail Logistics Experts.



Count on us to help your brand navigate consolidation to support your business.

Visit our website at rjwgroup.com or call (630) 424-2400.