

UK Consumers Say:

WE WANT BETTER DELIVERY OPTIONS FOR E-COMMERCE PURCHASES

Survey results show why online retailers must offer consumers more flexible delivery options or risk losing e-commerce sales to businesses that do.

Growing Consumer Expectations...

99% of survey respondents expect to receive their order within **1 week**.



53% now expect the estimated time of delivery to be precise within three hours or less.



are willing to pay extra for **“Perfect Delivery”** where and when they specify.

If Consumers Must Pick Up Parcel...

they expect travel distance to be short.

Only **1 in 10** said they'd be willing to travel 5 miles



... and **4 in 10** (39%) will only go as far as the nearest parcel pickup location.

Consumers Left Wanting...

57%

say that current delivery options offered by retailers are **not satisfactory**.



51% say it is often the case that “the parcel delivery reaches their home address when they are **not at home** and/or **misses the appointment time**.”

Abandoned Online Shopping Carts...

91% of consumers check delivery options prior to checkout.

Almost **1/2**



of shoppers **abandoned their baskets** due to poor delivery options.