

How Retailers Can Use Faster Delivery to Rebuild Brand Loyalty and Meet Consumer Expectations

1 Consumers Expect Deliveries Within 2 Days When Shopping Online



Delivery speed drives consumer participation in loyalty programs.

83% that joined a loyalty program to get faster delivery consider an **acceptable delivery time to be within 2 days**.

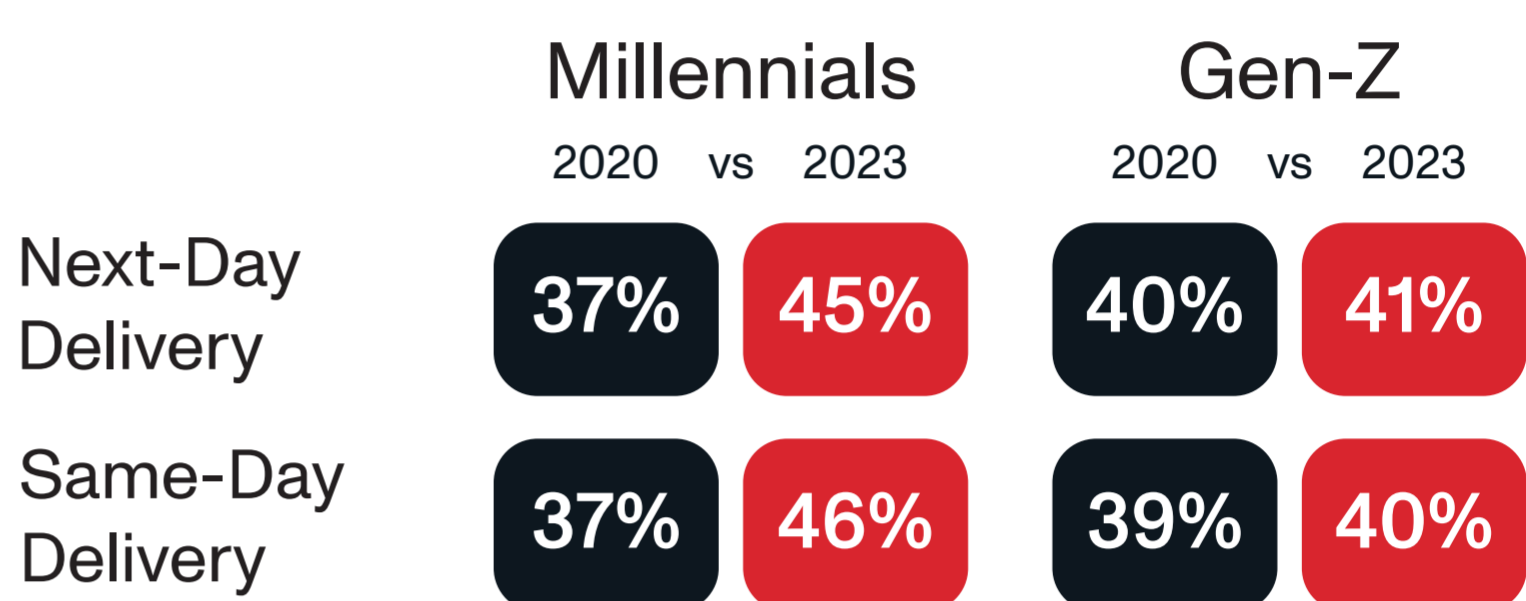
Delivery Speed That Drove Consumers to Purchase Online Over In-Store



2 Consumers Are Choosing Retailers With Faster Delivery Options

Most consumers chose one retailer over another due to **next-day (71%)** and **same-day (67%)** delivery.

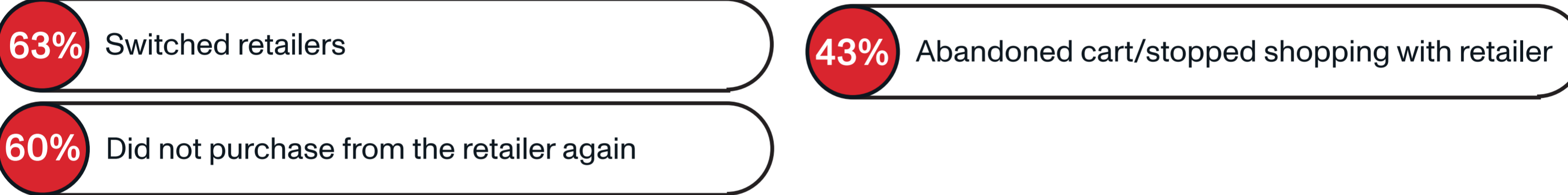
Likelihood of Trying a New Retailer Among Younger Shoppers



3 Slow Delivery Is Driving Customers Away

70% of consumers consider **slow delivery to be 3+ days** after placing an order.

Impacts of Slow Delivery on Consumer Purchasing Decisions

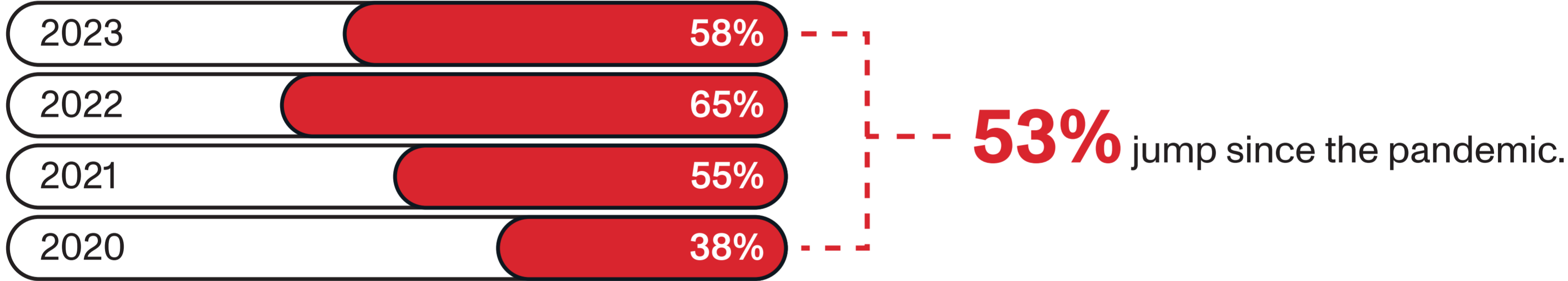


4 Consumers Are Paying for Faster Delivery

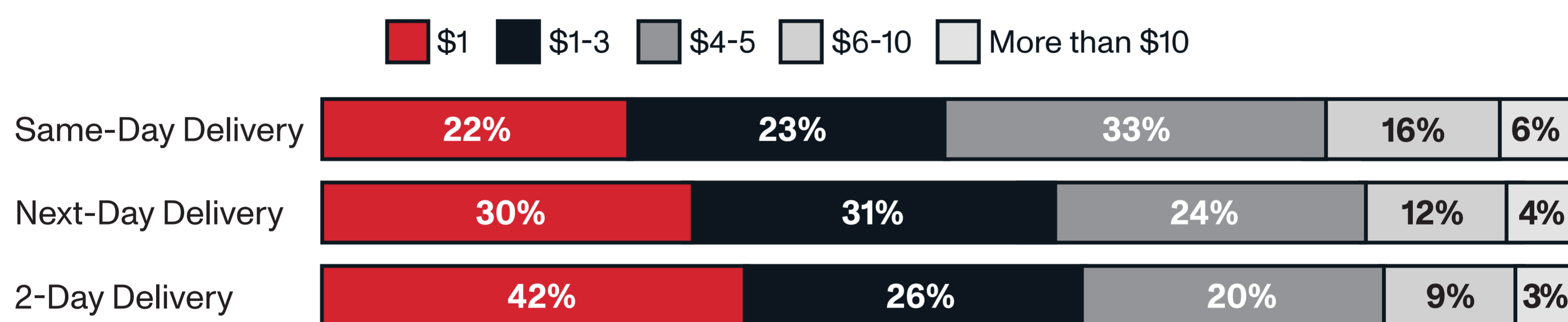
58% of consumers have paid more for faster delivery in 2023.

62% of consumers in June 2020 had never paid for expedited delivery.

Consumers Who Paid For Faster Delivery



Amount Consumers Will Spend on Faster Delivery

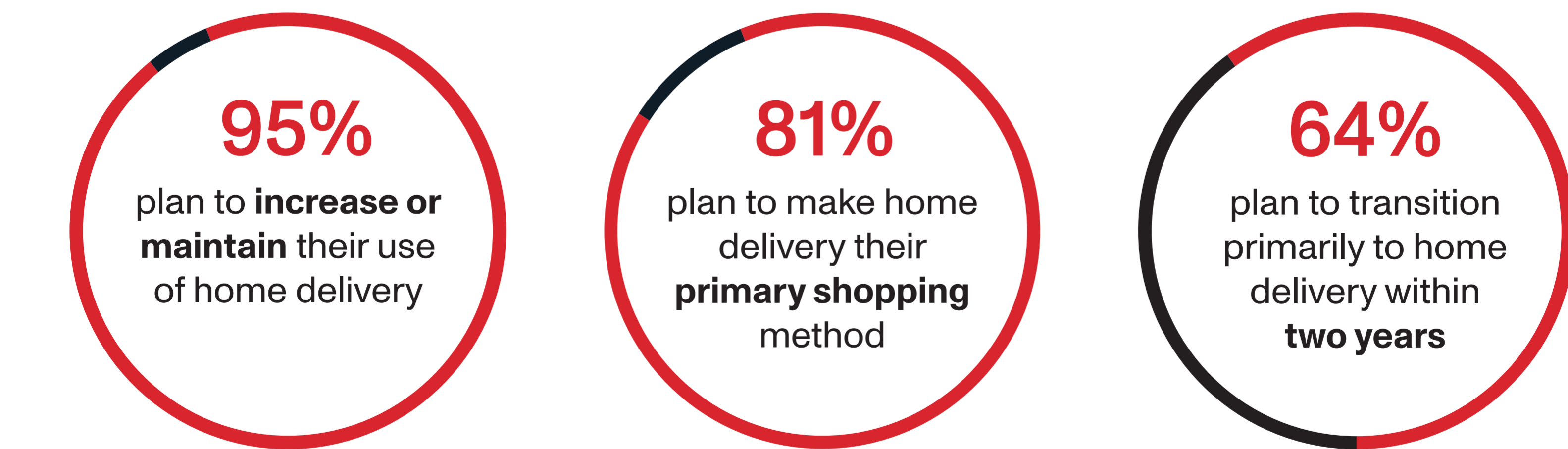


5 The Demand for Home Delivery Is Growing

Preferred Delivery Methods



Future Use of Home Delivery



6 Free Shipping Remains a Critical Purchase Driver

75% of consumers view **free shipping as the top consideration** when shopping online.

59% of consumers **won't shop with a retailer that doesn't offer free shipping**.

Slow delivery (78%) and expensive shipping (55%) lead consumers to abandon their carts.

Results of Expensive Shipping

