

UK Delivery Benchmark 2026

Issue 4



100 Mystery Shops During Peak · 2,000 Shoppers Survey

KEY INSIGHTS



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£36bn

non-food baskets abandoned due to delivery friction



29%

of baskets abandoned by highest-value shoppers (22.3% overall)



61%

of high-value shoppers prioritise delivery choice over cost



5 vs 2.6

delivery options expected vs average offered by retailers



73%

less likely to buy again after a failed delivery promise



59%

of all shoppers have abandoned a retailer over poor delivery



76%

willing to pay extra for premium — only 15% of retailers offer it



£3.50

shopper max for standard delivery — 77% of retailers charge more