

The UK Delivery Benchmark 2026

Issue 4

100 Mystery Shops During Peak · 2,000 Shoppers Survey

WHAT CONSUMERS WANT VS. WHAT RETAILERS OFFER

Category	What Shoppers Want	What Retailers Offer
 Choice	5 options spanning home, out-of-home & speed tiers	Avg 2.6 options; only 15% of retailers offer next-day or express
 Speed	Delivery within 2.5–3.5 days; options for different urgency	Avg 3.3 days — polarised: 43% too fast (wasted cost), 34% too slow
 Cost	Max £3.50 standard; free delivery above a basket threshold	Max Avg £3.95 (mean £4.24); 77% charge above the £3.50 threshold
 Reliability	Deliveries well within estimated window; 3 emails only	29% missed or barely met promises; avg 5.8 emails sent per order
 Sustainability	Eco option where possible; right-sized recyclable packaging	1% offer eco delivery; 14% used oversized packaging; 60% note recyclable materials



Read the Complete Report

