

The UK Delivery Benchmark 2026

Issue 4

100 UK Retailers Mystery Shopped During Peak

Same Basket Value | Same Postcode | Standard Delivery Benchmark

DELIVERY PERFORMANCE BY INDUSTRY



Clothing & Footwear

Delivery Choice
3.5 delivery options (highest)

Delivery Speed
2.9 days average (fastest)

Delivery Cost
74% charge above £3.50

Missed Promise Risk
Faster delivery improves reliability, but over-investment in speed

Industry Takeaway
Strong performance but margin pressure from speed



General Merchandise & Gifting

Delivery Choice
3.1 delivery options

Delivery Speed
Mid-range performance

Delivery Cost
76% charge above £3.50

Missed Promise Risk
Peak urgency increases risk if promises aren't met

Industry Takeaway
Opportunity to improve reliability and premium options



Health & Beauty

Delivery Choice
2.7 delivery options

Delivery Speed
3.8 days average (slowest)

Delivery Cost
74% charge above £3.50

Missed Promise Risk
Slower delivery increases likelihood of missed expectations

Industry Takeaway
Speed and reliability gap



Homewares

Delivery Choice
2.1 delivery options (lowest)

Delivery Speed
3.6 days average

Delivery Cost
100% charge above £3.50

Missed Promise Risk
High cost + slow delivery = highest risk of missed

Industry Takeaway
Largest conversion risk



Other (Pets, Lifestyle, Sports & Outdoor)

Delivery Choice
2.8 delivery options

Delivery Speed
Mid-range

Delivery Cost
70% charge above £3.50

Missed Promise Risk
Inconsistent delivery experience

Industry Takeaway
Opportunity to differentiate



Overall Mystery Shop Finding

29% of retailers missed or nearly missed their delivery promise during peak.

This creates:

- ↓ Lost conversions
- ↓ Reduced trust
- ↓ Lower repeat purchase

Industry	Choice	Speed	Cost	Missed Promise Risk
Clothing & Footwear	3.5	Fast	High	Lower
GM & Gifting	3.1	Medium	High	Medium
Health & Beatuy	2.7	Slow	High	Higher
Homewares	2.1	Slow	Highest	Highest
Other	2.8	Medium	Medium	Medium



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