

UK Delivery Benchmark 2026

Issue 4

100 Mystery Shops During Peak
2,000 Shoppers Survey



WHAT THE MYSTERY SHOP REVEALED



2.6

avg delivery options
at checkout (3.5
including in-store click
& collect)



33%

of retailers don't offer
next-day delivery,
15% offer neither
next-day nor
express delivery



43%

delivered faster than
expected (under 2.5
days); 34% slower
than tolerable
(3.5+ days)



£3.95

median standard
delivery fee — above
the £3.50 shopper
tolerance ceiling



29%

of retailers missed or
narrowly met their
own delivery promise
at peak



5.8

emails sent per order
on average —
shoppers say 3
is sufficient



1%

of retailers offered a
clearly labelled
sustainable delivery
option
at checkout

Read the
Complete Report

