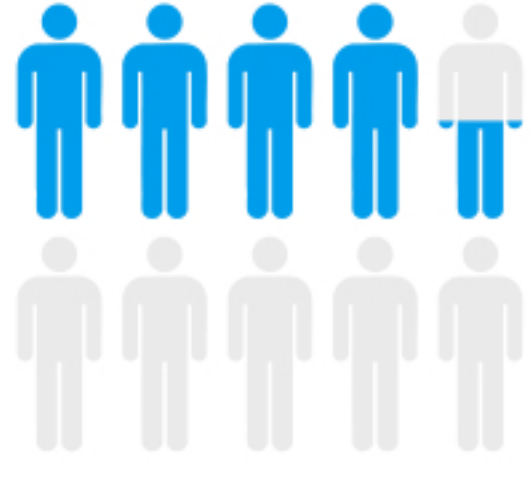
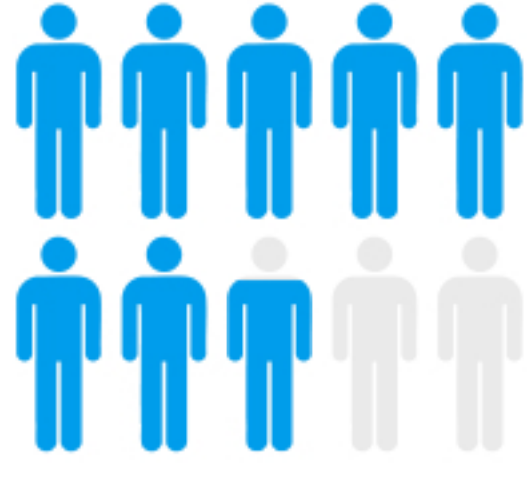


2025 Home Delivery Consumer Sentiment Study

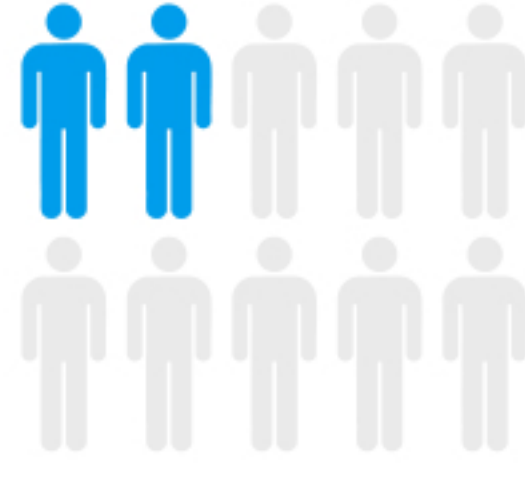
General Home Delivery Findings For Under 35s

**43%**

Under 35s are driving delivery growth—43% increased their online spend year-on-year

**79%**

of under 35s experience delivery problems over a 3-month period, compared to 66% of all users

**20%**

have given up on returning goods (compared to only 6% of seniors)

Negative Consumer Delivery Experiences

22%

arrived much later than expected

20%

came at a different time than was expected

17%

said the delivery time offered was longer than they were happy with

12%

said delivery didn't arrive at all

11%

had difficulties contacting customer service about a problem

11%

of drivers couldn't find the right location and didn't make the delivery as expected

8%

of delivery slots offered lacked flexibility

6%

said neither the retailer nor the delivery company took responsibility for the low quality of the delivery

The Top Negative Outcomes Stemming From Delivery Problems



66% of all consumers surveyed were affected by poor delivery experiences.

The top three negative outcomes stemming from delivery problems in 2025 were:

22%

Lost trust in delivery company

20%

Lost trust in retailer

19%

Did not order from the retailer again

Consumers' Delivery Preferences

**37%**

Lowest cost, speed is less important

**19%**

Fast and precise, cost is less important

**18%**

Precise delivery window, speed is less important

**13%**

Most environmentally friendly, speed is less important

**13%**

Fastest, timeliness is less important

The Bottom Line: Under 35s Are Dissatisfied



Only

11%

of under 35s are satisfied with the delivery process

**21%**

admit to not ordering from a retailer again in response to mediocre delivery experiences

Retailers risk profitable long-term relationships with the under 35s