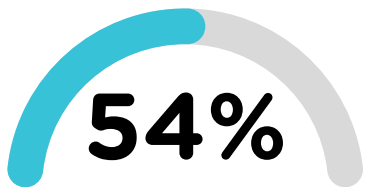# eCommerce Delivery Costs
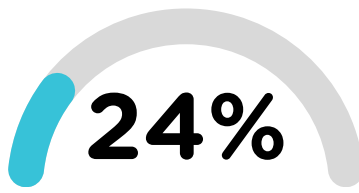## eShoppers ranked delivery cost their #1 priority

When making decisions in 2023 on which non-grocery items to buy online and from where, delivery cost is ranked #1 priority for e-shoppers in 2023.
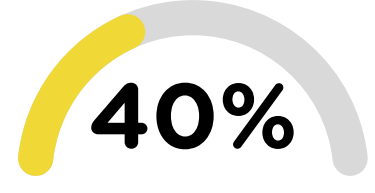
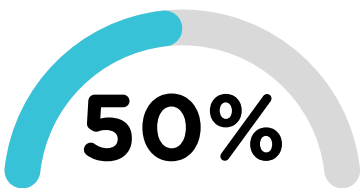## Some statistics about delivery costs are:
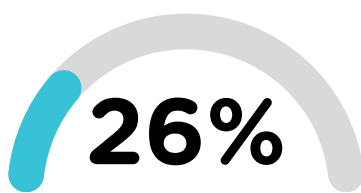
54%
54% ranked delivery cost to be #1

24%
24% ranked quick delivery to be #1

40%
Green/sustainable delivery was ranked least important by 40% of the respondents
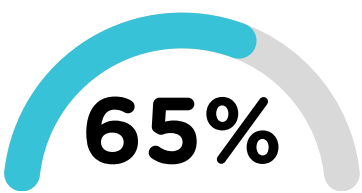
50%
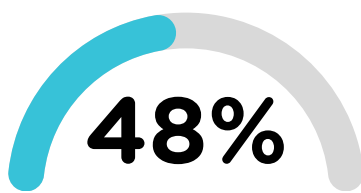50% of consumers could be lost if the delivery cost is above £5.95

26%
26% of respondents find the idea of £30 annual fee for free delivery somewhat appealing
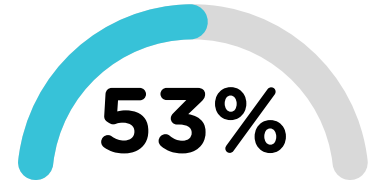
7 Days
Delivery within 7 days is bearable by consumers only with free delivery, while 2-3 days delivery is OK for delivery cost under £4.95

65%
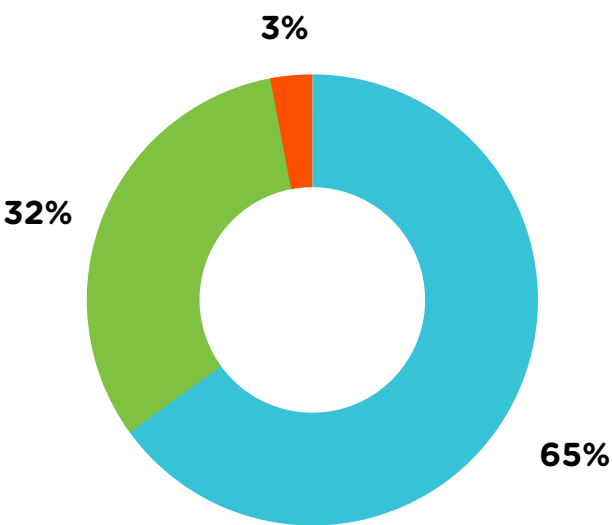65% of respondents think that returns should be free in any circumstances

48%
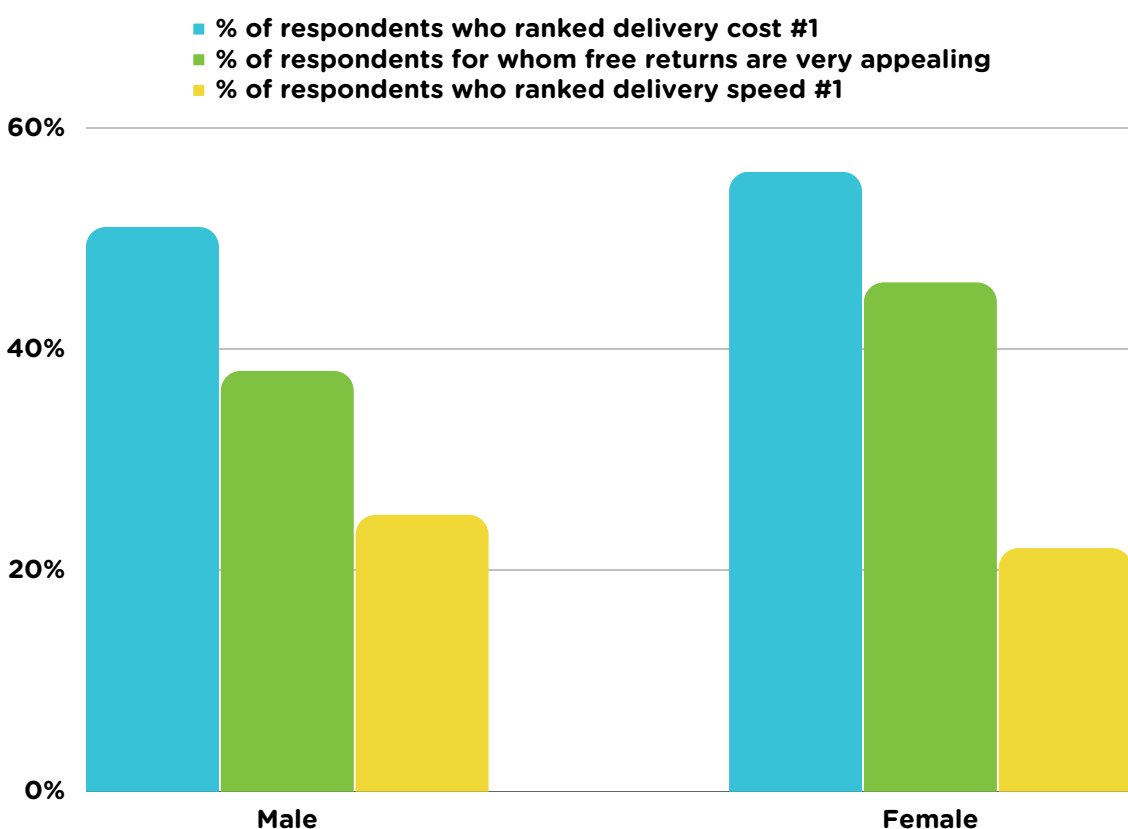48% of frequent e-shoppers definitely/might be interested in £20 annual fee for free returns

53%
53% are definitely not interested in £40 annual fee for free deliveries and free returns

Most of respondents think that returns should be free

- 3%
- 32%
- 65%

- ■ Returns should always be free, in all circumstances
- ■ Returns should be free only where the retailer has sent the wrong item or the item is faulty
- ■ It is reasonable to expect the customer to pay for the return

The importance of a quick delivery speed is decreasing with age, while the importance of delivery cost is increasing

- ■ % of respondents who ranked delivery cost #1
- ■ % of respondents for whom free returns are very appealing
- ■ % of respondents who ranked delivery speed #1

60%

40%

20%

0%

Male   Female

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