

Attitudes towards Retail Home Delivery and Collection Services - UK - October 2016

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“With online volumes continuing to rise, order fulfilment, be it delivery or collection, is becoming an increasingly important aspect of a retailer’s offering and one that consumers will increasingly base purchasing decisions on. It is not necessarily about the speed of a service, it is about offering the customer options to suit each individual purchase and need.”

– Nick Carroll, Senior Retail Analyst

This report looks at the following areas:

- **Delivery passes: Worth the cost of entry?**
- **Drones: The next frontier for retail logistics?**
- **Gearing delivery options to ease pressure on logistics**

The popularity of online retailing within the UK shows no signs of slowing down; in fact it is estimated to continue to grow in double digits through to 2021. Therefore with more of the retail market moving online, how retailers fulfil orders has, and will continue to become, more important.

With increasing volumes online comes increasing wants, demands and needs from consumers and therefore retailers must have a broad set of delivery options at their disposal. The choice between the two also should not be binary for the consumer and retailer delivery options must be flexible both at the time of ordering and during the last-leg delivery process. Re-routing of orders in -transit has begun to be seen in the market and this is likely to be the future of order fulfilment, for example agile last-mile logistics which can react to consumers’ own situation. The biggest players in the online space are already investing heavily in their last-leg fulfilment logistics, and increasingly bringing them in-house, to be more flexible in the services they can provide to their customers.

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At the press of a button

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