

WHAT MATTERS TO TODAY'S CONSUMER:

DELIVERY & FULFILLMENT

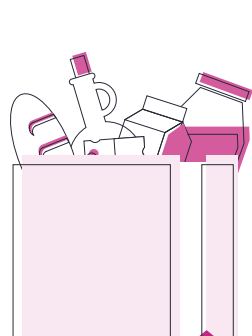


As the line between online and offline shopping increasingly blurs, shoppers across all geographies and demographics expect faster delivery and a wider range of delivery options, regardless of channel of purchase.

**4 in 10**

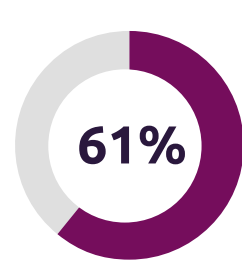
shoppers globally expect to have significant interactions with online channels even after the pandemic is over

The importance of Delivery & Fulfillment

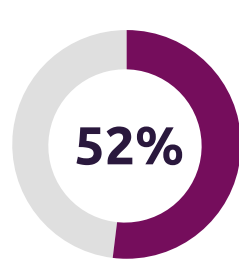
**42%**
of grocery shoppers**43%**
of health & beauty shoppers

say that delivery and fulfillment are the most important service attributes

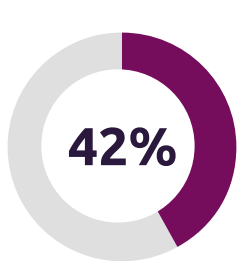
What grocery shoppers value most in online shopping

**61%**

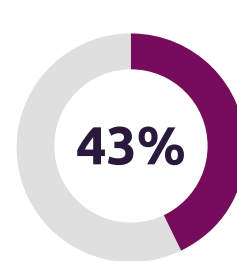
Clear and easy return policies

**52%**

Ability to specify delivery time slot

**42%**

Same-day home delivery

**43%**

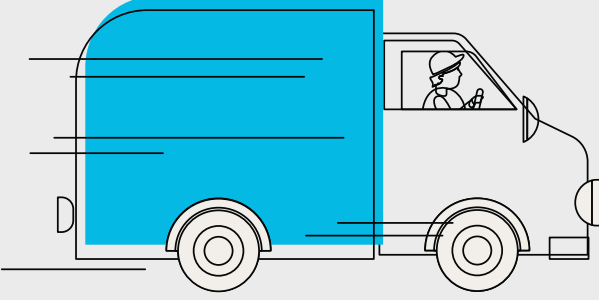
In-home delivery (entryway, garage)

The cost of delivery

3.3%

average price consumers are willing to pay for two-hour delivery

down from 4.6% in 2019



Who will pay more?

5%
Gen Z

vs

4.2%
Shoppers with children

Going local

≈50%

of all consumers favor locally produced or manufactured goods across grocery, household products and health & beauty

**67%**
Boomers**52%**
Gen Z

say locally produced grocery products are important

The rise of DTC

**4 in 10**

41% of shoppers have ordered products directly from brands in the past six months

**5 in 10**

52% say they are open to doing so in the future

**3X**

Gen Z is three times more likely than Boomers to have ordered directly from brands in the past 6 months

Sustainability

Younger generations say sustainability is important – and match their beliefs with action.

72%

of Gen Z

66%

of Millennials

say they are willing to pay more for organic foods and have done so on their most recent grocery order



compared to

56%

of Boomers

The future of grocery is becoming more sustainable across all demographics.

**6 in 10**

60% say sustainability will be even more important when deciding where to shop and what brands/products to buy in the future

**2/3**

65% intend to be more conscious in conservation of natural resources in the future

**3/4**

72% believe sustainable products should not be more expensive than similar products that are non-sustainable

Takeaways:

Positioning delivery and fulfillment services as a growth driver

Our survey shows that shoppers regard high-quality, efficient delivery and fulfillment of their orders as an integral part of the shopping experience. Based on our research findings we recommend the following three actions for retailers and consumer products organizations:

1 Continue to invest in digital technologies around fulfillment and services, including automation, warehousing, traceability, and data.

2 Embrace technology as a core part of service offerings and not just as a back-office tool.

3 Leverage digital to ensure that the customer receives an integrated, consistent experience across both online and offline channels.

Learn more:

To review the full findings from our 2022 consumer trends report, including additional data points based on region, demographic and sector:

[Download our report](#)

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