

**HUBBED**  
**THE RISE OF**  
**DELIVERY CHOICES**



# INTRODUCTION

Consumers are becoming more deliberate about their spending in 2023. There is a noticeable decline in fashion related expenses, and an elevation in electronics. Many shoppers are also taking advantage of EOFY discounts and tax-deductible purchases for products such as laptops, phones and business-related items this year.

Increasingly, consumers' purchase habits are leaning towards marketplaces. This shift also shows shoppers preferring more delivery choices.

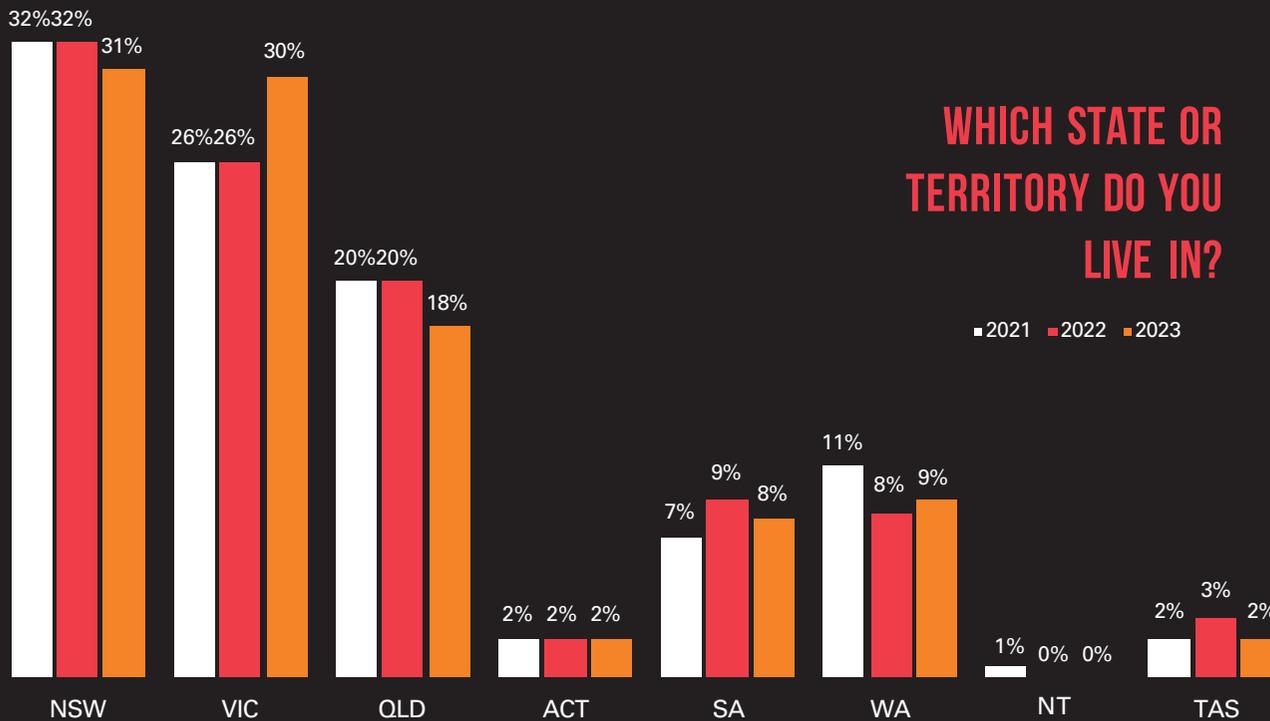
Positive post-purchase experiences, including more convenient delivery options, parcel collection, returns, and refunds processes, are also paramount. Retailers that exceed expectations after order placement - and communicate the right options on-site - stand to reduce cart abandonment and raise long-term customer retention.

HUBBED and Power Retail delve into the latest data with yearly trend insights into consumers' expectations of delivery, flexibility, sustainability, and much more in this 2023 report.

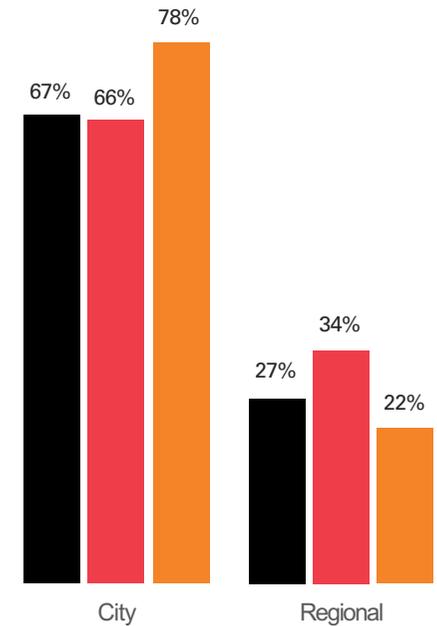


## WHERE DO THE SURVEY RESPONDENTS LIVE?

Survey respondents included around 30% from NSW and VIC, 18% from QLD, and smaller numbers (less than 10% each) from other states.



## WHICH STATE OR TERRITORY DO YOU LIVE IN?



## HOW WOULD YOU CLASSIFY YOUR ADDRESS?

■ 2021 ■ 2022 ■ 2023

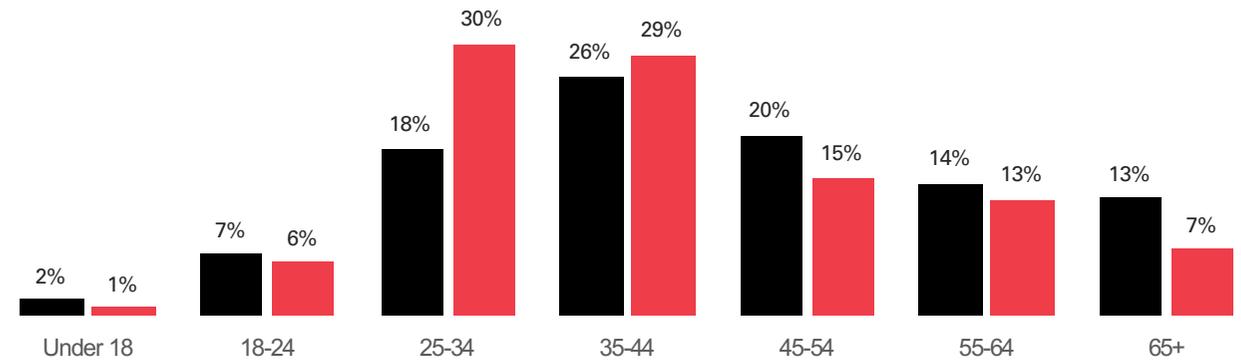
This year, 78% of respondents classify their location as city and 22% as regional.

## WHAT ARE THEIR AGES AND IDENTITIES?

66% of survey respondents are under 45 this year, while more males (65%) than females (33%) have taken part. Approximately 3% identify as non-binary or "other".

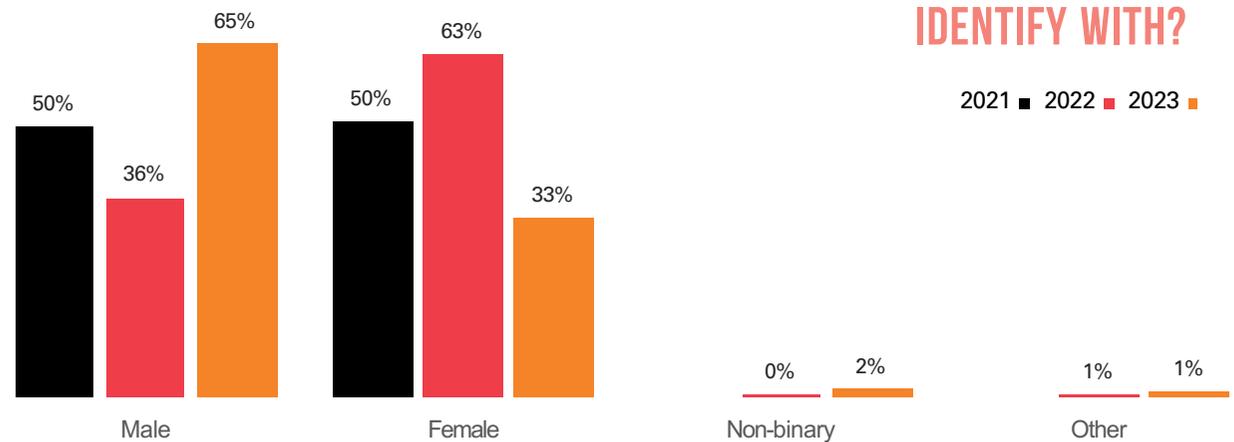
### WHAT IS YOUR CURRENT AGE?

■ 2022 ■ 2023



### DO YOU IDENTIFY WITH?

■ 2021 ■ 2022 ■ 2023



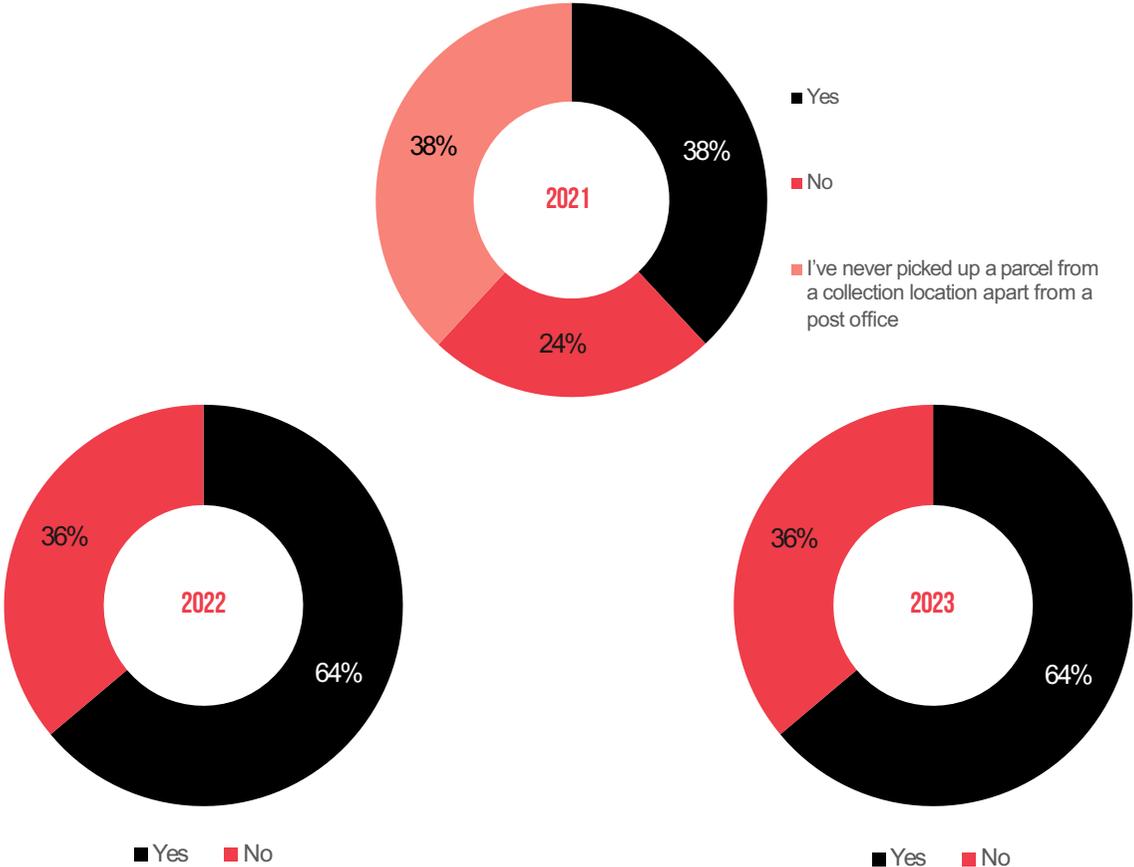


# CONSUMERS ARE SEEKING CONVENIENCE

OOH (Out of Home) parcel collection and sending methods gained notable momentum in the post-omicron period of returning to physical workplaces.

From 2021 to 2022, the percentage of consumers using OOH (Out of Home) services leapt from 38% to 64%. That figure remains steady in 2023 as consumers continue to seek convenience in their digitally-cemented buying behaviours.

## HAVE YOU EVER USED AN OOH (OUT OF HOME) SERVICE TO COLLECT AN ONLINE ORDER?

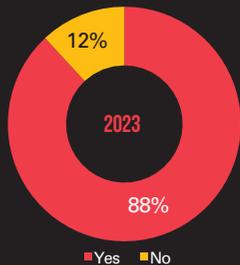
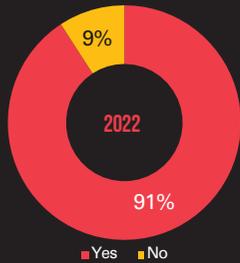
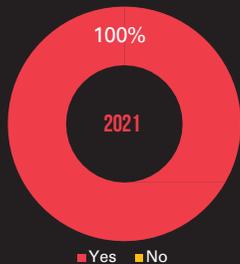


# DIGITAL BUYING HABITS ARE THE NEW NORMAL

While the percentage of online shoppers has plateaued in the two years post-pandemic, almost 9 out of 10 (88%) have purchased online in the last three months.

This high proportion of digital buyers shows that habits formed during lockdowns are here to stay.

## OTHER THAN FOOD DELIVERY OPTIONS SUCH AS UBER EATS, HAVE YOU MADE AN ONLINE PURCHASE IN THE LAST 3 MONTHS?

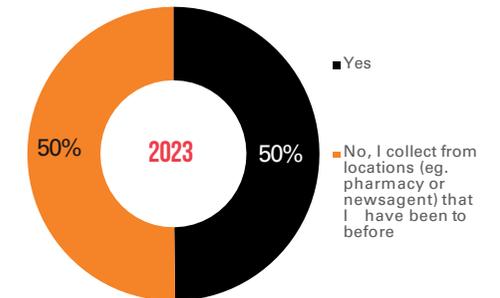
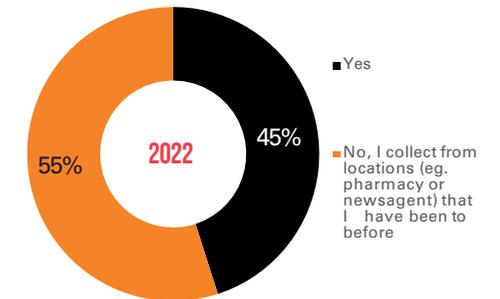


# MORE AWARENESS, MORE BENEFIT TO LOCAL COMMUNITY RETAILERS

As consumers become more aware of OOH (Out of Home) services, they are also exploring their options for collection locations. Half of them used collection points they had never visited before in 2023 - an increase of around 5% from 2022.

These services benefit consumers - and local community retailers that may not usually see this extra foot traffic through their stores.

## WHEN COLLECTING YOUR PARCEL FROM A COLLECTION POINT, HAS THIS EVER BEEN THE FIRST TIME YOU HAVE BEEN TO THAT PARTICULAR LOCATION?





## ARE WE SEEING THE GREAT RESHUFFLE OF SHOPPING HABITS?

Cost-of-living pressures and rapid inflation saw consumers taking particular advantage of the 2023 EOFY sales, with 65% making an online purchase in the lead-up or during these sales. EOFY sales also saw the biggest increase of 7%.

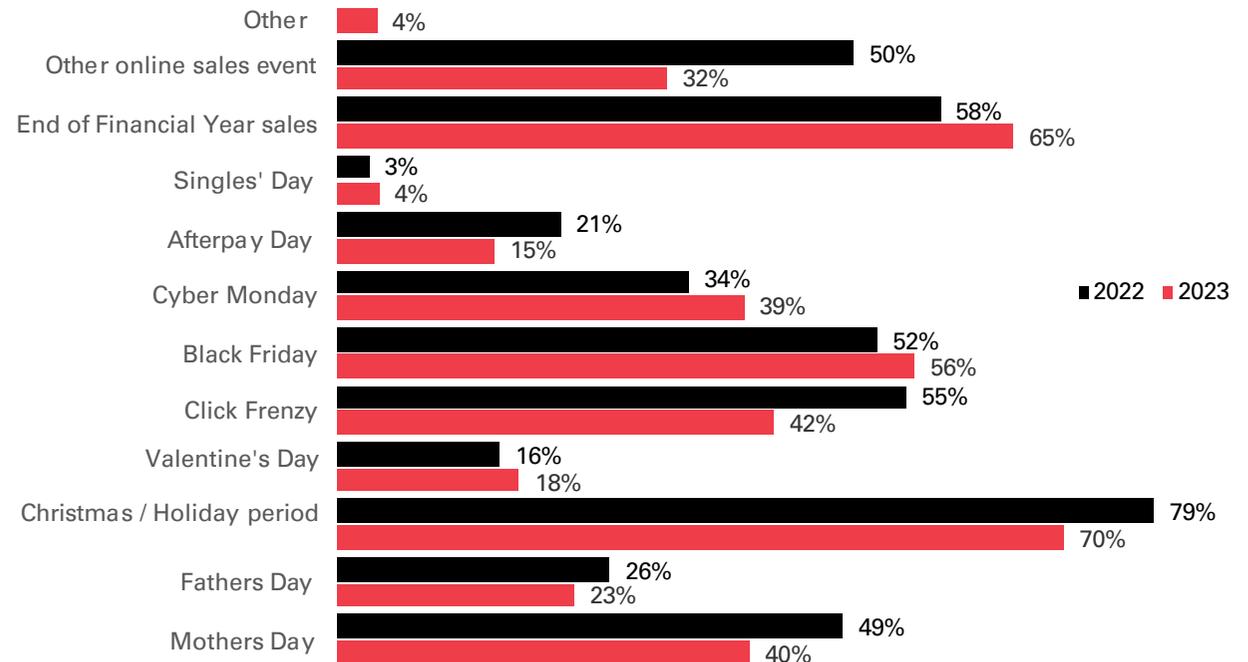
The popularity of traditional sales periods is shifting in 2023. Although last year's Christmas / Holiday sales period show the most engagement (with 79% of shoppers buying online), it also showed the second-largest drop of nearly 9%, following Click Frenzy at a 13% decline vs the previous year.

Additionally, sales grew for Black Friday, Cyber Monday, Valentine's Day and Singles' Day.

Consumers' buying habits are reshuffling in response to economic conditions. More considered purchase decisions mean that shoppers are prepared to wait for bargains. Therefore, retailers should examine their sales data to anticipate and capitalise on the periods that are now most favoured by their consumers.

Additionally, those that ensure consumers have access to extended delivery choices, such as OOH (Out of Home), during these key purchasing events have the potential to drive sales results even further.

## HAVE YOU MADE AN ONLINE PURCHASE IN THE LEAD UP TO OR DURING THESE SPECIFIC PERIODS?

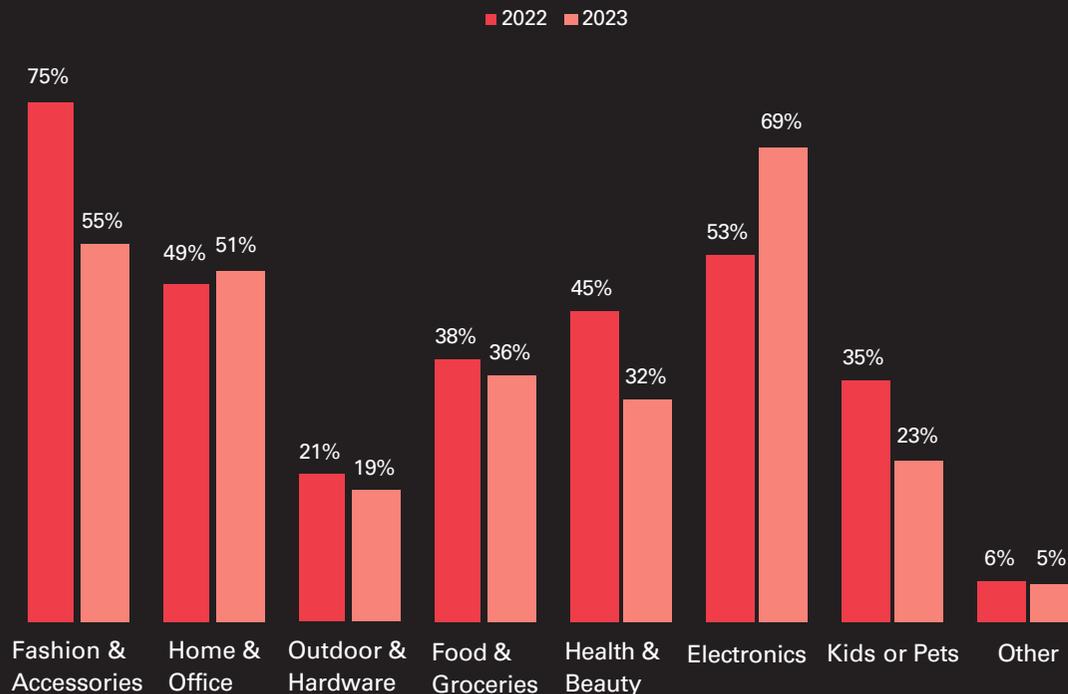


It's no secret that the Fashion & Accessories product category has been hit hard in 2023. Last year, shoppers made the most of dressing up and getting out as lockdowns and social distancing lifted. This year, less available cash means foregoing the latest fashions for many.

Fashion & Accessories see a 20% drop (down to 55%) in products most often bought online this year, with Health & Beauty also tumbling 13% (to 32%). Retailers in these industries should refocus on the end-to-end shopping experience to regain some ground here.

## THE TIME TO LOOK FINE IS IN DECLINE

Electronics took the top spot at 69%, jumping 16% over last year, while Home & Office remained relatively steady at 51%. As buying behaviour becomes more deliberate, Aussies seem to have taken extra advantage of tax-deductible items, such as laptops, phones, and other business-related electrical products, during the EOFY sales.



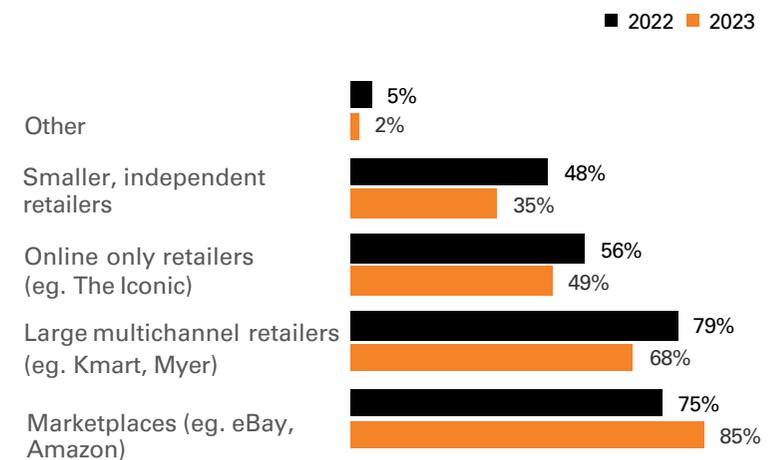
## MARKETPLACES MAKE THEIR MARK IN 2023

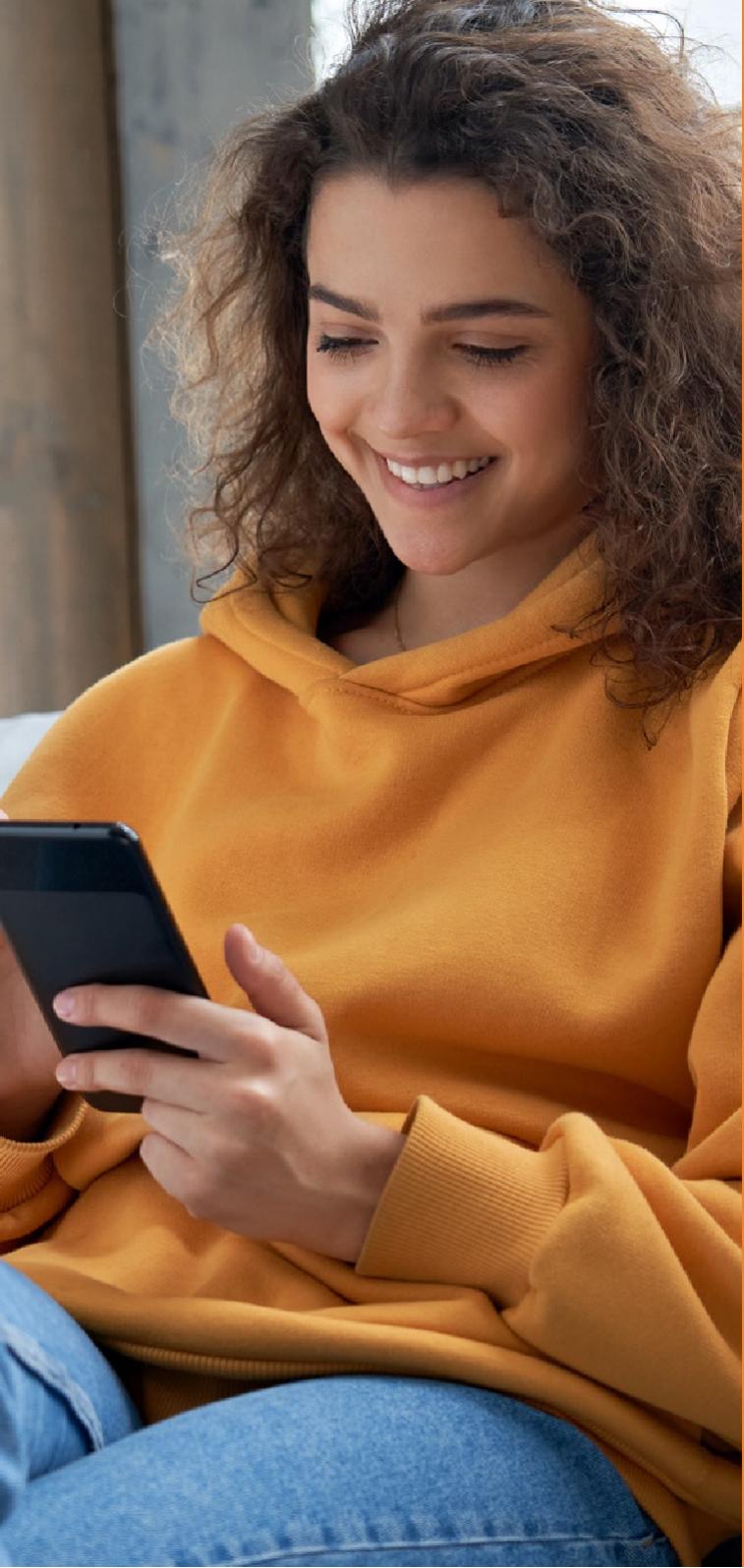
Marketplaces, such as eBay and Amazon, are where Australians purchase from the most online at 85%, gaining around 10% and taking the crown from multichannel retailers, such as Kmart and Myer, versus last year. This emerging preference comes at the expense of multichannel retailers (68%), online-only / pure plays (49%), and independent retailers (at 35%).

This year's tightening of household budgets looks to play a pivotal role here as shoppers use marketplaces to save on separate delivery costs and seize additional discounts and deals.

By enhancing each part of the online journey, including offering extended delivery options and creating memorable post-purchase experiences, marketplaces and merchants alike can command their shoppers' attention (and retention).

## WHAT KIND OF WEBSITES DO YOU MOST OFTEN PURCHASE FROM?





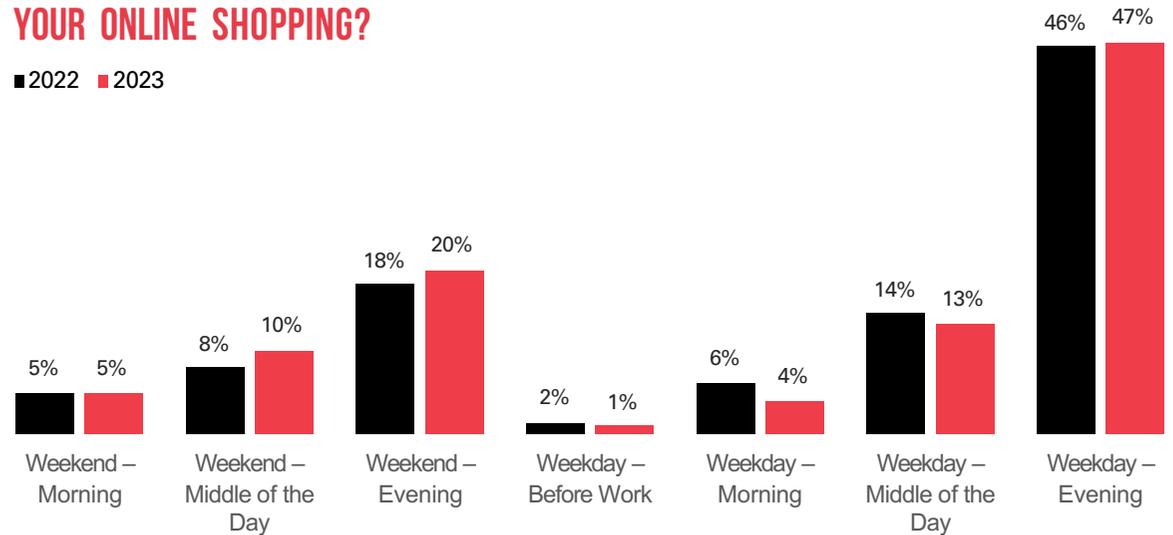
## WANT YOUR CONSUMERS' ATTENTION? WEEKDAY EVENINGS SEE MORE EYES ONLINE

Aussies love to unwind after work with a bit of online shopping. An overwhelming 47% of consumers say weekday evenings are their favourite time to buy online. As many settle back into office environments, it's unsurprising that all other weekday times are decreasing in popularity, with middle-of-the-day down to 13%, mornings at 4%, and before work at a tiny 1%.

This data provides some interesting insights. Firstly, most consumers are busy with their work lives during weekdays. So retailers offering alternative delivery options such as after office hours and on weekends can better cater to their consumers' availability. Secondly, while all retailers should inspect their specific audience metrics, weekday evenings may be the right time to get more eyes across their products. It may be wise to review advertising spend for these hours when consumers are more attentive.

### WHEN DO YOU DO MOST OF YOUR ONLINE SHOPPING?

■ 2022 ■ 2023



# THE LAST MILE MAKES A LASTING IMPRESSION - COULD IT BE YOUR POINT OF DIFFERENCE?

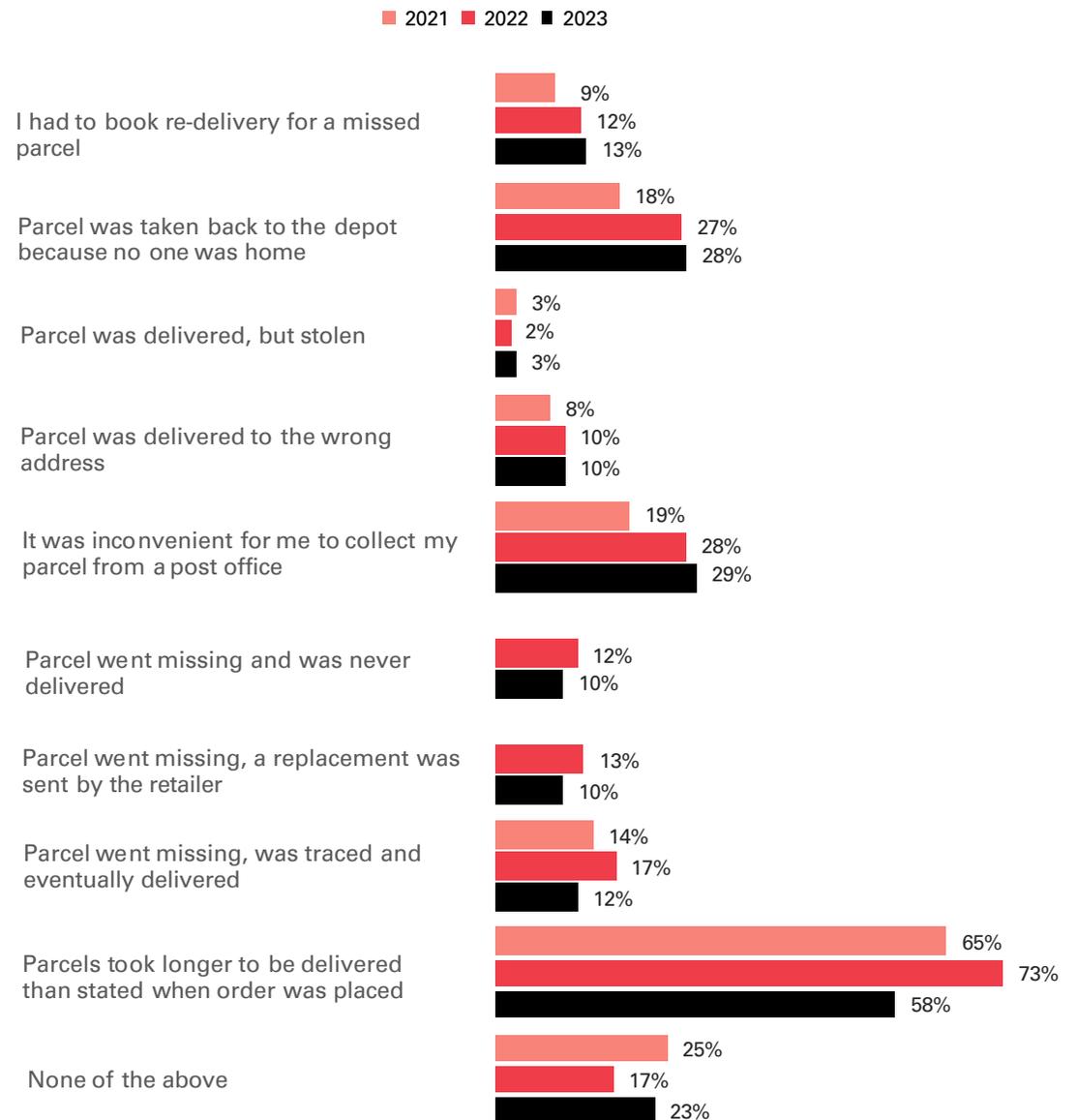
After several years of supply chain turmoil, conditions are finally improving. Although nearly 58% of buyers said they had experienced parcels taking longer than expected after order placement, this figure has dropped by 15% since last year.

Issues with parcels going missing within carrier networks also declined in 2023 (by an average of 3%), while challenges such as deliveries sent to the wrong address, item thefts, and returns to delivery depots when nobody was home saw slight increases (of around 1% on average).

Additionally, nearly a third of consumers (29%) said collecting their parcel from a post office was inconvenient.

Retailers should consider the most reliable and accessible options for their consumers, such as OOH (Out of Home) locations, to ensure the last mile makes a lasting impression (for the right reasons).

## THINKING ABOUT YOUR ONLINE SHOPPING IN THE LAST YEAR, DID YOU EXPERIENCE ANY OF THE FOLLOWING (AT LEAST ONCE)?

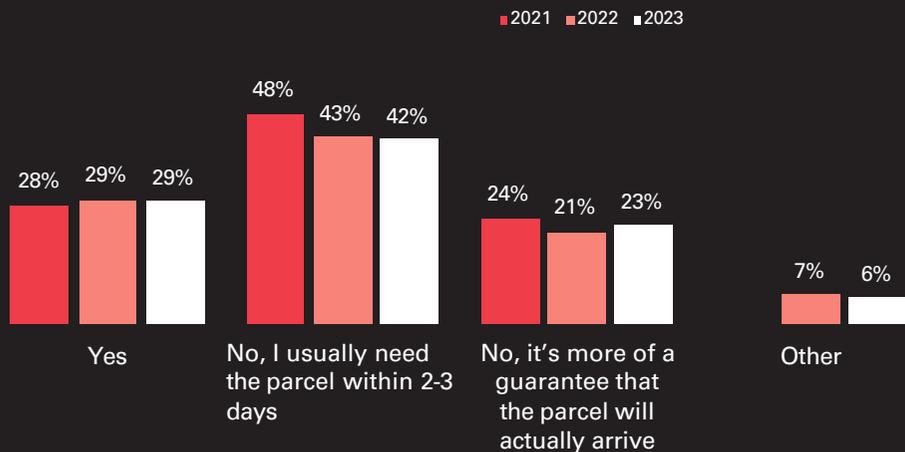


# AUSTRALIANS' NEED FOR SPEED IS ALL ABOUT CERTAINTY

Notably, 42% require their parcels to arrive within 2-3 days, while 23% select this option primarily for the perceived assurance of delivery. As a result, a total of 65% opt for same-day delivery without a genuine requirement.

Given the supply chain issues experienced in recent years, it's no wonder consumers are choosing same-day options that provide more certainty over delivery time.

## WHEN YOU CHOOSE SAME-DAY DELIVERY, DO YOU ACTUALLY NEED IT ON THE DAY?



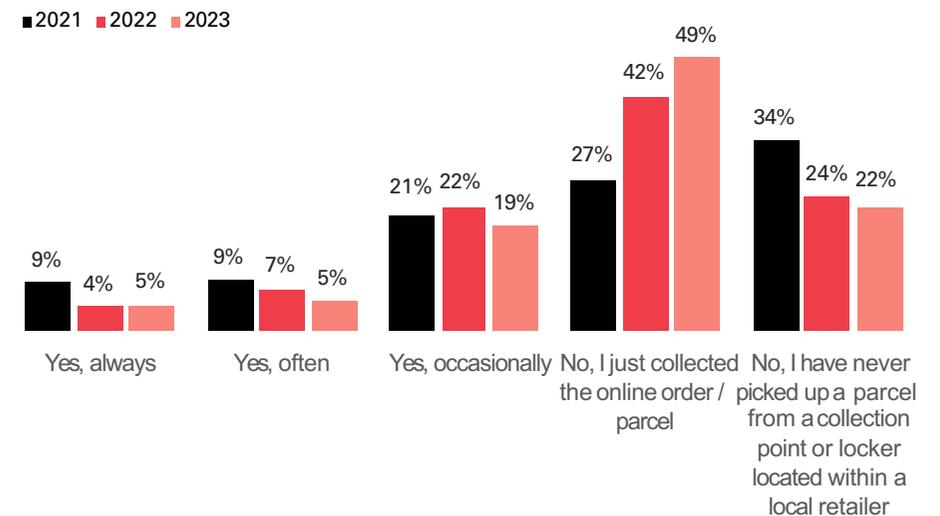
# COLLECTION POINTS CAN RE-CONVERT BUYERS

In 2023, about half (49%) of consumers collecting parcels from an OOH (Out of Home) point or locker within a local retailer are only there to pick up their items.

On the other hand, 29% say they always, often, or occasionally make another purchase when collecting from that retailer. While this shows a drop of 10% since 2021, it may be another sign of more deliberate buying behaviours.

Merchants offering additional services, such as parcel pick up or drop off, can take up the opportunity to upsell or cross-sell.

## IF YOU HAVE PICKED UP AN ONLINE ORDER FROM A COLLECTION POINT OR LOCKER LOCATED WITHIN A LOCAL RETAILER, DID YOU MAKE ANOTHER PURCHASE FROM THAT RETAILER AT THE TIME OF PICK UP?

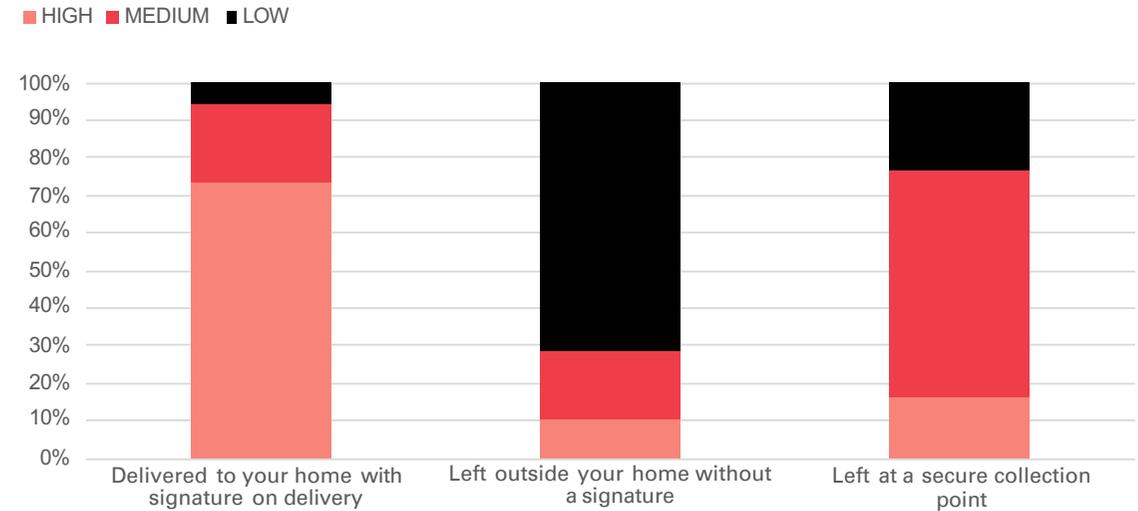


73% of consumers say their number one preference is to have parcels delivered to their homes with a signature-on-delivery method. 14% prefer using a secure collection point, while only 13% want packages left outside the house without a signature (unsurprisingly, with theft of unattended parcels still a concern in 2023).

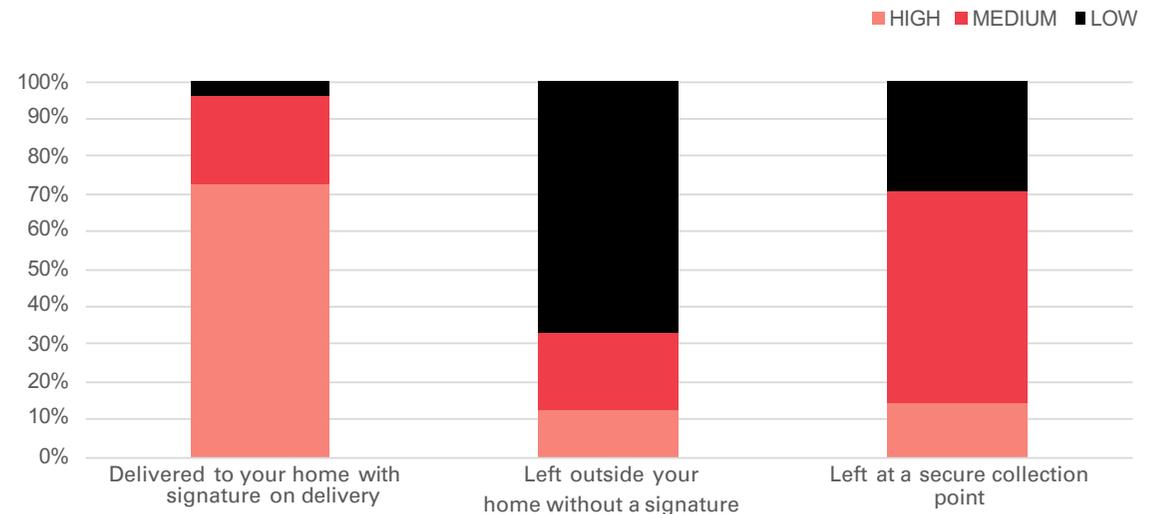
These figures have mostly stayed the same since last year and emphasise the need for retailers selling high-value items to offer consumers a range of delivery and collection options.

**THOSE WHO CATER TO THEIR CONSUMERS' AVAILABILITY TO RECEIVE OR PICK UP PARCELS CAN USE THIS ASPECT OF THE POST-PURCHASE EXPERIENCE TO INCREASE SHARE-OF-WALLET.**

## FOR A HIGH VALUE ITEM, PLEASE ORDER THE BELOW PREFERRED DELIVERY METHODS IN ORDER OF PREFERENCE: 2022



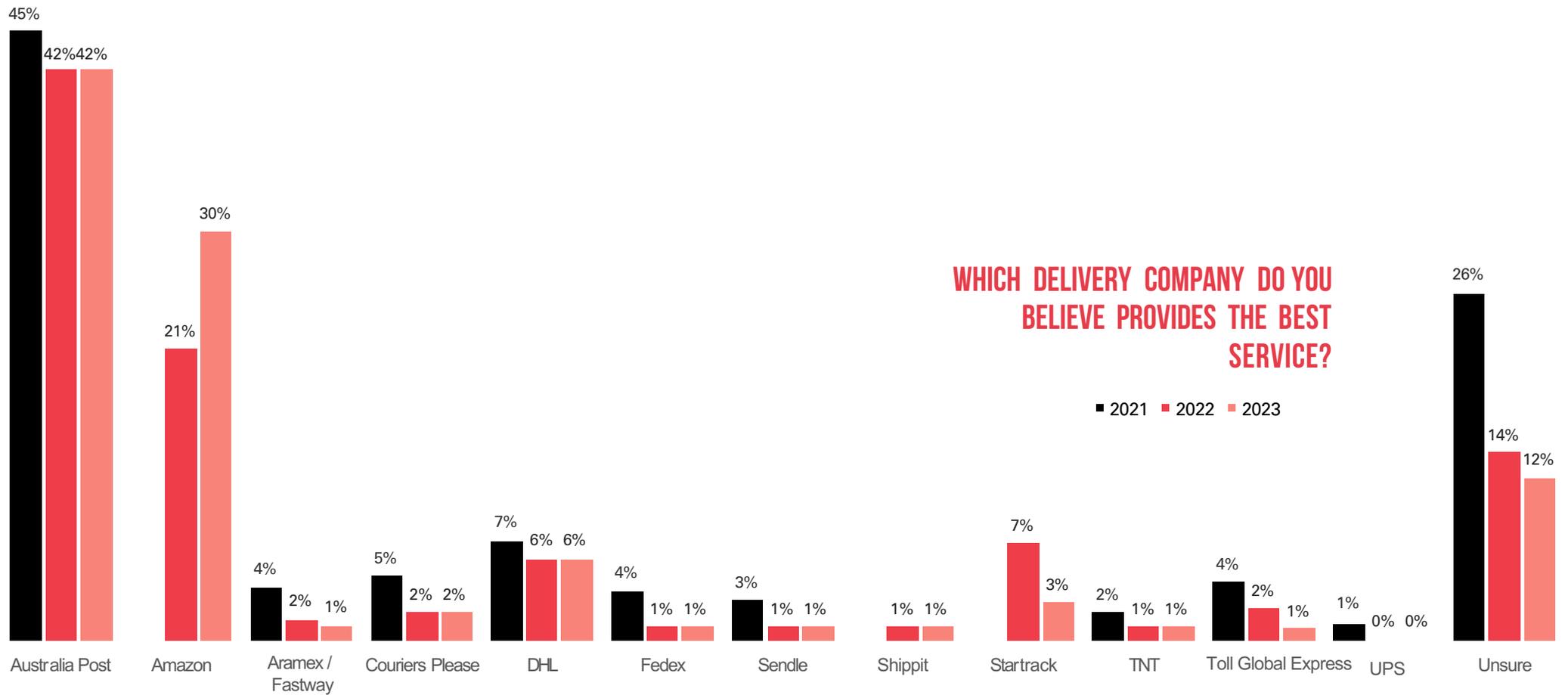
## FOR A HIGH VALUE ITEM, PLEASE ORDER THE BELOW PREFERRED DELIVERY METHODS IN ORDER OF PREFERENCE: 2023



# AMAZON IS GAINING GROUND FOR FIRST PLACE

Amazon is gaining ground in the race for first place. The marketplace, which only launched in Australia in 2017, is seen by 30% of respondents as the top performer, jumping 9% from last year.

Interestingly, (12%) shoppers are unsure who provides the best delivery service.

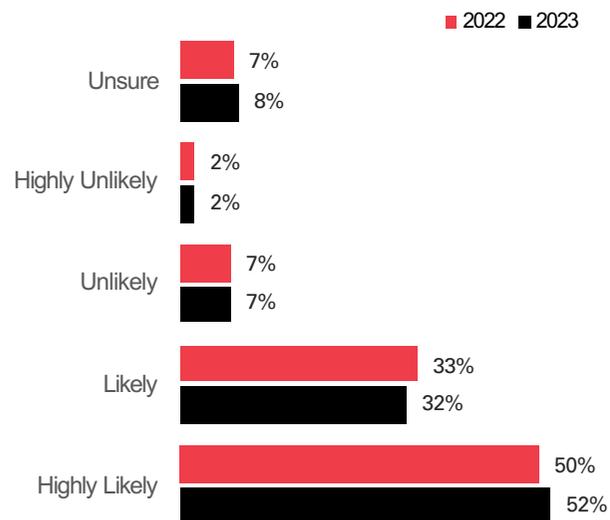


## PICK UP IS APPEALING - PARTICULARLY WHEN THE PRICE IS RIGHT

An enormous 84% of shoppers say they're likely or highly likely to use a collection point when it's cheaper than delivery or free.

As wallets continue tightening, retailers should make consumers aware of ways to reduce overall costs, such as OOH (Out of Home) or collection points.

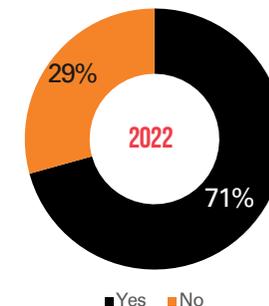
### IF YOUR DELIVERY COST WAS CHEAPER OR FREE IF YOU PICKED UP FROM A COLLECTION POINT, HOW LIKELY IS IT THAT YOU WOULD USE THAT SERVICE?



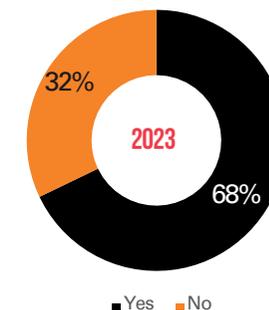
## ONLINE RETURNS ARE HERE TO STAY

More than two-thirds of consumers (68%) have returned an item they purchased online, only decreasing by 3% since last year.

Returns are necessary for doing business online and are here to stay.



### HAVE YOU EVER RETURNED AN ITEM YOU BOUGHT ONLINE?

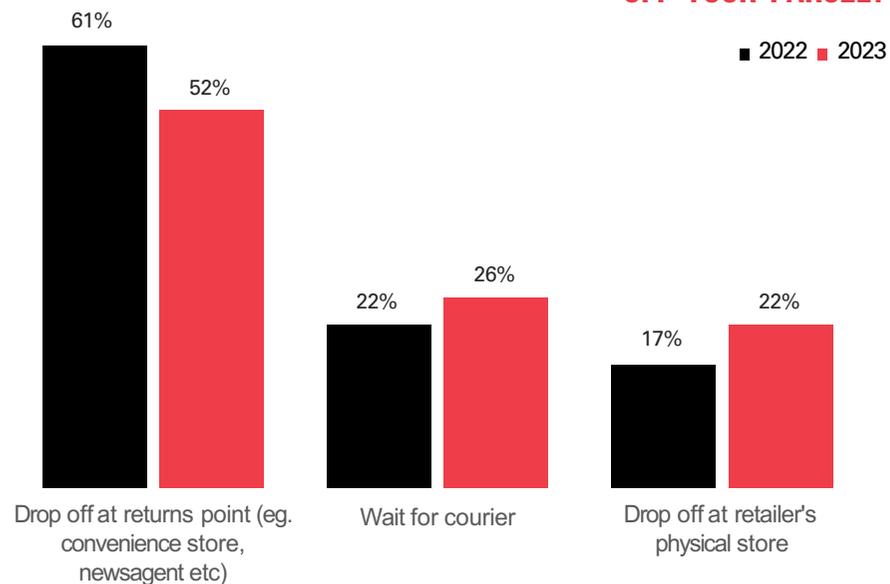


## OFFER OPTIONS TO MAKE RETURNS CONVENIENT

Shoppers' preferences show that 52% surveyed would prefer to drop off returns at OOH (Out of Home) locations, such as a convenience store or newsagent.

Retailers can prioritise their consumers' convenience by offering a range of return options.

### AFTER MAKING A PURCHASE ONLINE, WHAT WOULD BE YOUR PREFERENCE OF WHERE TO DROP OFF YOUR PARCEL?

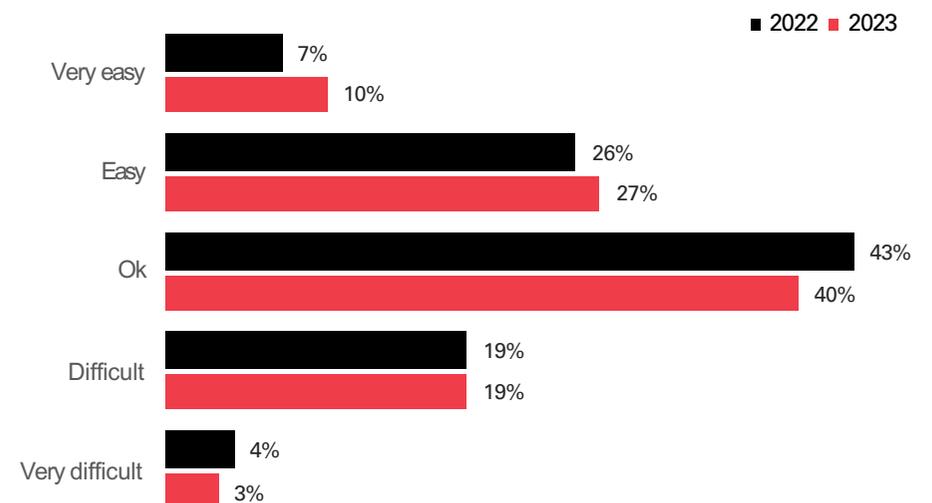


## MAKE RETURNS A REASON FOR SHOPPERS TO RETURN

Only 37% of shoppers say it's easy or very easy to return online purchases. Although this figure has lifted 4% since 2022, many retailers still have work to do. 22% of consumers still see returns as difficult or very difficult.

Product returns are a critical component of the post-purchase experience. Retailers should make returns as easy as possible for shoppers, giving them another reason to become loyal, long-term consumers.

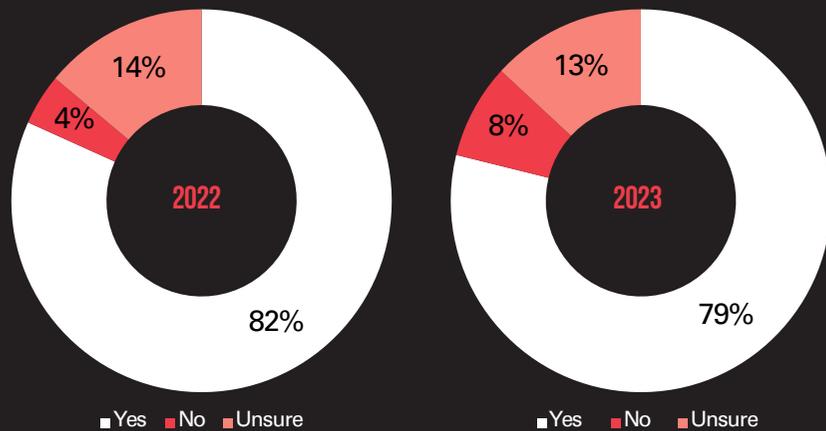
### TYPICALLY WHEN YOU RETURN ONLINE PURCHASES, HOW WOULD YOU RATE THE RETURNS EXPERIENCE?



## FAST REFUNDS CAN ACCELERATE SALES

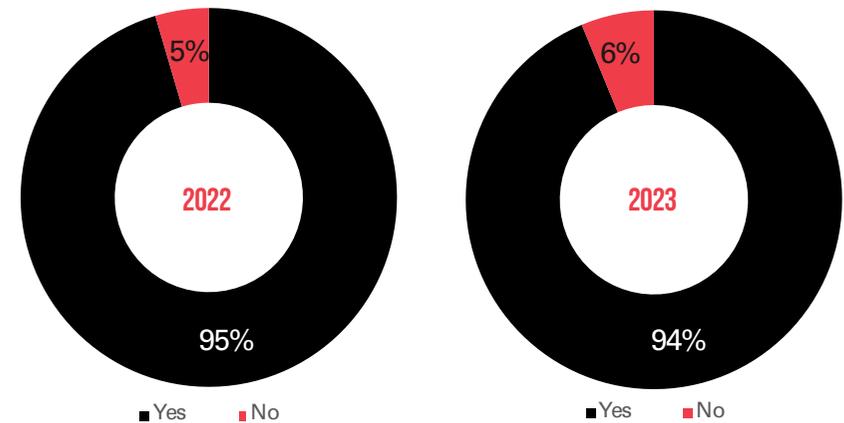
Four out of five (79%) shoppers are more likely to buy from a retailer that provides refunds the moment their return is lodged at an OOH (Out of Home) location. This figure reveals a significant opportunity for retailers to boost sales by offering faster refunds.

### IF YOU KNEW THAT A RETAILER REFUNDED THE MOMENT YOU DROPPED OFF A RETURNS PARCEL, WOULD YOU BE MORE LIKELY TO BUY FROM THEM?



## COST IS A CONCERN - EVEN FOR RETURNS

An overwhelming 94% of consumers want to use OOH (Out of Home) locations to drop off their returns if that method is cheaper than returning by post. This preference has remained relatively consistent over the past two years.



### WOULD YOU PREFER TO RETURN TO A PICK UP/DROP OFF POINT IF IT WAS CHEAPER THAN RETURNING THE ITEM BY POST?

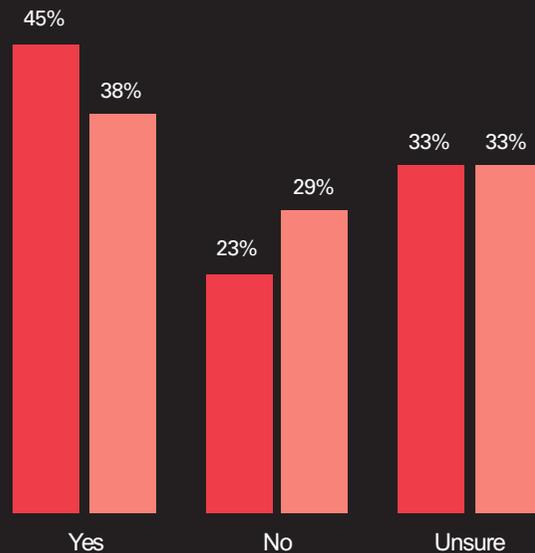
More than a third (38%) of shoppers want to see sustainable delivery options at the checkout. While this figure has declined about 7% since last year, possibly indicating costs becoming a more immediate concern in 2023, another third (33%) of shoppers are unsure if they want retailers to highlight delivery methods with low-emission options.

By educating consumers about OOH (Out of Home) options, retailers stand to create stronger connections and help those “unsure” consumers become socially-conscious advocates.

## CLARITY OF CARBON-FRIENDLY DELIVERY OPTIONS CAN CREATE CONNECTIONS

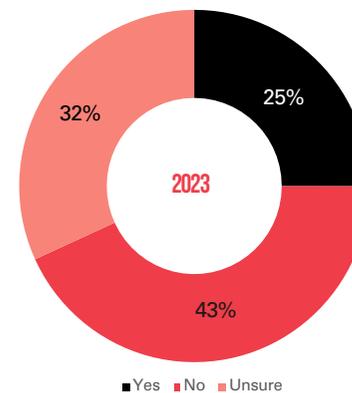
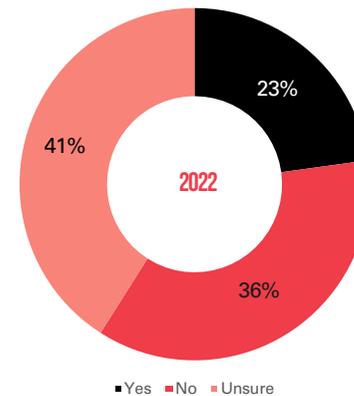
WOULD YOU LIKE ONLINE RETAILERS TO LABEL DELIVERY METHODS WITH LOW EMISSIONS AS “LOW CARBON” ON THEIR CHECK OUT PAGES TO HELP YOU CHOOSE THE MOST CARBON FRIENDLY OPTIONS?

■ 2022 ■ 2023



## STATING CARBON EMISSIONS GENERATED WHEN SELECTING DELIVERY CHOICE HAS AN INFLUENCE ON THE CONSUMER

Sustainability is still an influencing factor this year. 2% more shoppers in 2023 vs 2022 say that if delivery options stated the related carbon emissions generated, it would impact their choice.



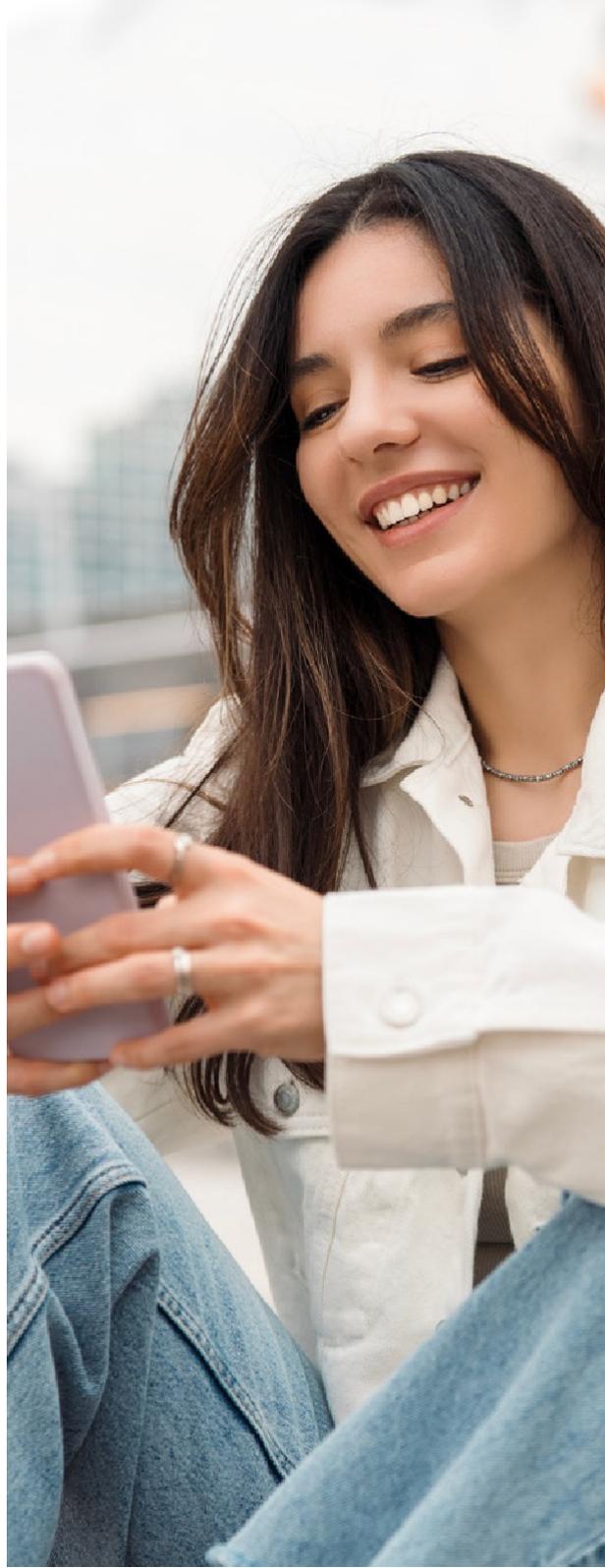
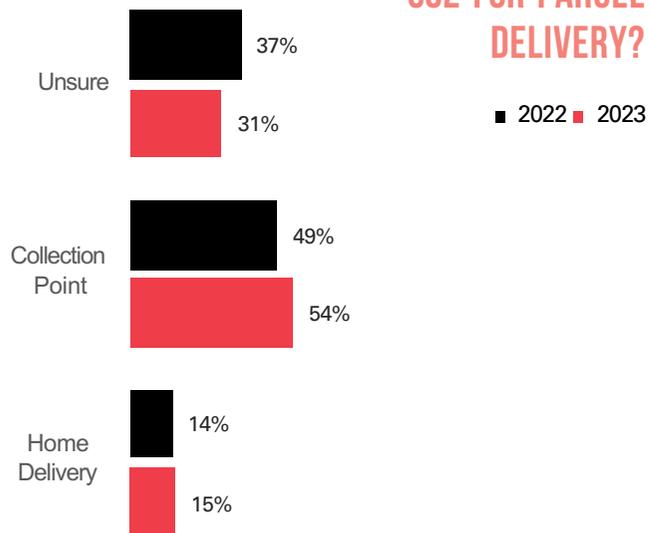
IF AN ONLINE RETAILER STATED THE VOLUME OF CARBON EMISSIONS GENERATED WITH EACH OF THEIR DELIVERY OPTIONS, WOULD IT IMPACT YOUR CHOICE OF DELIVERY WHEN PURCHASING?

# AWARENESS OF OOH'S ENVIRONMENTAL IMPACT IS RISING

Consumers are becoming more aware of the positive environmental impact of OOH (Out of Home). 54% agree that collection points reduce overall parcel delivery CO2 emissions.

While the number of consumers who are unsure of what reduces CO2 has decreased by 6% since last year, the total 31% figure shows that retailers can further educate their consumers.

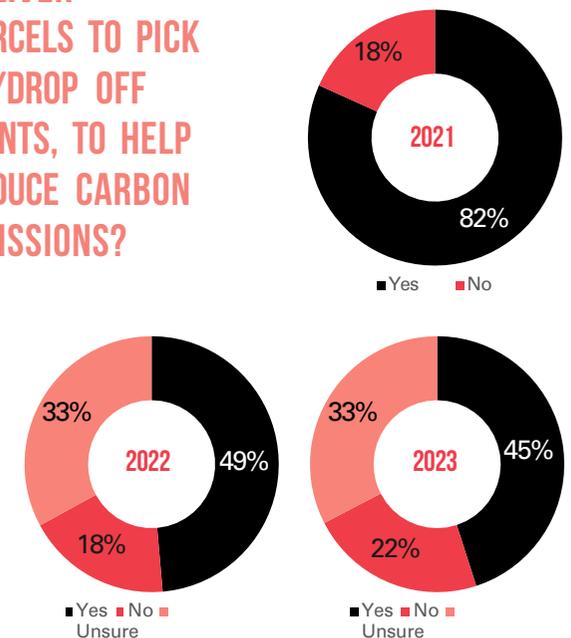
## WHICH DO YOU THINK CREATES LESS OVERALL CO2 FOR PARCEL DELIVERY?



# SHOPPERS SAY “YES” TO REDUCING CO2

Nearly half (45%) of shoppers would like to help reduce CO2 emissions by having retailers deliver parcels to OOH (Out of Home) locations.

## WOULD YOU LIKE MORE RETAILERS TO DELIVER PARCELS TO PICK UP/DROP OFF POINTS, TO HELP REDUCE CARBON EMISSIONS?



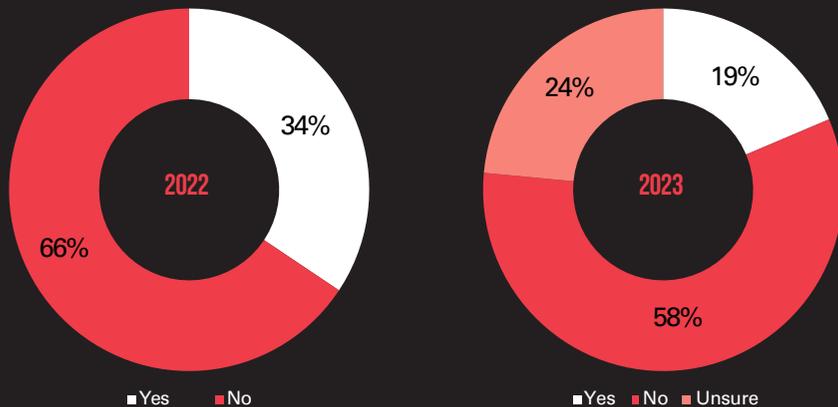
# SUSTAINABLE OPTIONS (MINUS THE COST) CAN HELP RETAILERS CONNECT WITH CONSUMERS

While last year, over a third (34%) of shoppers were happy to pay up to \$2 more for deliveries to a sustainable collection point, only 19% want to foot the bill in 2023.

Cost-of-living concerns are taking their toll as consumers prioritise savings over sustainability.

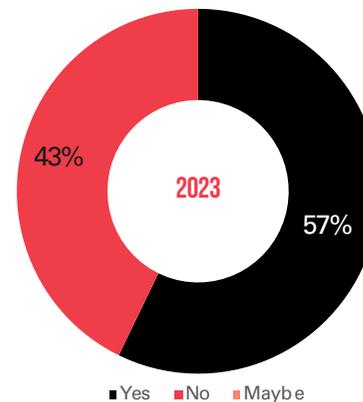
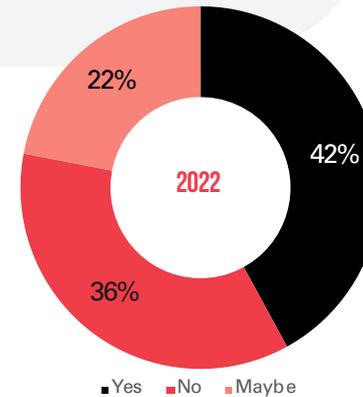
However, if retailers can provide environmentally-friendly delivery options without additional cost, they can gain the long-term loyalty of consumers who value sustainability - well beyond immediate economic issues.

## WOULD YOU PAY SLIGHTLY MORE (UP TO \$2) TO ENSURE YOUR ITEM WAS DELIVERED TO A SUSTAINABLE COLLECTION POINT (WITH LOWER CARBON EMISSIONS) RATHER THAN TO YOUR HOME (WITH HIGHER CARBON EMISSIONS)?



# SHOPPERS KNOW ABOUT THE OOH IMPACT

Again we see consumers' awareness of OOH's (Out of Home) positive environmental impact expanding in 2023. 57% of shoppers now know that OOH is a more sustainable choice than home delivery - a massive 15% leap over last year.



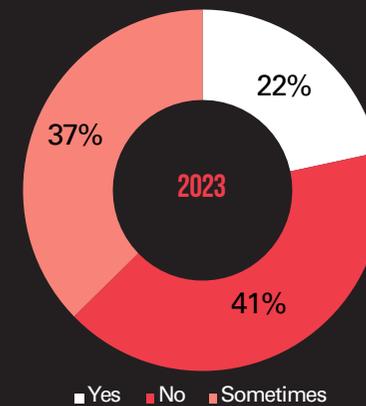
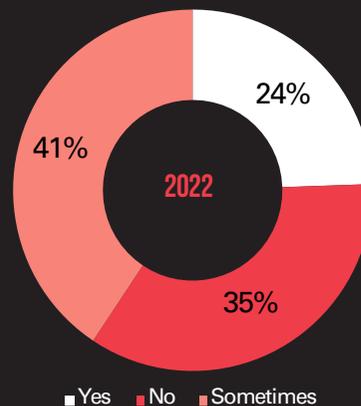
## DID YOU KNOW THAT PICKING UP OR DROPPING OFF A PARCEL FROM A PICK UP/DROP OFF POINT IS MORE SUSTAINABLE FOR THE ENVIRONMENT THAN HOME DELIVERY?

# MOST SHOPPERS WANT TO MAKE AN IMPACT (BUT WITHOUT THE COST)

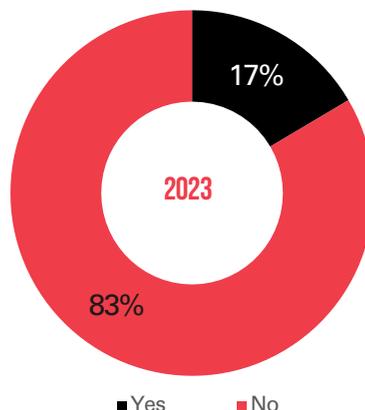
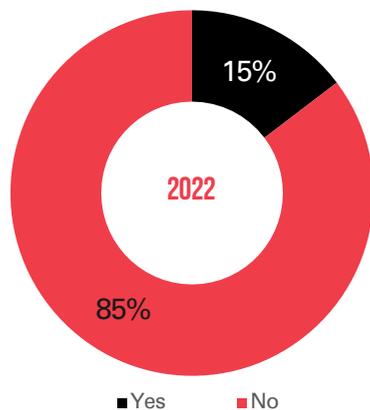
Even when sustainability isn't front-of-mind, 59% of consumers will sometimes or always be influenced to buy from an online retailer that offers delivery options with lower carbon emissions.

Most shoppers still want to make a positive environmental impact - just not on their dime.

## WOULD AN E-COMMERCE STORE THAT OFFERED REDUCED CO2 / LOWER CARBON EMISSION DELIVERY OPTIONS INFLUENCE YOUR DECISION ON WHETHER YOU WOULD BUY FROM THEM?



## HAVE YOU EVER HAD A PARCEL STOLEN FROM YOUR PROPERTY?



## PARCEL THEFT IS ON THE RISE

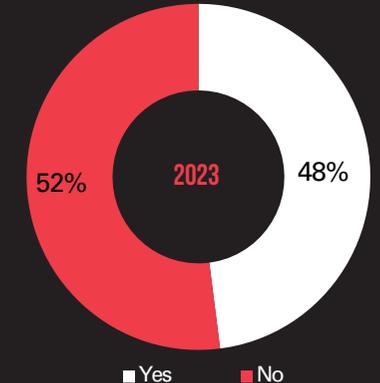
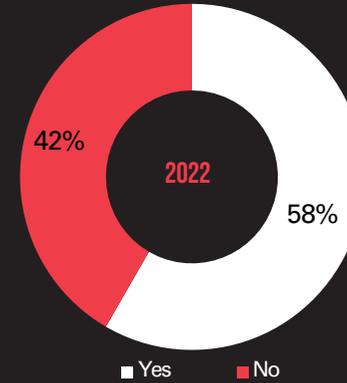
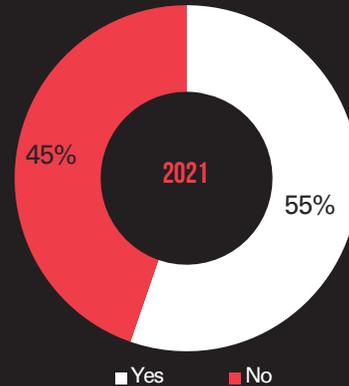
Several studies have shown that parcel theft is rising again in 2023, and the latest data confirms this. Around 2% more consumers have had a parcel stolen from their property in 2023 (17%) vs 2022 (15%).

## NOT EVERYONE HAS A SAFE PLACE FOR PARCELS TO BE LEFT

Only around half (48%) of shoppers have a safe place outside the home for their parcels to be left.

If retailers offer secure delivery options such as OOH (Out of Home), they can improve delivery confidence with this substantial number of consumers.

## DO YOU HAVE A SAFE SPOT OUTSIDE YOUR HOME — A SPOT THAT DOES NOT POSE RISK OF THEFT — FOR YOUR ONLINE SHOPPING PARCEL/S?

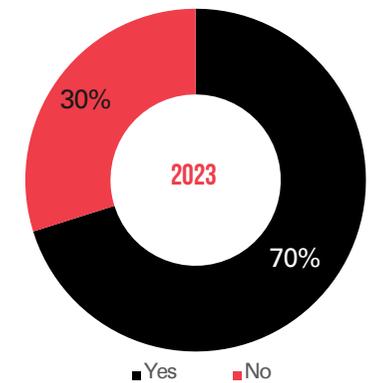
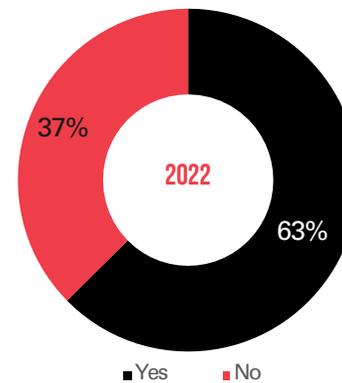
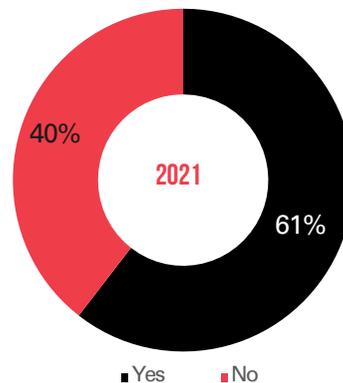


## CONCERN OVER PARCEL DELIVERY THEFT IS CLIMBING

As the risk of parcel theft increases in 2023, so does shoppers' concern.

70% of consumers now worry about stolen parcels when they are not home to receive them. That's around a 7% jump over the 2022 figure and 9% over 2021.

## DO YOU EVER WORRY ABOUT YOUR PARCELS BEING STOLEN, IF THEY ARE DELIVERED TO YOUR HOME WHEN YOU ARE ABSENT?



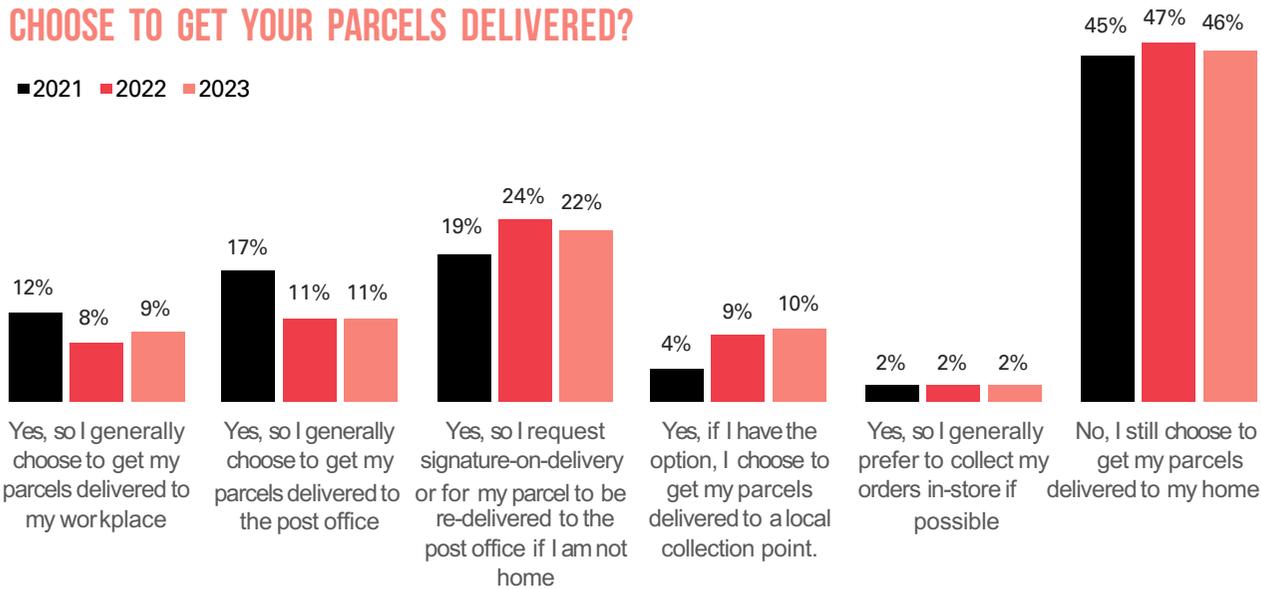
We know the majority of consumers are worried about parcel theft, and unsurprisingly, 54% say that fear influences where they choose to have parcels delivered.

Of those shoppers, 22% request a signature on delivery, and 9% receive parcels at their workplace. Interestingly, even though the Post Office is the most trusted collection location, only 11% have packages delivered there. It seems trust doesn't always align with convenience.

Almost 10% of shoppers will choose a collection point, and this is the only figure to rise three years in a row.

## FEAR OF PARCEL THEFT IMPACTS DELIVERY DECISIONS

### THINKING ABOUT WHEN YOU PLACE AN ONLINE ORDER, DOES THE FEAR OF PARCEL THEFT INFLUENCE WHERE AND HOW YOU CHOOSE TO GET YOUR PARCELS DELIVERED?

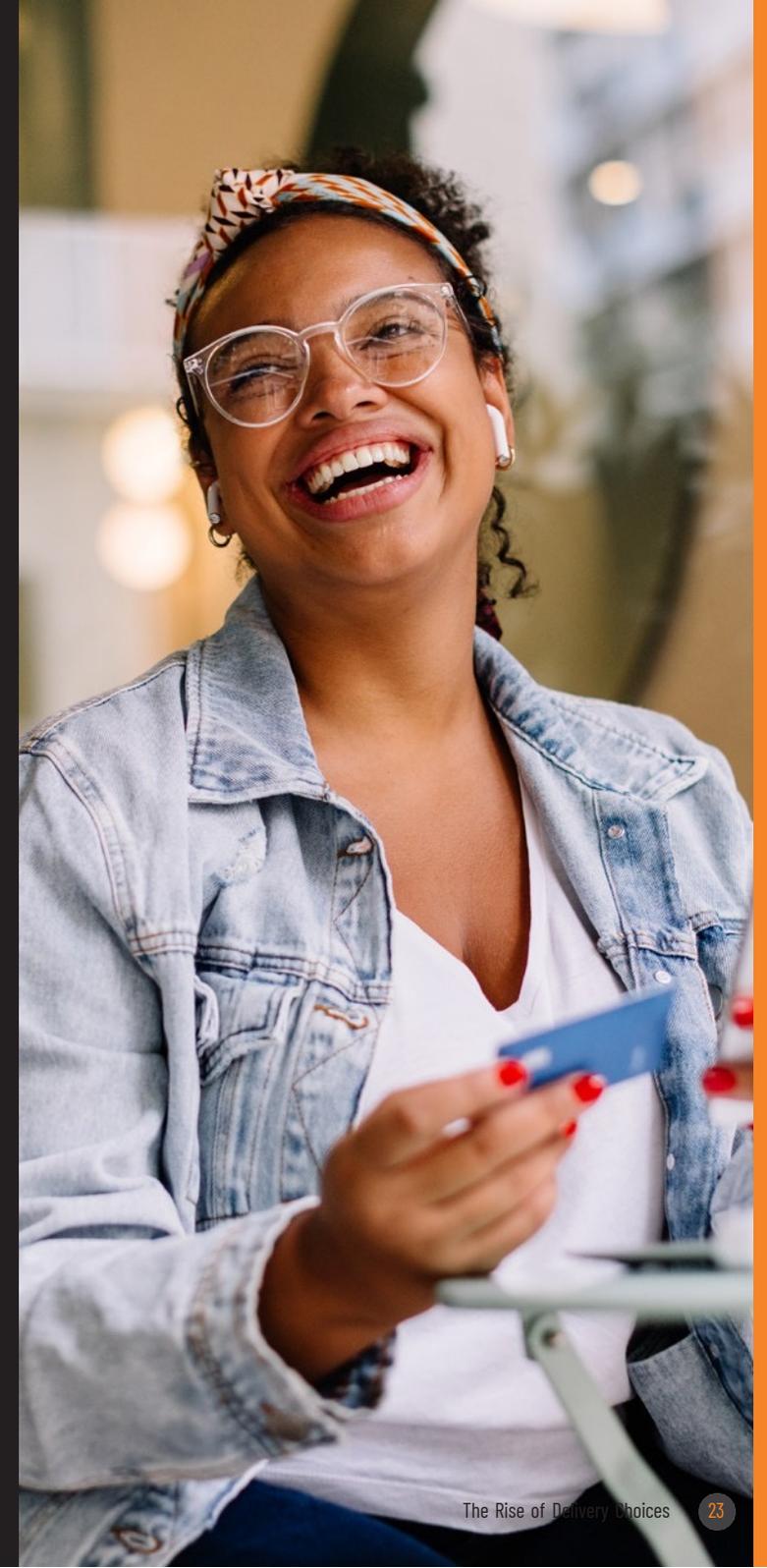
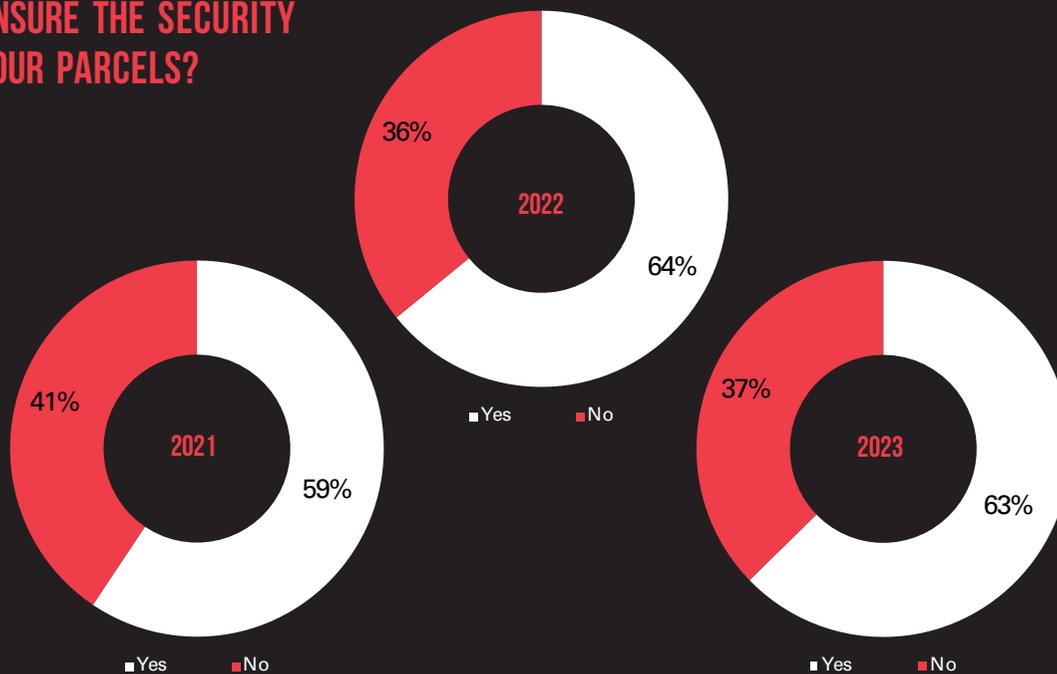


## SAFE DELIVERY CREATES A SOUND OPPORTUNITY

Almost two-thirds of consumers (63%) would shop online more if they had options to ensure the secure delivery of parcels.

This data has remained relatively consistent for the past three years, highlighting the power of choice. Online retailers offering additional, safer delivery options have a sound opportunity to meet customer demands and sell more.

WOULD YOU SHOP ONLINE  
MORE IF YOU HAD OPTIONS  
TO ENSURE THE SECURITY  
OF YOUR PARCELS?



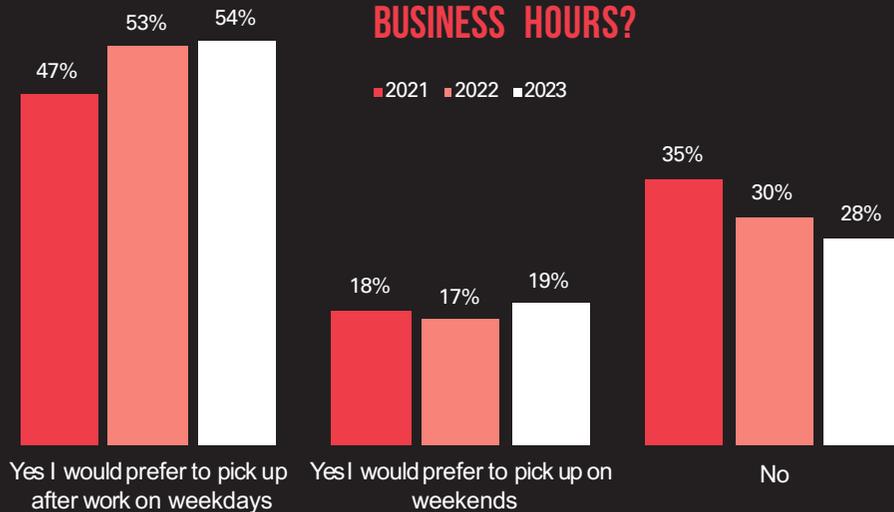
Almost three-quarters of shoppers (73%) want to pick up packages from a location near their home in 2023 - an 8% increase over 2021.

54% prefer collecting parcels after weekday work, while 19% say weekends are the best time.

The number of consumers who don't prefer parcel collection is declining, dropping around 7% over the last three years.

## THE CONVENIENCE OF COLLECTION IS INCREASINGLY IRRESISTIBLE

### IF THE OPTION WAS AVAILABLE, WOULD YOU PREFER TO PICK UP YOUR PARCELS FROM A LOCATION NEAR YOUR HOME OUTSIDE OF BUSINESS HOURS?

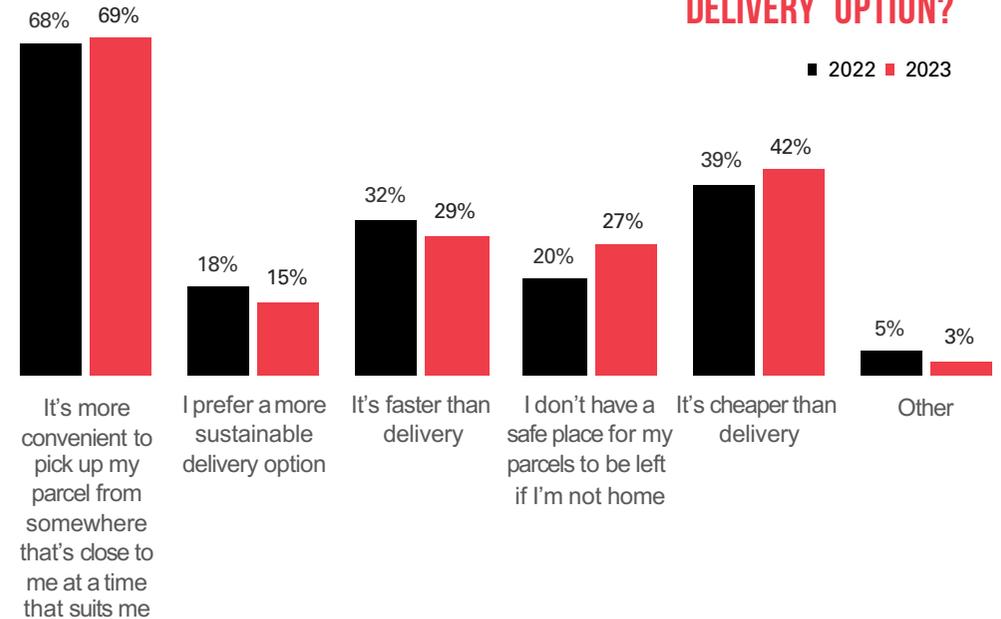


## CONVENIENCE, COST, AND SECURITY ARE CRUCIAL FOR CONSUMERS

Overwhelmingly, convenience is the number one reason (at 69%) that consumers want to collect parcels from a location near their home outside business hours.

Price again plays an important role. In 2023, 42% of surveyed shoppers express a preference for collection points as it's cheaper than delivery, which is an increase from 39% in 2022 - while around 7% more say the security of OOH (Out of Home) gets their tick of approval.

### WHAT ARE SOME OF THE REASONS THAT YOU WOULD CHOOSE TO USE PARCEL COLLECTION LOCATION / OR CLICK & COLLECT AS A DELIVERY OPTION?



# RETAILERS STILL AREN'T OFFERING THE BEST DELIVERY OPTIONS

Despite most consumers preferring to collect parcels outside of work hours when the option is available, 70% still say their preferred delivery location is their home.

This data suggests that retailers are still not offering the delivery options, including the most convenient times, that their consumers want.



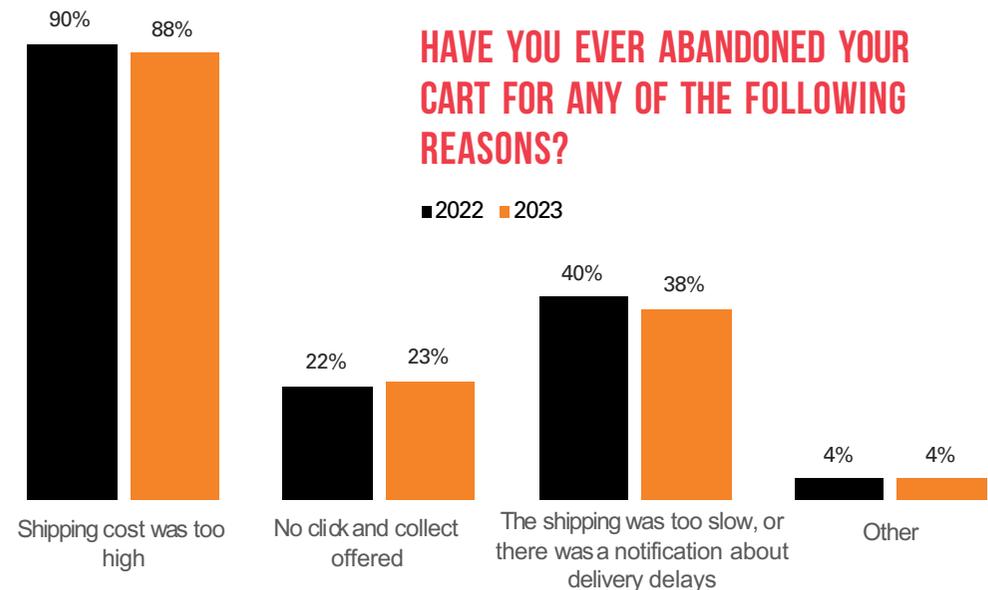
## WHAT IS YOUR MOST PREFERRED DELIVERY LOCATION?

■ 2022 ■ 2023

Shoppers' attitudes towards shipping haven't changed much over the last two years. 88% abandon carts due to high shipping charges, and 38% say slow shipping will see them quickly navigate away. Nearly a quarter (23%) also say a lack of Click & Collect options will give them cause to pause.

Retailers should pay close attention to what consumers are saying. While the cost of delivery influences cart conversion the most, the speed and convenience of shipping options are also decisive factors. Merchants can drive down cart abandonment by focusing on these elements of the post-purchase experience.

# RETAILERS PICKING UP THEIR GAME CAN DRIVE DOWN CART ABANDONMENT



## HAVE YOU EVER ABANDONED YOUR CART FOR ANY OF THE FOLLOWING REASONS?

■ 2022 ■ 2023

# OVERVIEW

This report covers considerable detail about consumer expectations. With yearly data overlaid, meaningful trends emerge, such as product category demand shifts and changes in sustainability priority due to cost-of-living pressures and other factors.

Retailers can revise their strategies with the following key insights and trends in mind:

- Online shopping habits have become cemented. Despite shoppers flocking back in-store, 88% are still purchasing online, with little change to this figure over the last two years.
- Product categories have significantly shifted this year. Demand for fashion has fallen by 20% while electronics saw an elevation of 16%, likely due to the cost-of-living crunch. Additionally, more deliberate purchasing decisions saw shoppers taking advantage of EOFY sales for tax-deductible items such as electronics.
- Consumers are leaning more towards marketplaces this year. 85% say marketplaces are where they purchase from the most online as those with tightening household budgets look to save on separate delivery costs.
- 47% say weekday evenings are their favourite time to buy online. Retailers can take this cue to offer flexible delivery and OOH (Out of Home) arrangements outside standard office hours, catering to customer availability.
- Although supply chain issues are easing in 2023, 65% of shoppers opt for same-day delivery options to increase the certainty of delivery times.
- Parcel theft is on the rise again, and 70% of consumers worry about stolen parcels when they are not home to receive them - 7% more than in 2022 and 9% over 2021.

- Signature-on-delivery is the preferred option for 73% of shoppers ordering high-value items. However, retailers can still offer more convenient options to those away from home during weekdays, such as OOH (Out of Home), for safe delivery of items.
- Fast refunds make 79% of consumers more likely to make repeat purchases. Retailers can use OOH (Out of Home) locations to offer instant refunds and boost customer loyalty.
- Sustainability is still an influencing factor, with 2% more shoppers this year saying that if delivery options stated the related carbon emissions generated, it would impact their choice. 15% more than last year also know that OOH (Out of Home) offers better sustainability than home delivery.
- Convenience is critical in the last mile. Almost three-quarters of shoppers (73%) want to pick up packages from a location near their home in 2023 - an 8% increase since 2021.
- Shoppers are quick to click away when delivery costs are high, speeds are low, and convenient options such as Click & Collect are missing. Retailers can substantially drive down cart abandonment by focusing on these elements of the post-purchase experience.

In 2023, retailers must meet the evolving delivery expectations of consumers while keeping ahead of competition from marketplaces. By increasing awareness of convenient, cost-efficient, safe, and sustainable options, such as OOH (Out of Home), ecommerce stores can demonstrate a real point of difference and turn more shoppers into loyal, long-term consumers.



# HUBBED

[www.hubbed.com](http://www.hubbed.com)

Contact us: [hello@hubbed.com](mailto:hello@hubbed.com)

