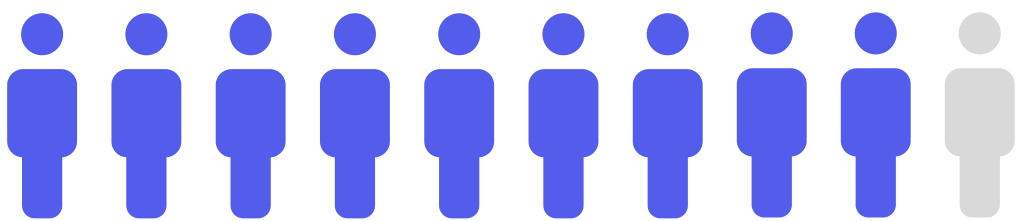
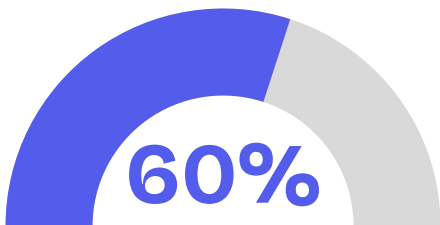


Reliability is the Future of Online Grocery

We asked UK online grocery shoppers what matters most in delivery. Speed is no longer the top priority -- reliability is. Here's what they told us.



92% would accept longer or less flexible delivery slots if orders were guaranteed complete and on time



would pay slightly more for guaranteed delivery



35% say a missed or changed slot has a large or very large impact on trust

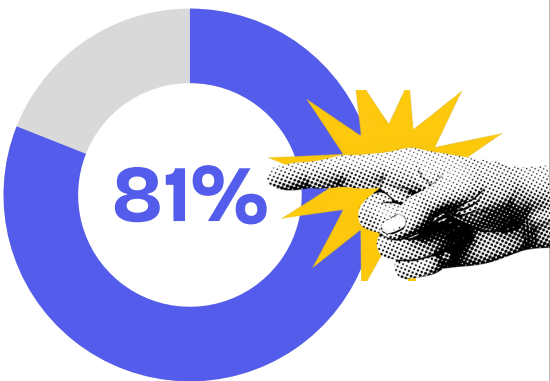
54%

would switch grocers if fresh food was wasted due to failed deliveries



39%

of shoppers have abandoned a grocery order due to slot or address issues



blame the supermarket's systems or logistics, not drivers, when things go wrong

[Read the full survey insights](#)