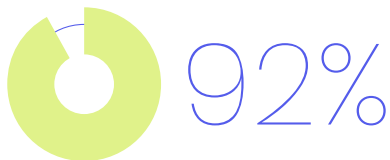


Reliability Defines the Future of ONLINE GROCERY



The online grocery market has matured rapidly, with customers now expecting both speed and accuracy. Yet our latest survey of UK consumers highlights that reliability is emerging as the most decisive factor. Shoppers are willing to compromise on delivery slot flexibility and even pay more if they can be confident their order will arrive on time and complete. This signals a pressing need to focus on operational reliability, data quality, and checkout optimisation.

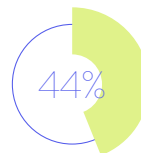
Consumers Choose Reliability First



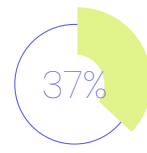
would give up convenience just to be sure their delivery shows up

A clear majority of customers said they would accept longer or less flexible delivery slots if this guaranteed their order would arrive in full and on time. For shoppers, predictability is more valuable than very narrow windows such as "within the next hour". Furthermore, 60% indicated they would pay slightly more for this assurance. Reliability is therefore not just an operational goal. It is a driver of trust that directly shapes whether customers stay loyal or look elsewhere. No one wants to discover missing items in their delivery, and supermarkets that prevent these failures are far better placed to maintain customer confidence.

Shoppers Hold Supermarkets Responsible



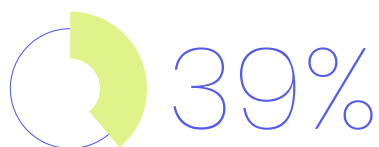
blame logistics teams and



supermarket systems

Trust in online grocery is fragile. More than a third of customers said a missed or changed delivery slot has a major impact on their confidence in a grocer, and over half would be more likely to switch if fresh food was wasted as a result. Shoppers rarely blame individual drivers or external factors such as the weather. Instead, they point directly to the supermarket. Reliability is seen as part of the brand promise, and when things go wrong, customers interpret these failures as weaknesses in logistics or systems rather than unavoidable disruptions.

Trust Is Built at Checkout



abandoned orders due to slot/
address issues

Operational reliability extends into the digital experience. The checkout process is a particularly vulnerable stage, with almost four in ten respondents admitting they had abandoned an order because of problems with delivery slots or address validation.

Consumers expect the same level of reliability online as they do at the doorstep. When checkout feels unreliable, confidence in the overall service weakens. Creating a seamless and predictable checkout is therefore just as important as ensuring the delivery van arrives on time.

The Next Advantage in Online Grocery

Price will always influence where customers shop, but competing on price alone is unsustainable. Delivery speed has also become widely matched across the market. What stands out from the findings is that reliability is emerging as the decisive factor, offering supermarkets a clear way to stand apart in a market where price and speed no longer differentiate.

Supermarkets that build reliability into their systems, logistics and checkout processes will be better placed to reduce abandonment, protect margins and strengthen long-term customer trust.

