

2023 E-COMMERCE CONSUMER RESEARCH

RESEARCH BY **DODO**
Same day delivery



Methodology

Research



Quantitative research

Data collection: 1Q 2023

1 200 respondents in each country

**Samples of online buyers representative
by age, gender and country**

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Market Comparison



Preferences for same day delivery are highest in the Czech Republic and Slovakia

How fast would customers ideally like their online purchase to be delivered?



But... Gen Z prefers same day delivery much more

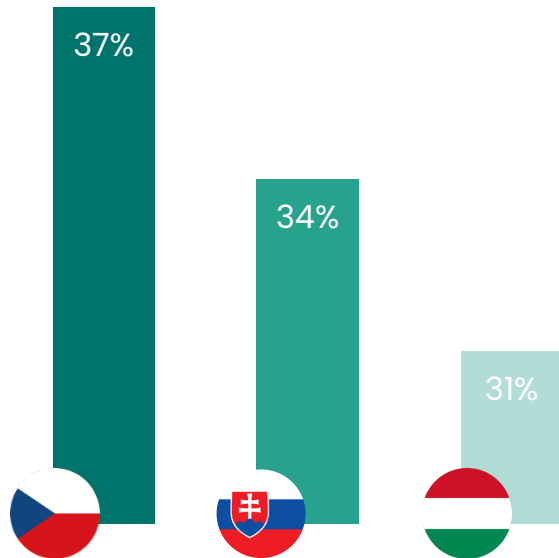
How fast would customers ideally like their online purchase to be delivered?



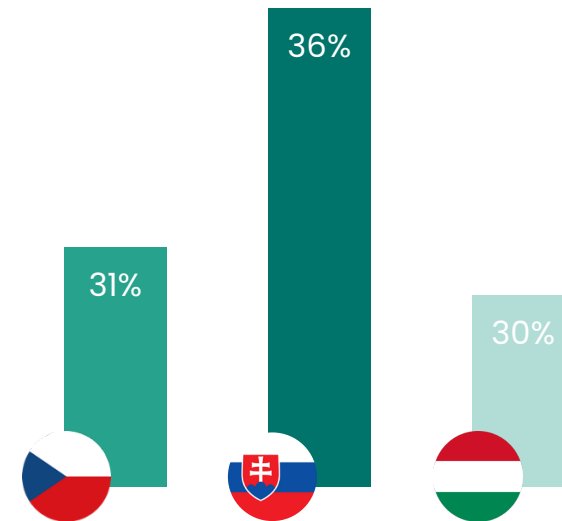
People in cities want same day delivery more



Capital city

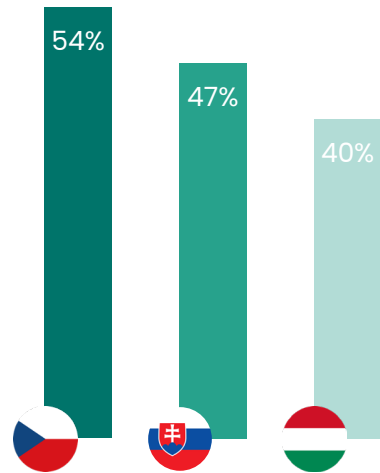


Cities with 100k+ citizens

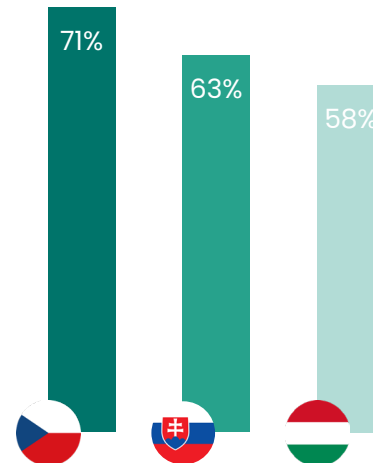


Situations for fast delivery:

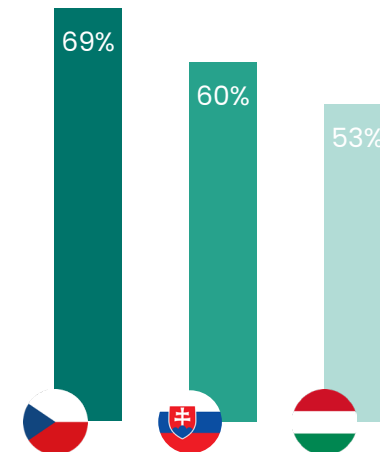
Customers demand fast delivery not only in urgent cases but also in planned purchases



a planned purchase



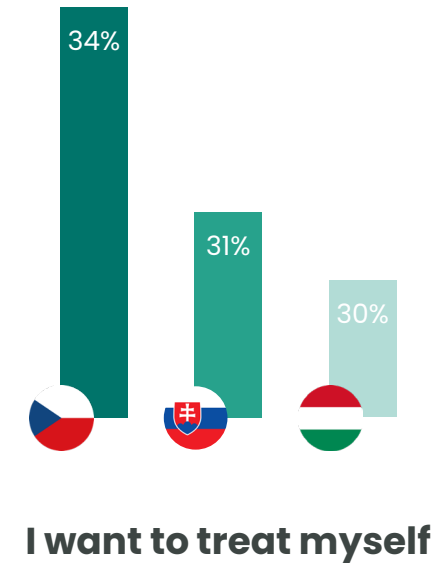
I ran out of something and need to replace it (groceries, medicine...)



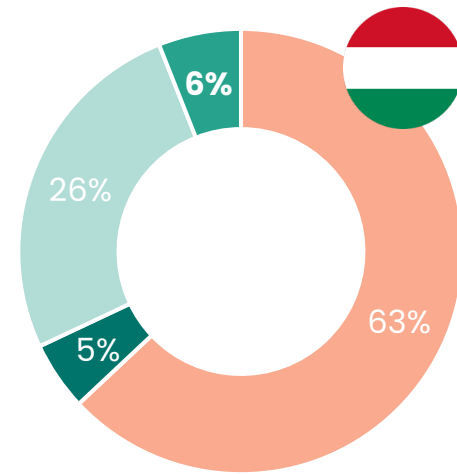
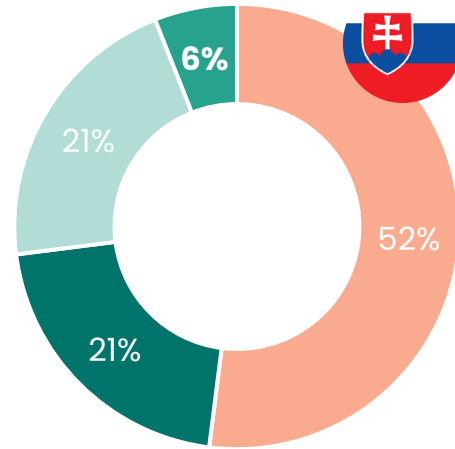
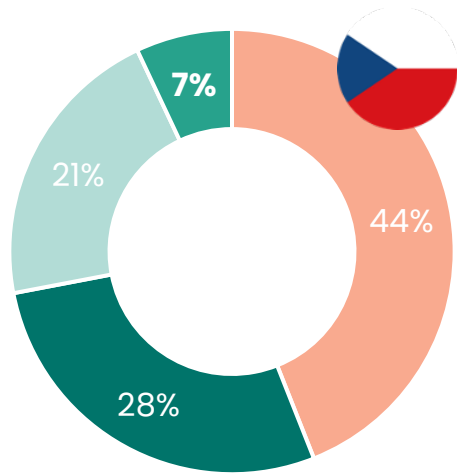
something broke and I need it now

Situations for fast delivery:

Customers demand fast delivery not only in urgent cases but also in planned purchases



Preferred methods of delivery:



Home/work



Pick-up point



Pick-up box



In store pick-up

Market Overview



**Czech
Republic**



Summary

The Czech Republic: most planned purchases with same day delivery

Same day delivery is generally used by people when they run out of something or forget to buy something they need. In the Czech Republic, however, the highest proportion of planned purchases that customers want delivered on the day of order is 54. At the same time, people in the Czech Republic want to pay the least for fast delivery: only 37% of respondents are willing to pay €4.5 or more.



Delivery preferences

Where to?



Delivery preferences

How fast?

29%

want to have
their purchase
delivered the
same day

15%

order
same day
delivery



14%

want but do not use
same day delivery



The role of delivery in the purchasing process

In which segments do customers most often prefer same-day delivery?



82%

groceries



52%

meds,
supplements



25%

pet supplies



23%

cosmetics,
drugstore



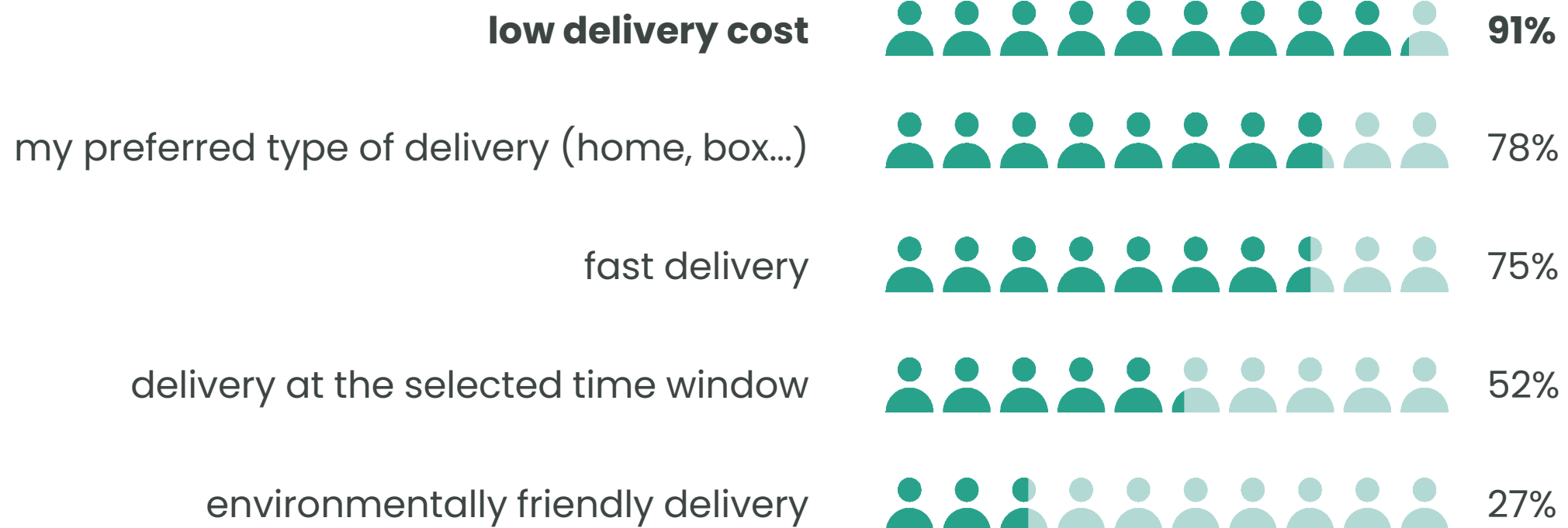
25%

electronics



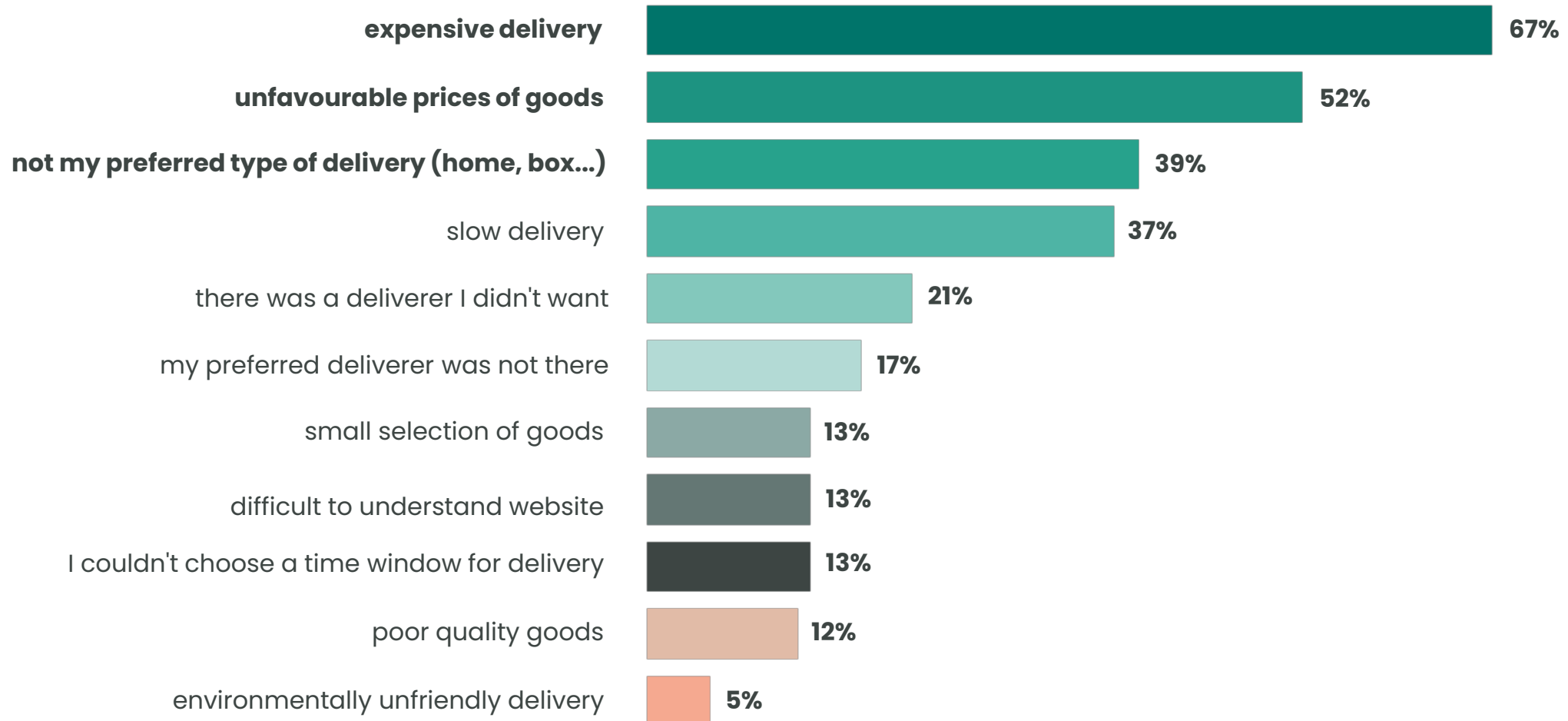
The role of delivery in the purchasing process

What is crucial when shopping online in terms of delivery?



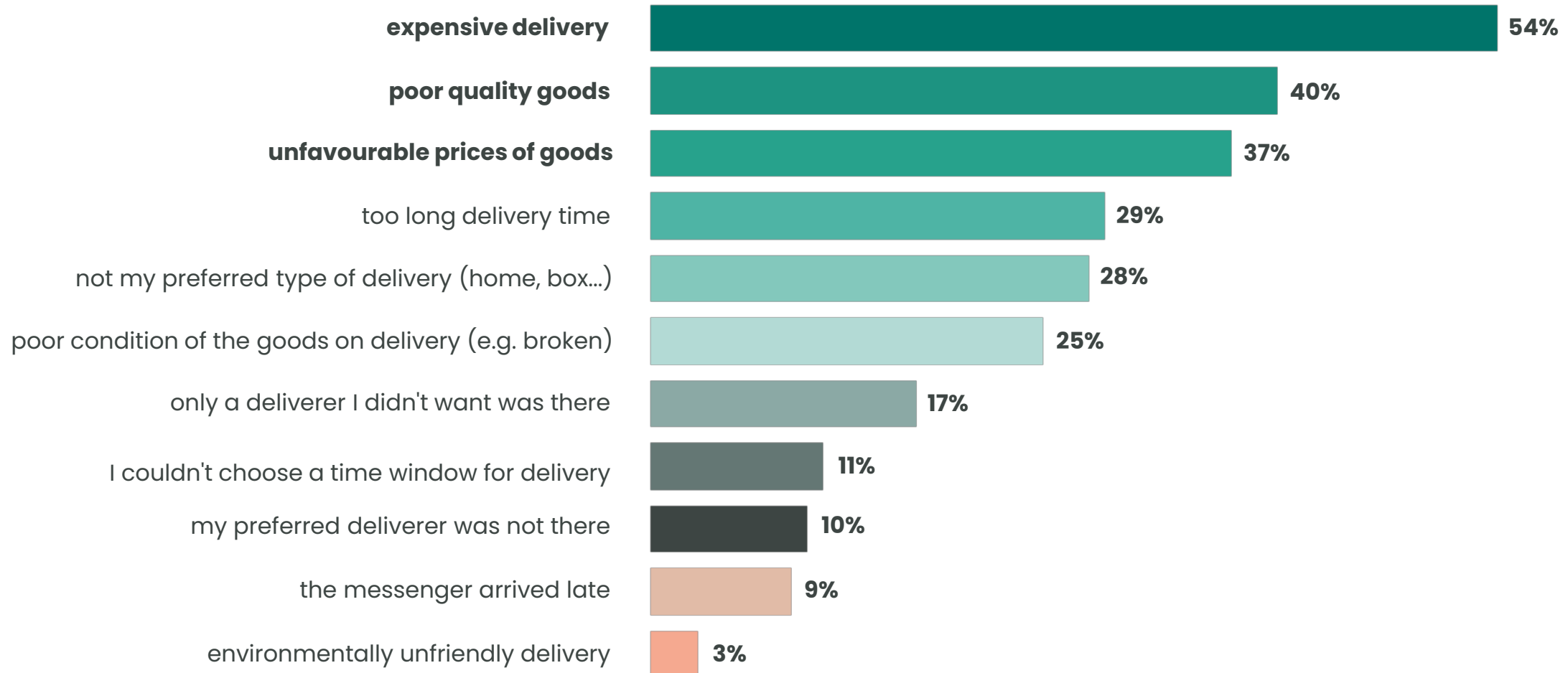
The impact of delivery on order completion

What has made customers leave an unfinished online order in the last year?



The impact of delivery on customer retention

Why didn't they repeat the online purchase within the last year?



Price expectations

How much are they willing to pay for same day delivery?

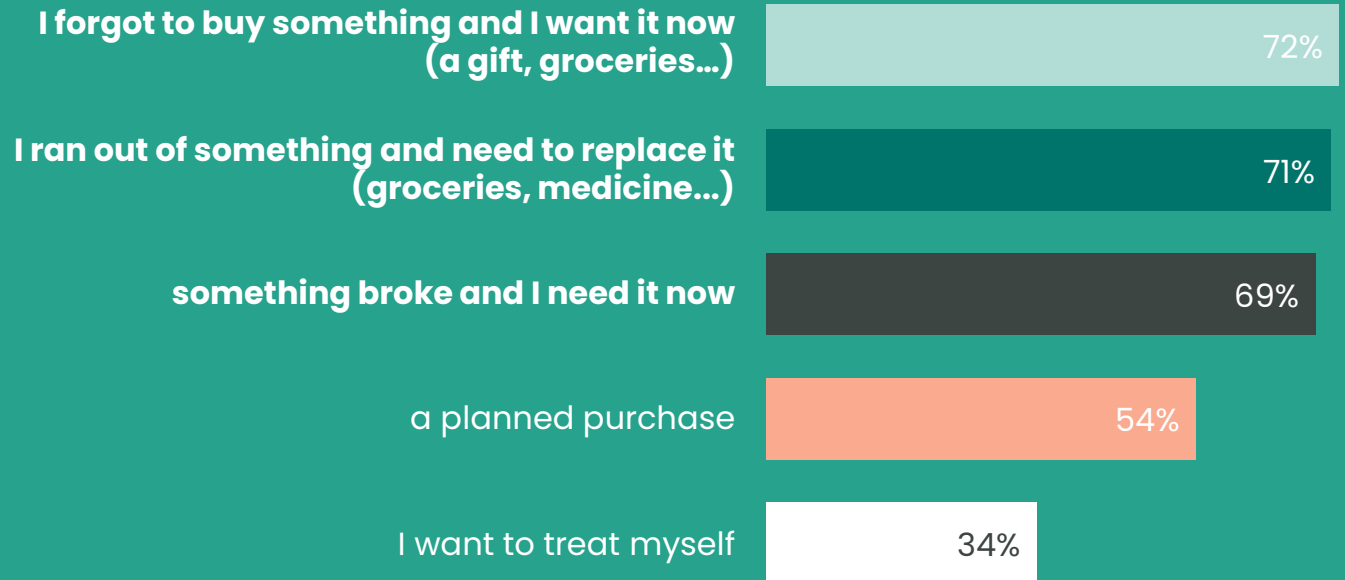
**Almost half of customers
are willing to pay 80–100 CZK
for same day delivery.**



Shopping situations

When does the customer prefer same day delivery?

Customers demand fast delivery not only in urgent cases but also in planned purchases.





GEN Z

18-26 YRS



GEN Z

Gen Z prefer same day delivery more than other customers

For 72% of Gen Z is fast delivery important.

Gen Z prefers fast delivery a little more than other Generations Y & Z (35%).



GEN Z

In which segments do Gen Z most often prefer same day delivery?



85%

groceries



55%

meds,
supplements



33%

cosmetics,
drugstore



26%

electronics



25%

pet supplies



**Slovak
Republic**



Summary

Slovakia: same day delivery most preferred

30% of customers in Slovakia prefer same day delivery, the highest of any country surveyed. Slovakia also has the largest gap between customers who would like same day delivery (30%) and those who actually use it (15%). There is, therefore, a large growth potential for e-shops there.



Delivery preferences

Where to?



Delivery preferences

How fast?

30%

want to have
their purchase
delivered the
same day

15%

order
same day
delivery



15%

want but do not use
same day delivery



The role of delivery in the purchasing process

In which segments do customers most often prefer same day delivery?



80%

groceries



52%

meds,
supplements



27%

cosmetics,
drugstore



24%

pet supplies



20%

electronics



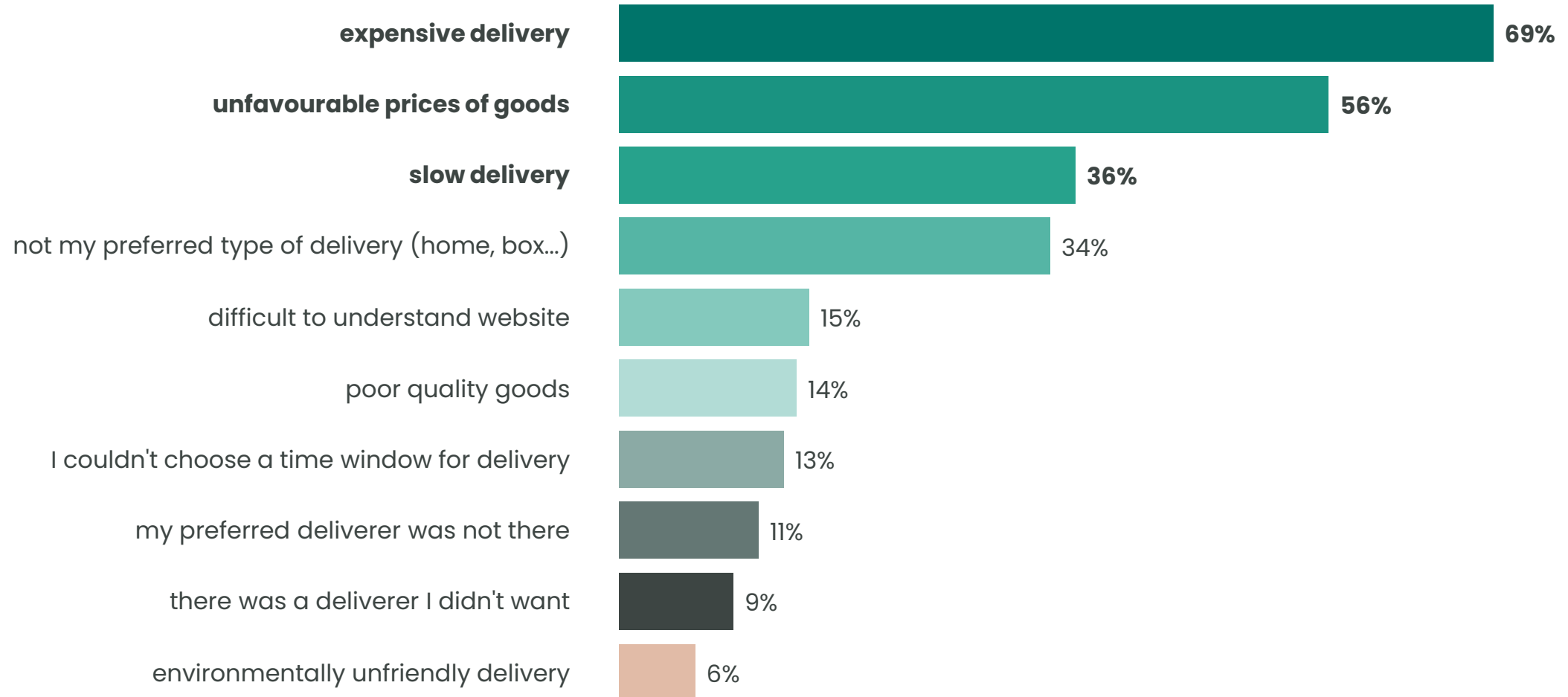
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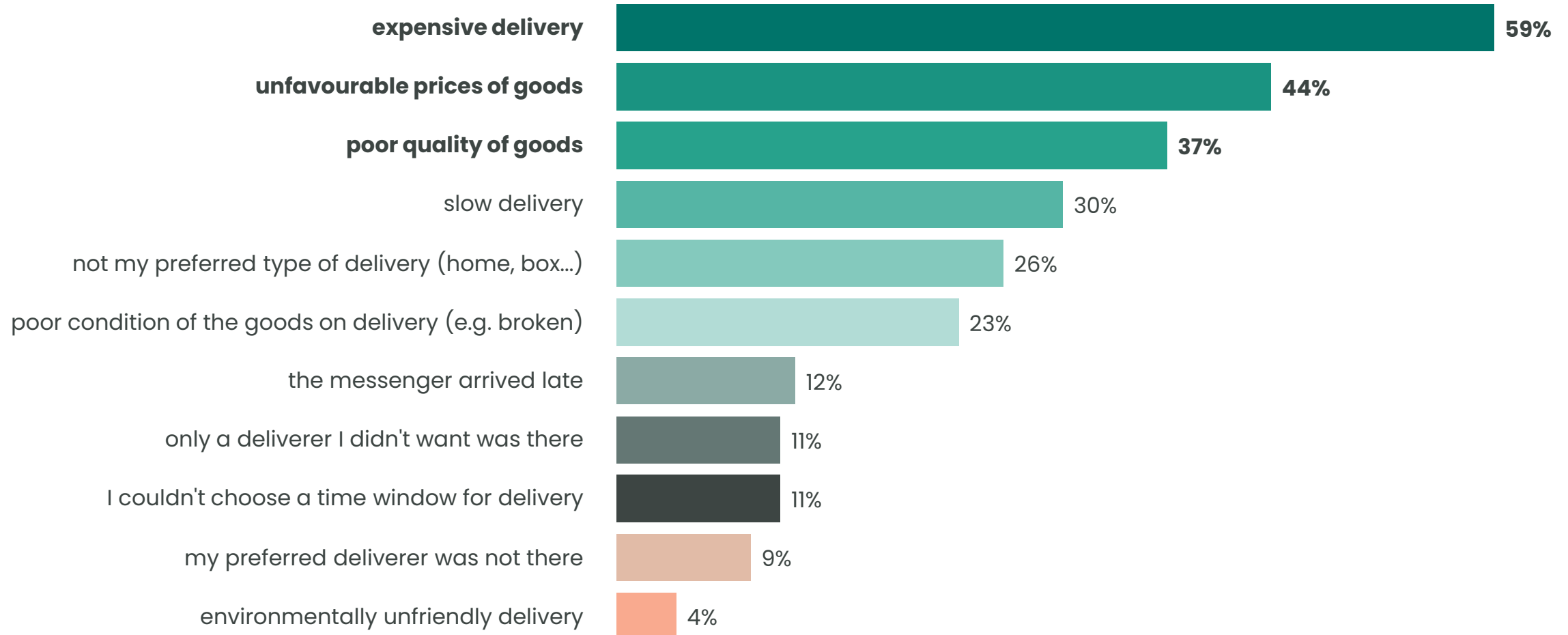
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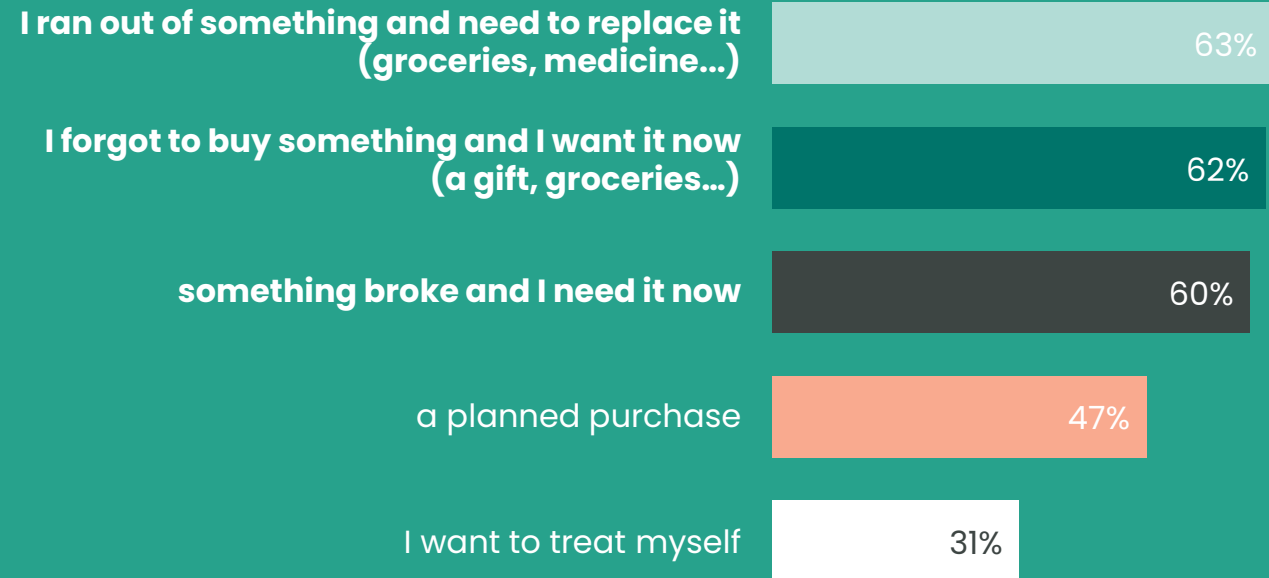
**Almost two thirds of customers
are willing to pay more than 4.5 €
for same day delivery.**



Shopping situations

When does the customer prefer same day delivery?

Customers demand fast delivery not only in urgent cases but also in planned purchases.



GEN Z

18-26 YRS



GEN Z

Gen Z prefer same day delivery more than other customers

For 75% of Gen Z is fast delivery important.

Gen Z prefers fast delivery a little more than other Generations Y & Z (36%).



GEN Z

In which segments do Gen Z most often prefer same day delivery?



86%

groceries



55%

meds,
supplements



31%

cosmetics,
drugstore



27%

electronics



26%

fashion
(clothes, shoes)



Hungary



Summary

Hungary: most incomplete purchases due to expensive transport

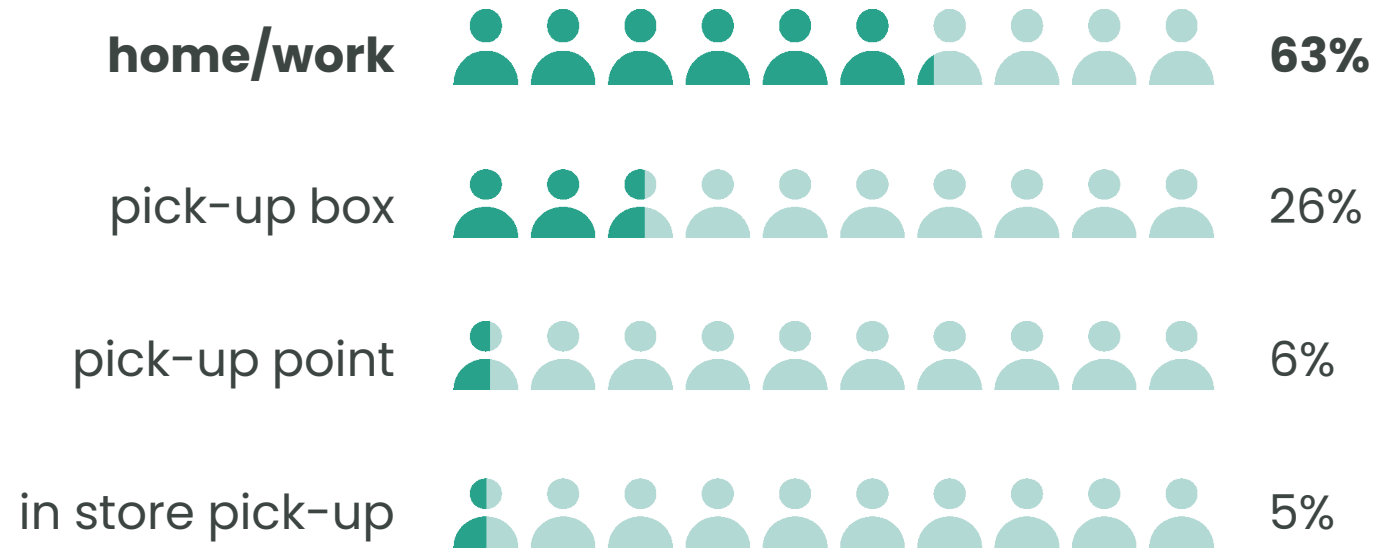
Low shipping costs are one of the most important criteria for online shopping in all countries surveyed. Hungarians, however, are most sensitive to the cost of shipping. If delivery is too expensive for them, 71% of shoppers will abandon their basket.

Environmental transport is also important in Hungary, with 41% of respondents citing it as a key factor.



Delivery preferences

Where to?



Delivery preferences

How fast?

26%

want to have
their purchase
delivered the
same day

19%

order
same day
delivery



7%

want but do not use
same day delivery



The role of delivery in the purchasing process

In which segments do customers most often prefer same day delivery?



75%

groceries



40%

meds,
supplements



22%

pet supplies



20%

cosmetics,
drugstore



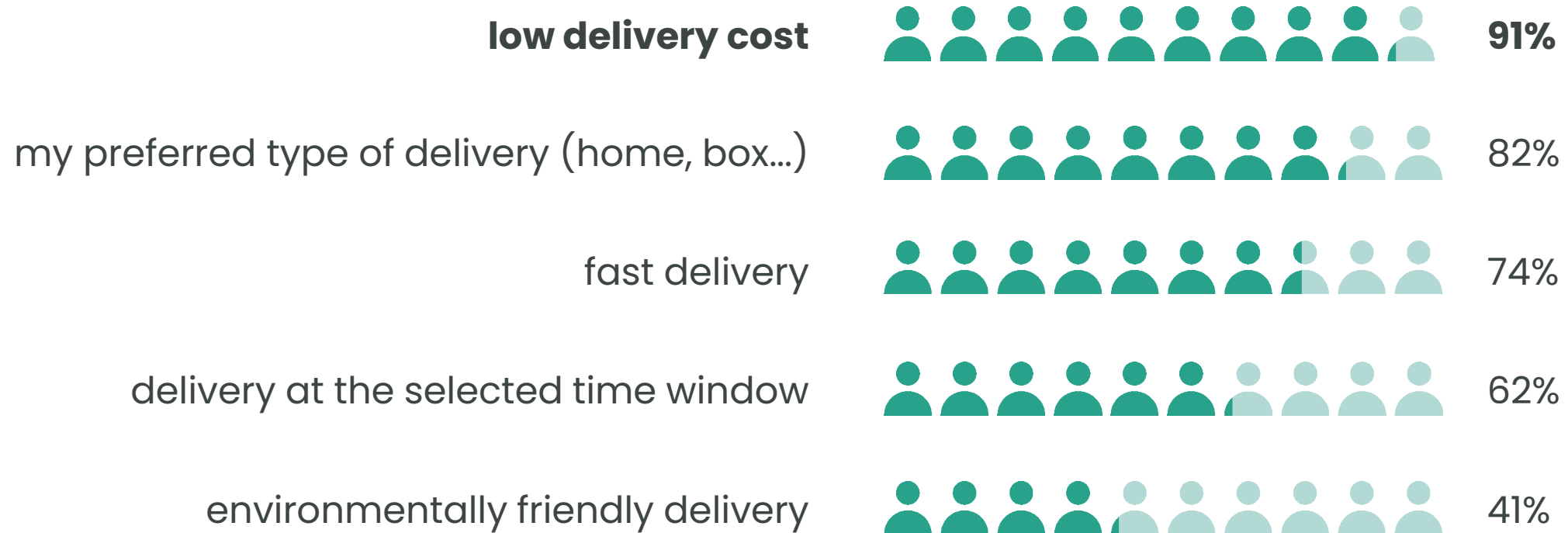
15%

fashion
(clothes, shoes)



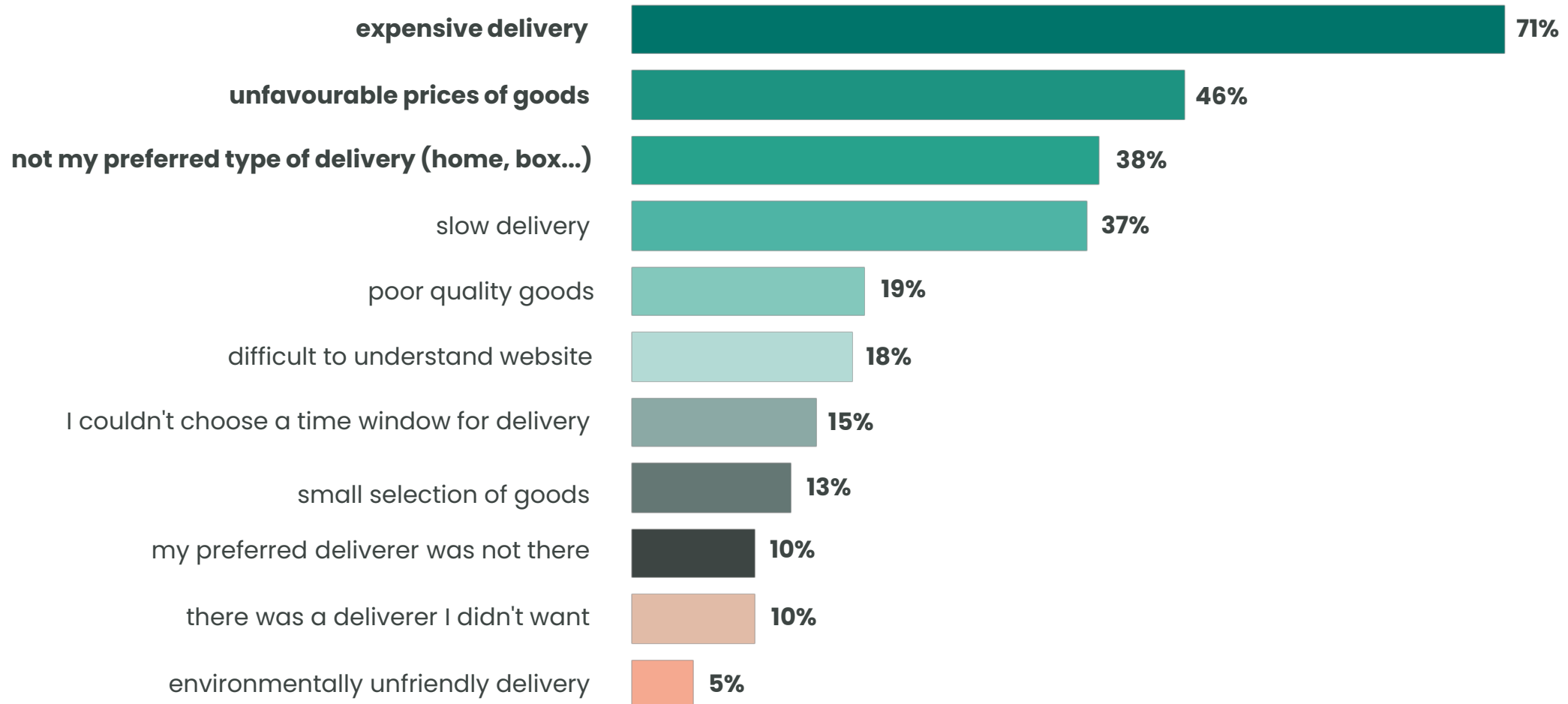
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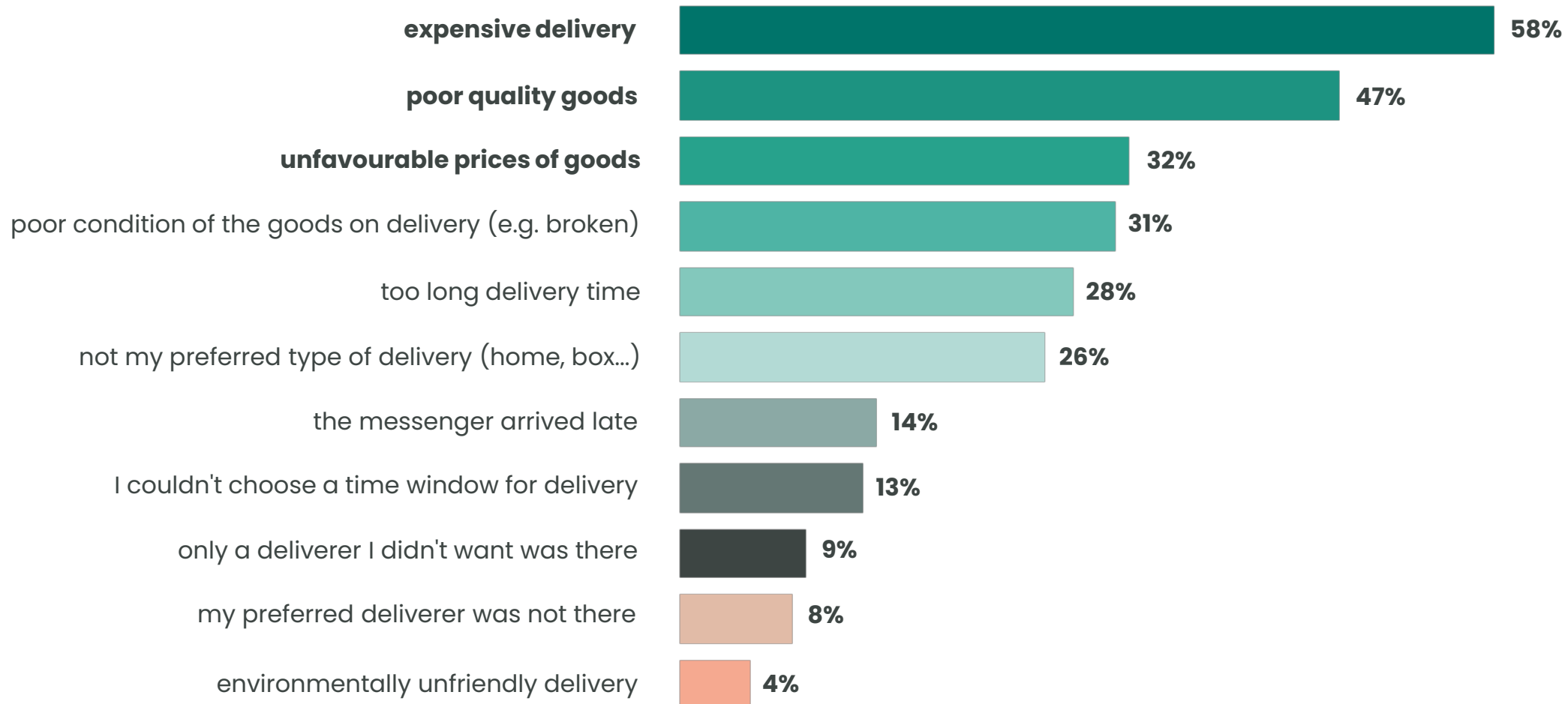
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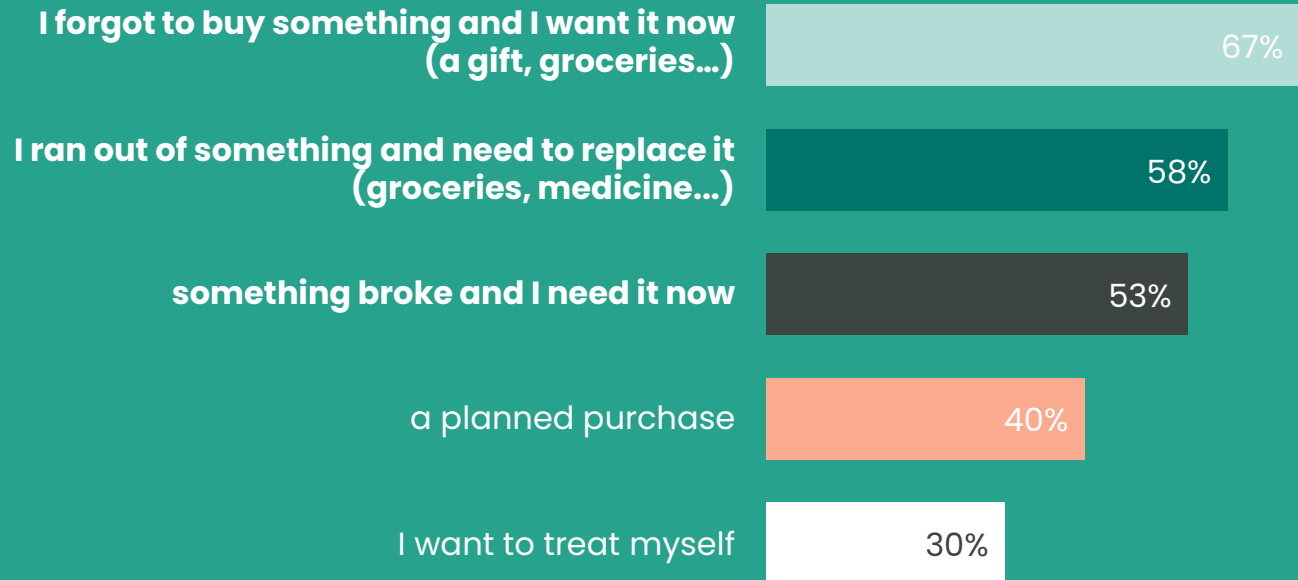
How much are customers willing to pay for same day delivery?



Shopping situations

When does the customer prefer same day delivery?

Customers demand fast delivery not only in urgent cases but also in planned purchases.





GEN Z

18-26 YRS



GEN Z

Gen Z prefer same day delivery more than other customers

For 72% of Gen Z is fast delivery important.

Gen Z prefers fast delivery a little more than other Generations Y & Z (32%).



GEN Z

In which segments do Gen Z most often prefer same day delivery?



83%

groceries



46%

meds,
supplements



23%

pet supplies



20%

cosmetics,
drugstore



17%

fashion
(clothes, shoes)





**We hope this data will provide you
with inspiration for enhancing
your customer experience.**



**We are happy to provide you with
valuable customer information.**

WE ARE DODO

Same day delivery



We are DODO, a **tech & logistic company** that develops our **own logistics software** and provides clients with last mile delivery.



We offer our services to clients from **different segments** (e-commerce, grocery, restaurants) in 7 European countries.



We reliably deliver shipments for e.g. TESCO, Decathlon, KFC, BILLA, Spar, Hervis, Rosmann, kosik.cz, Bringmeister etc.



We are **one of the TOP 3 providers** of last-mile logistics in **Europe**.

This is the end of our journey. But only for now.

Stay in touch on **Linked** 



Same day delivery

