

IMRG Delivery & Cross-Border Connect 2025

Headline sponsors:

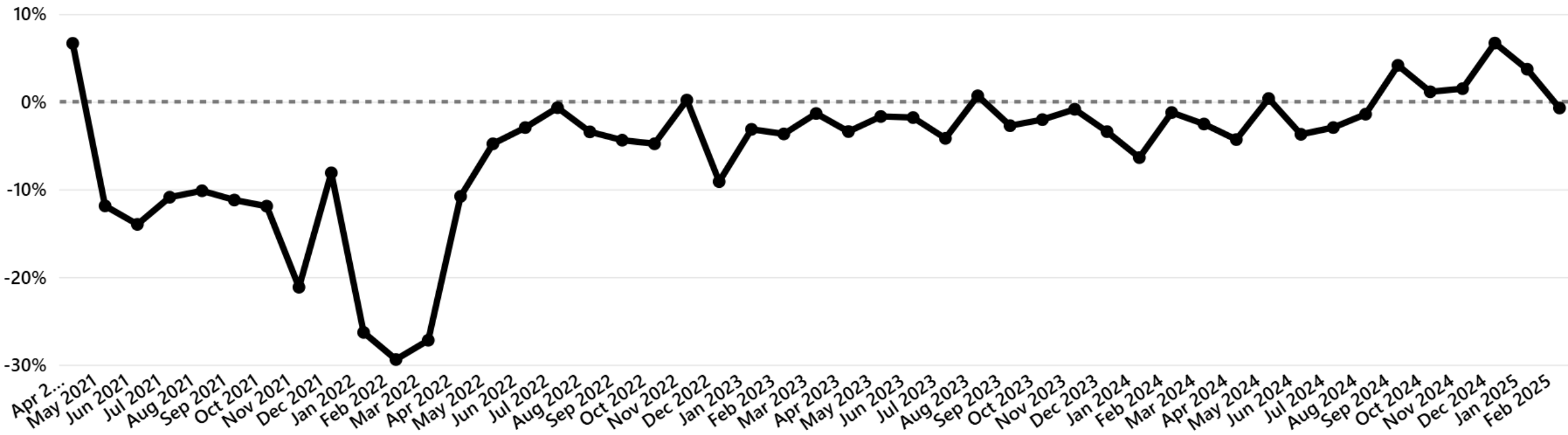


Are retailers seeing a
higher increase in
revenue or orders?

Revenue long-view

YoY Percentage Change for Revenue

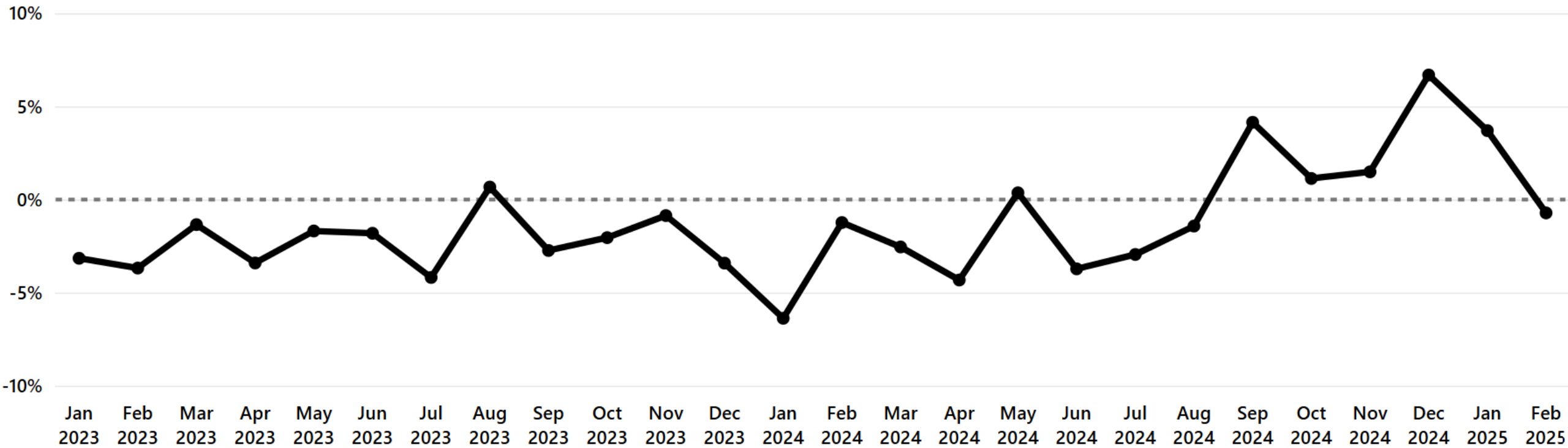
● Total Market



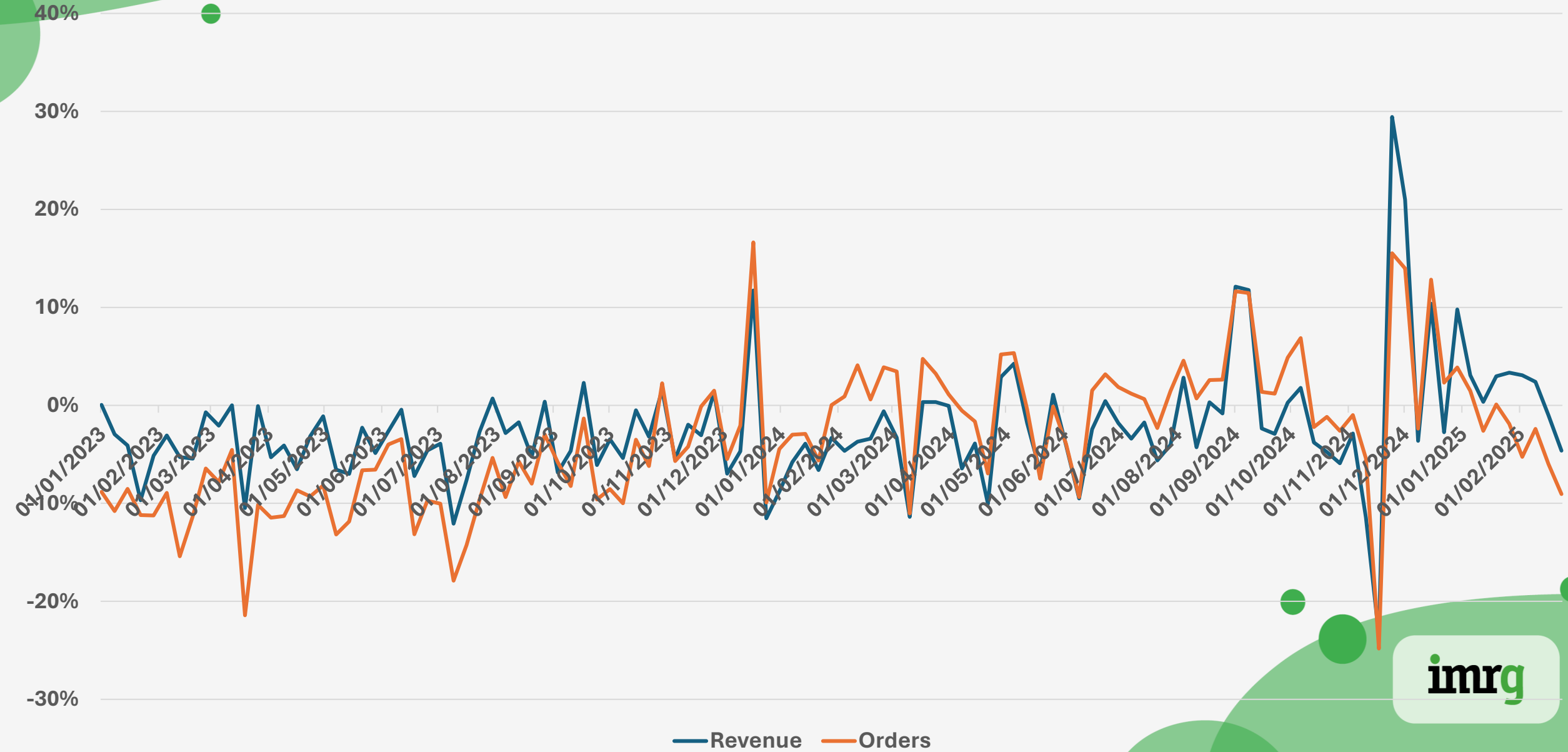
Revenue overall

YoY Percentage Change for Revenue

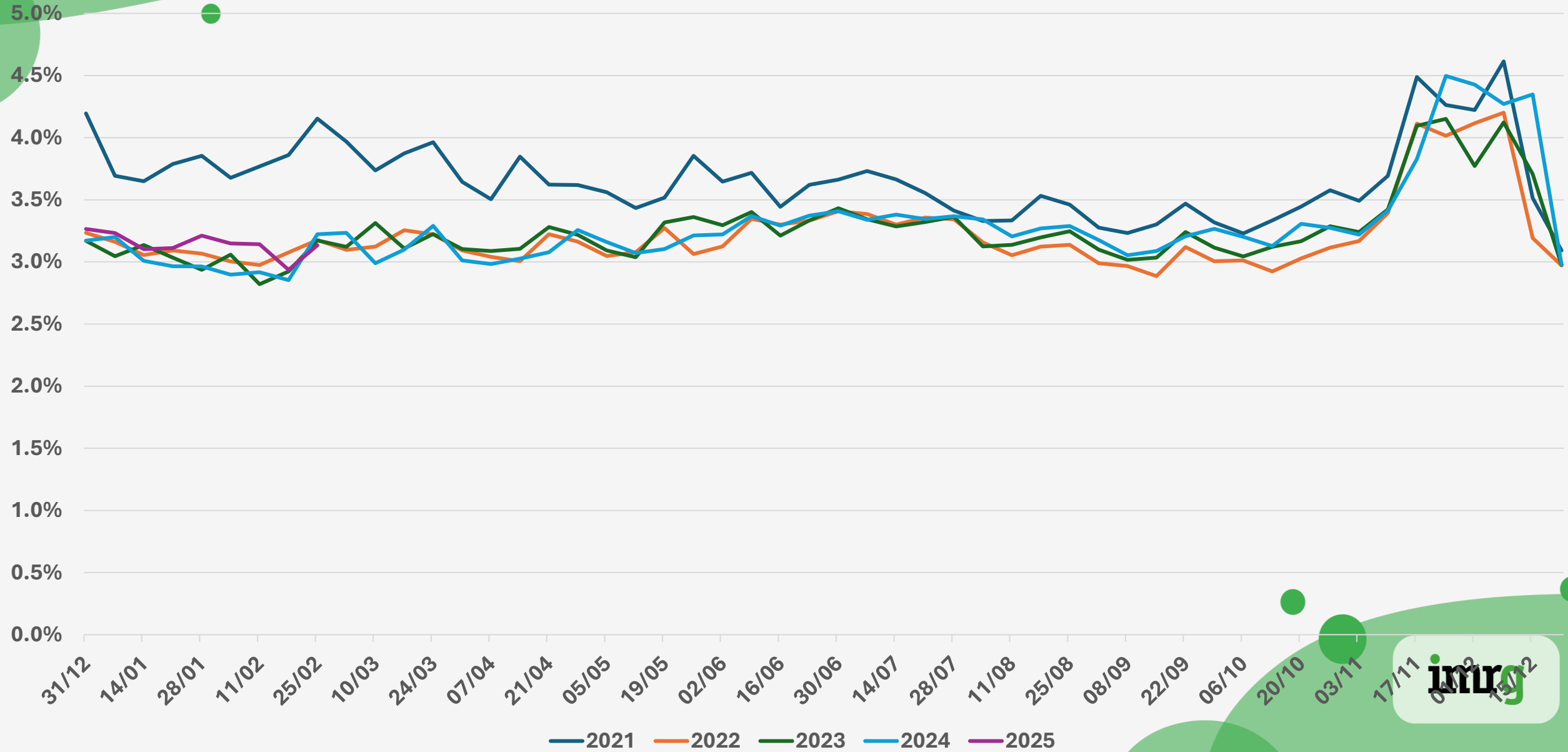
● Total Market



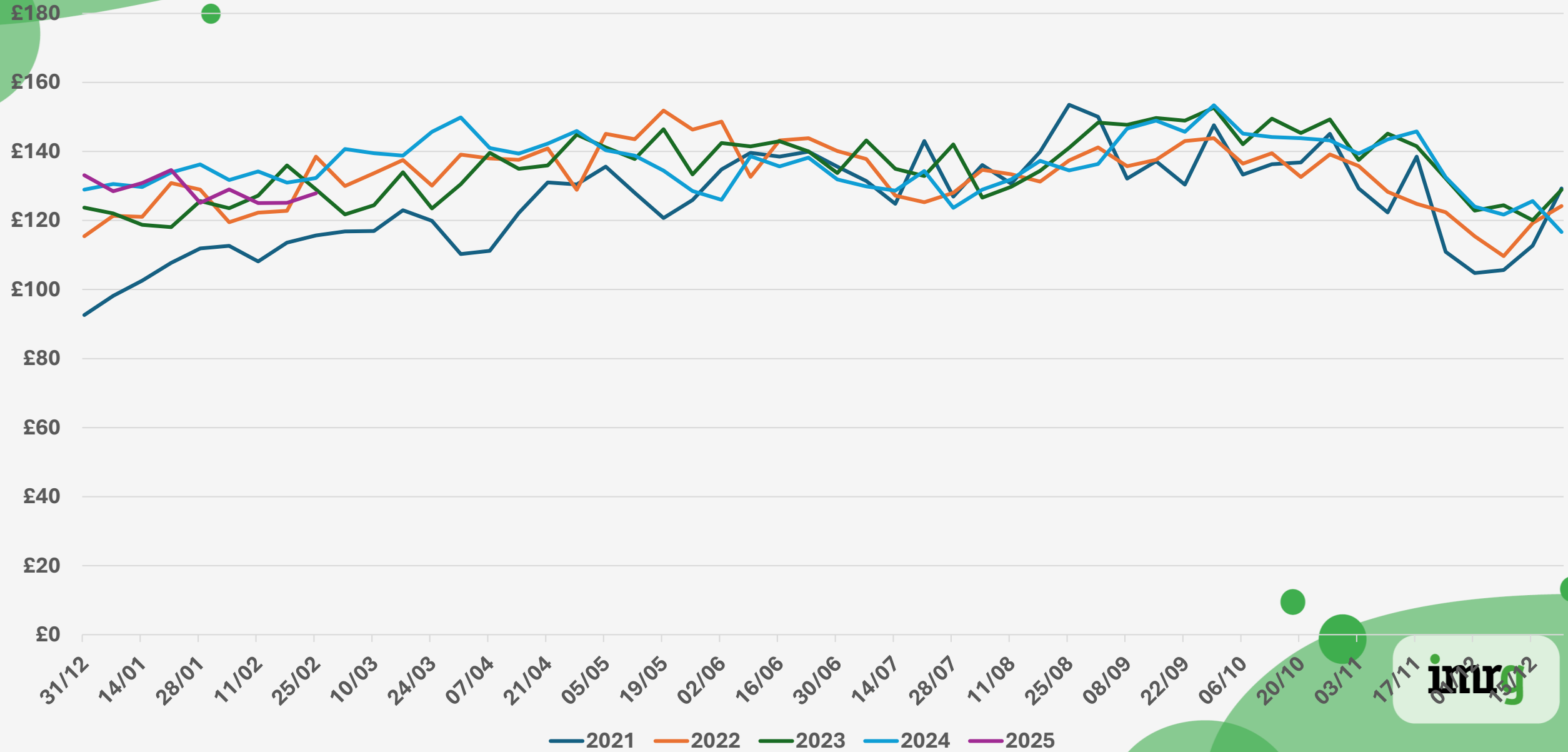
Revenue / orders overall



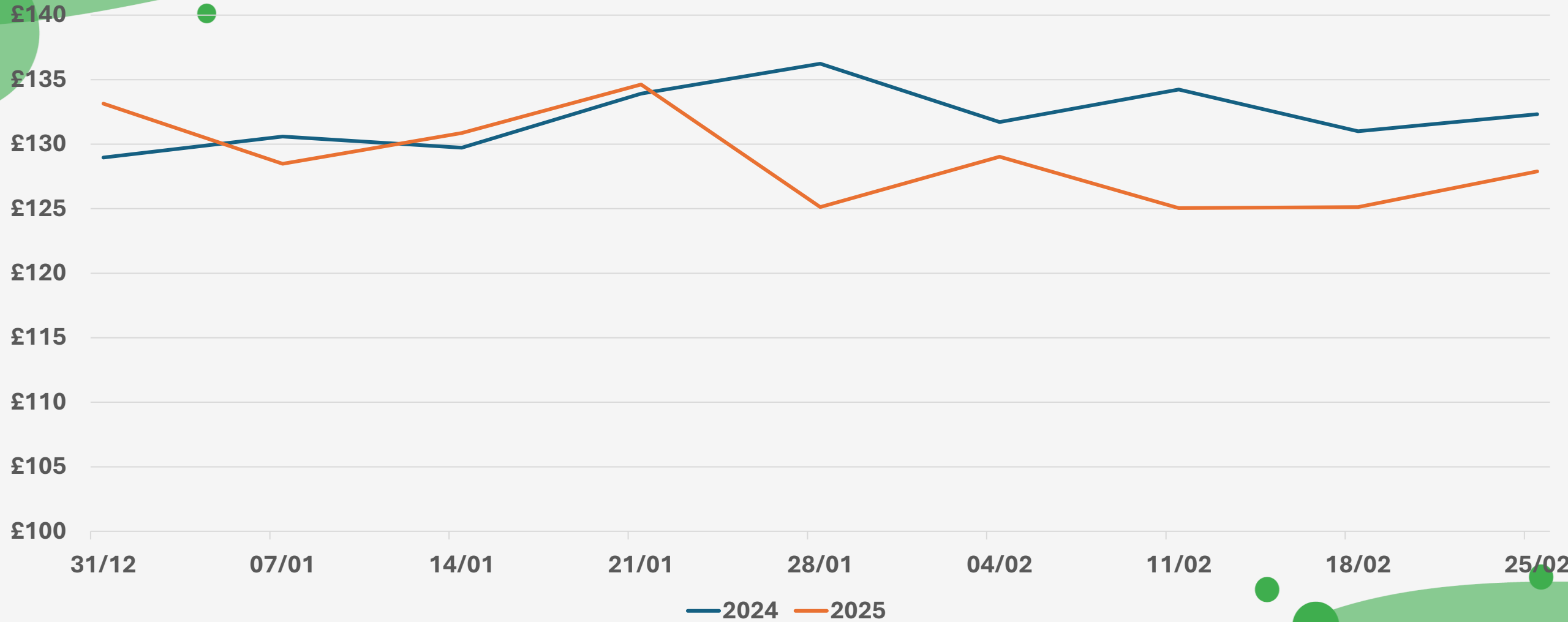
Conversion overall



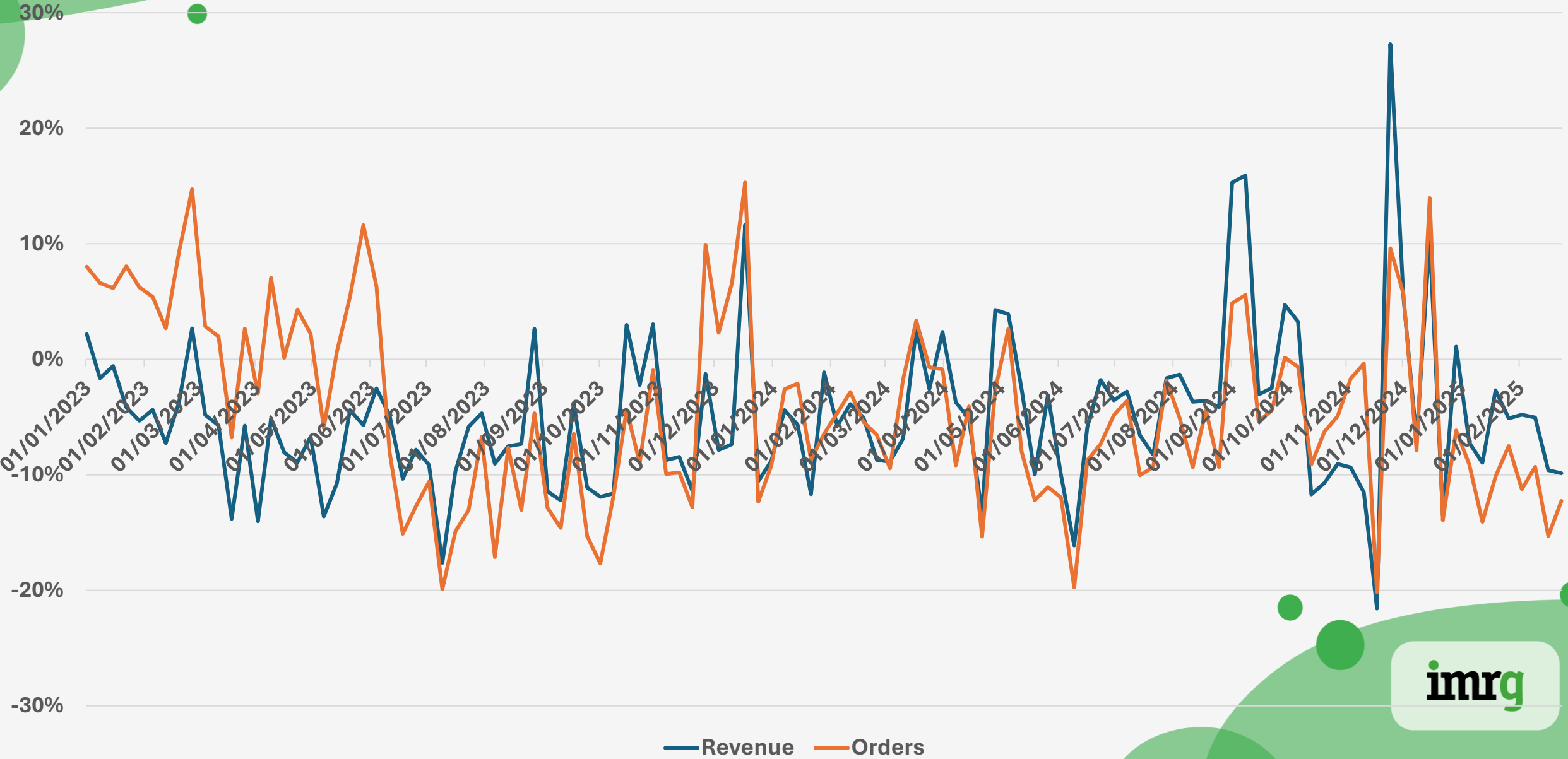
ABV overall



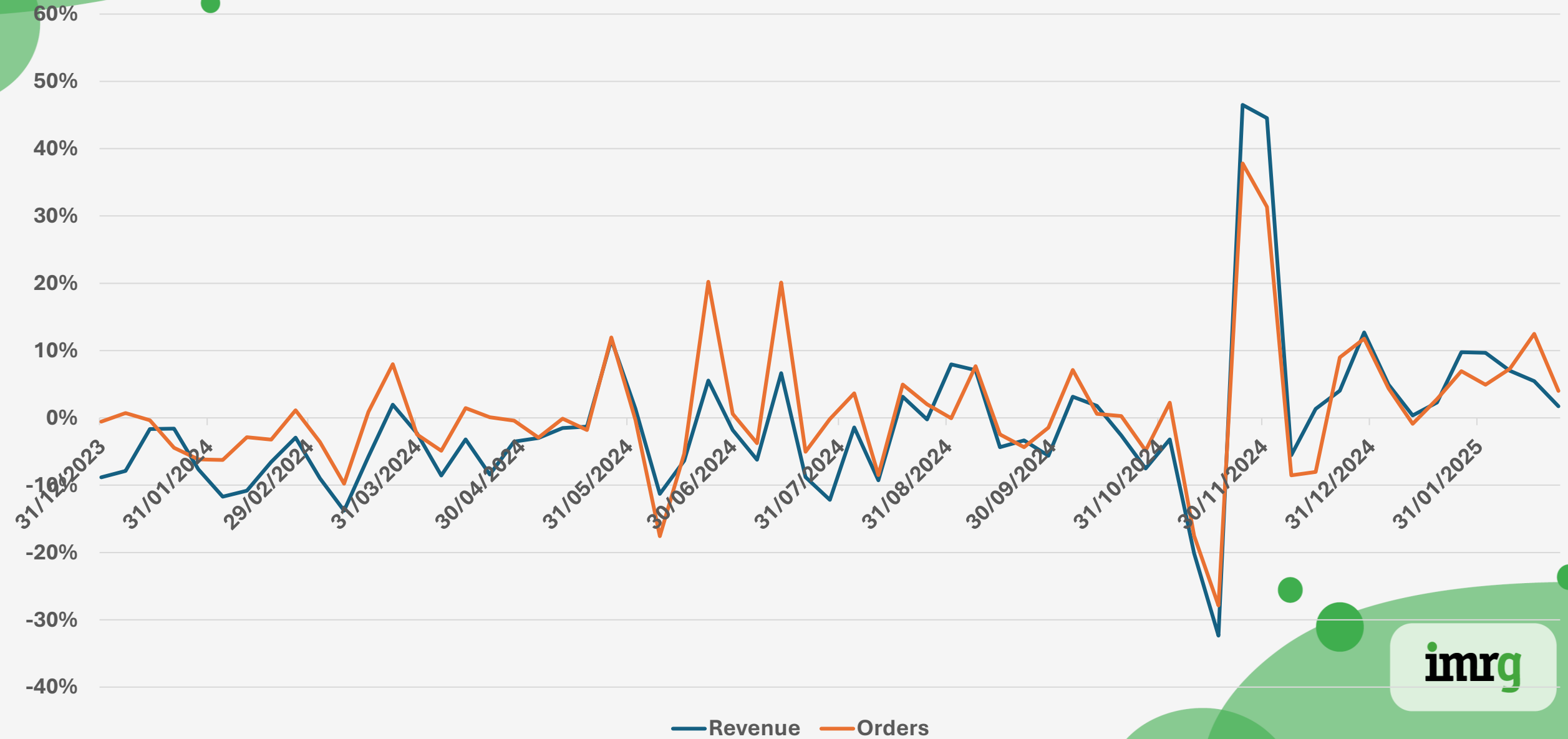
ABV overall



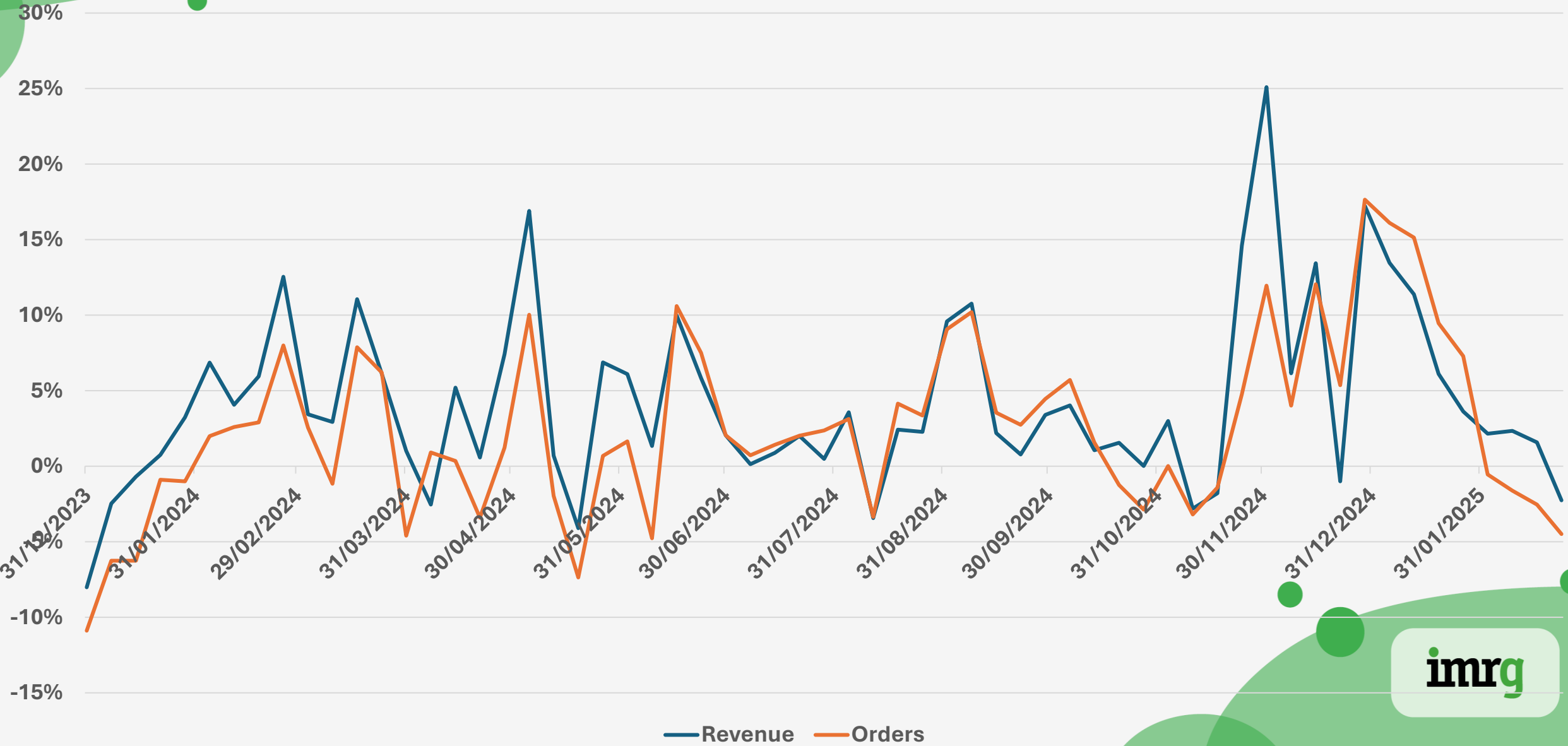
Revenue / orders clothing



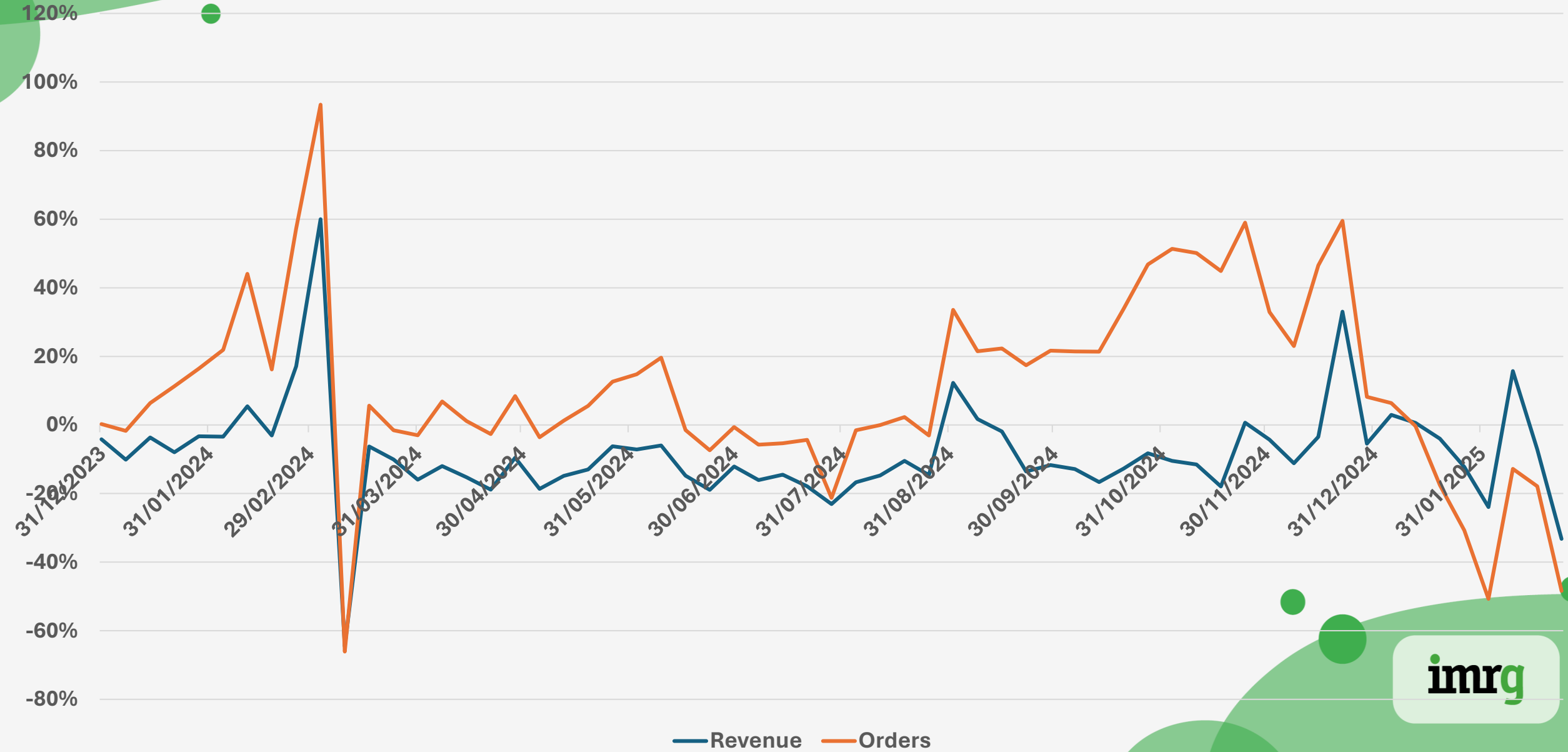
Revenue / orders electrical



Revenue / orders home & garden



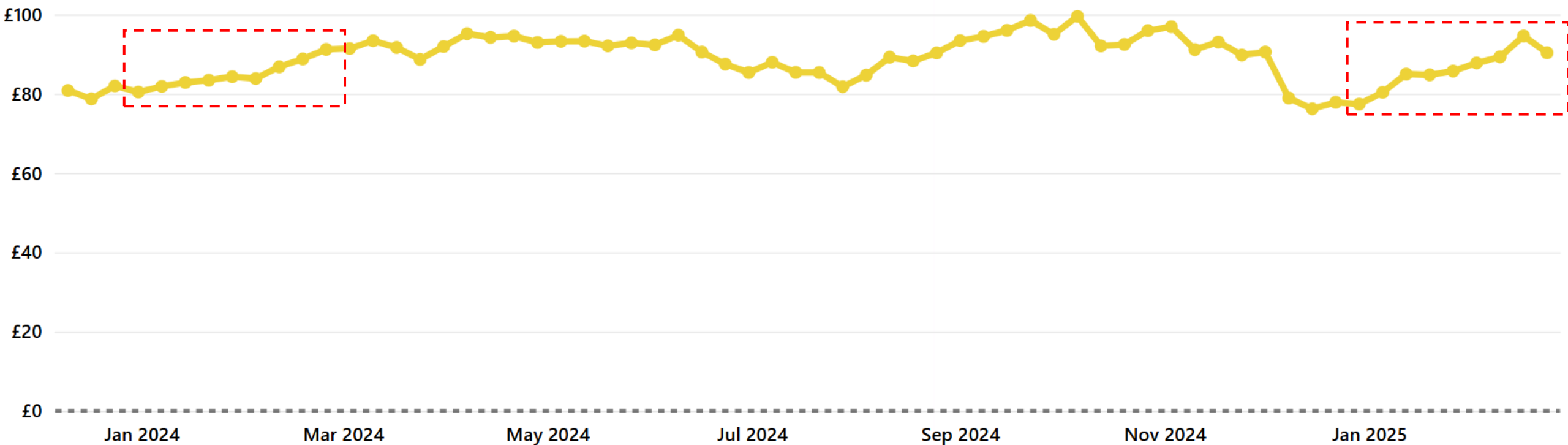
Revenue / orders gifts



Clothing ABV

Weekly Average Basket Value

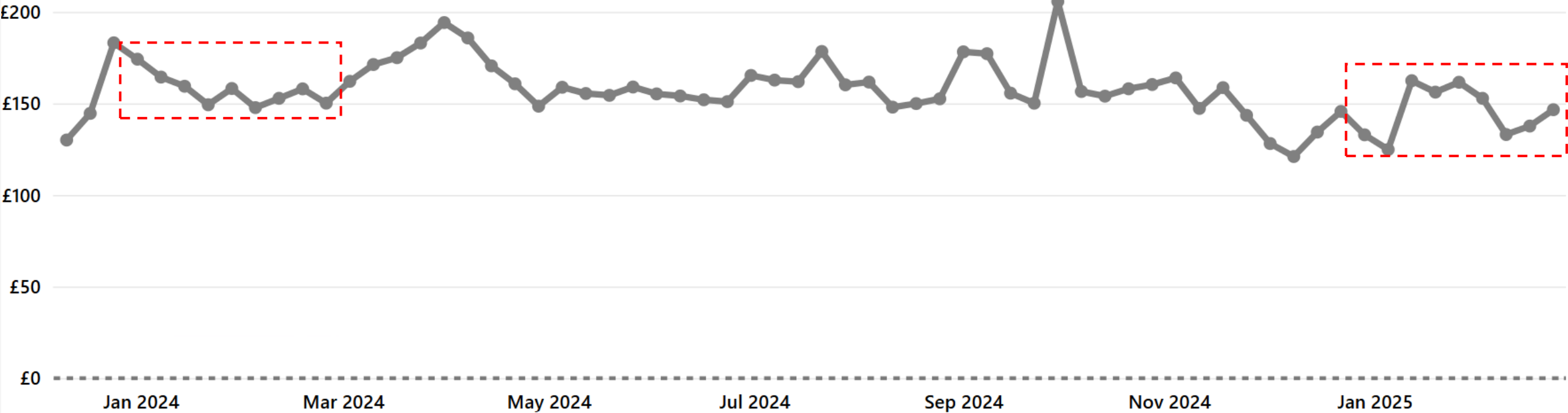
● Clothing



Electrical ABV

Weekly Average Basket Value

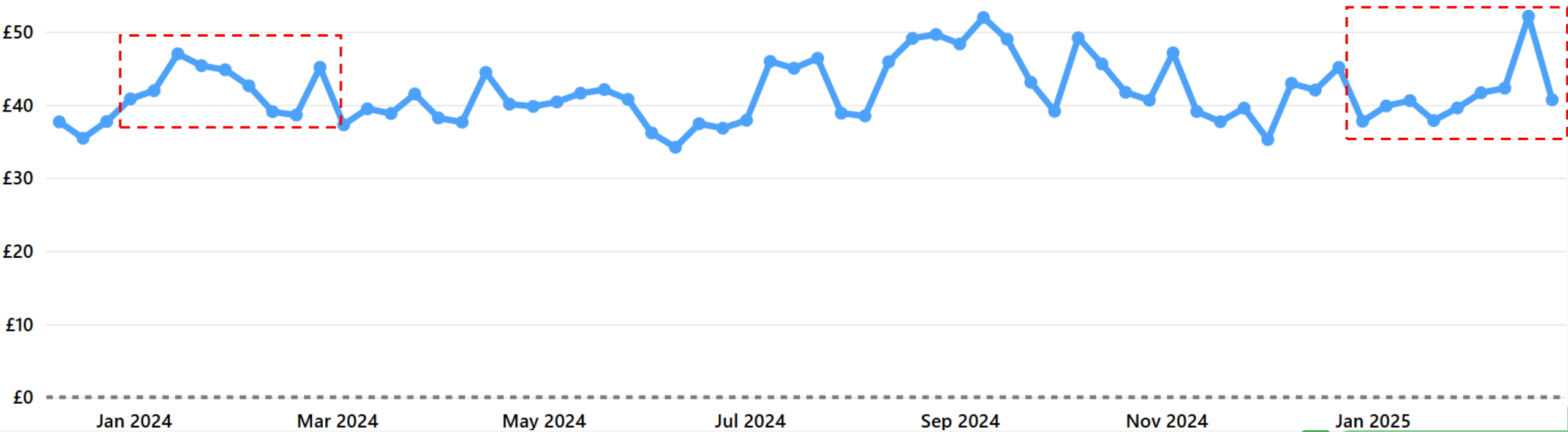
● Electrical



Gifts ABV

Weekly Average Basket Value

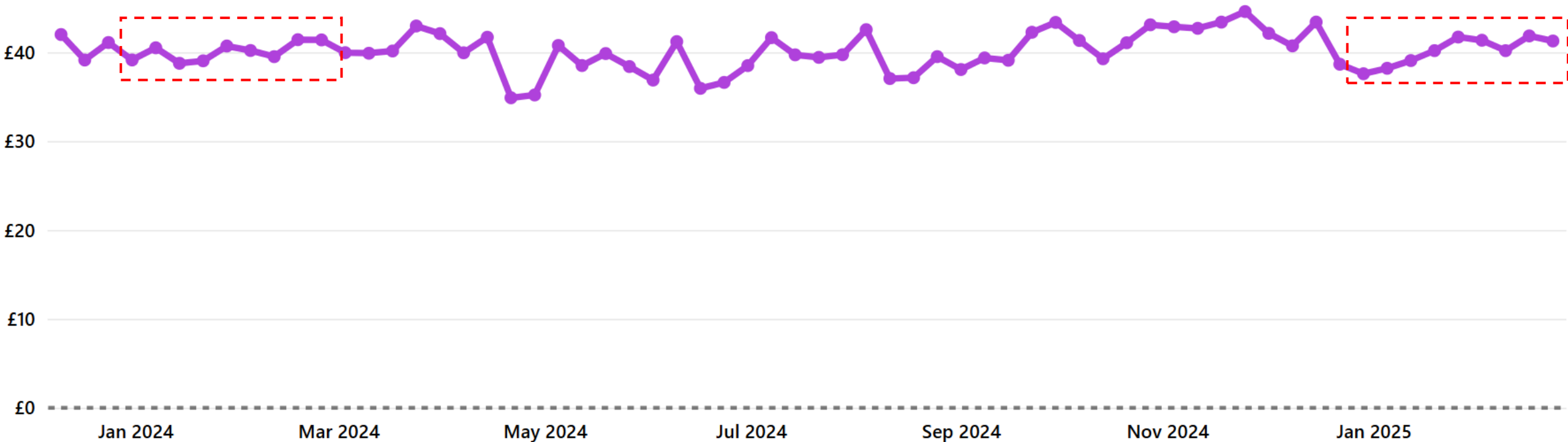
● Gifts



Health & beauty ABV

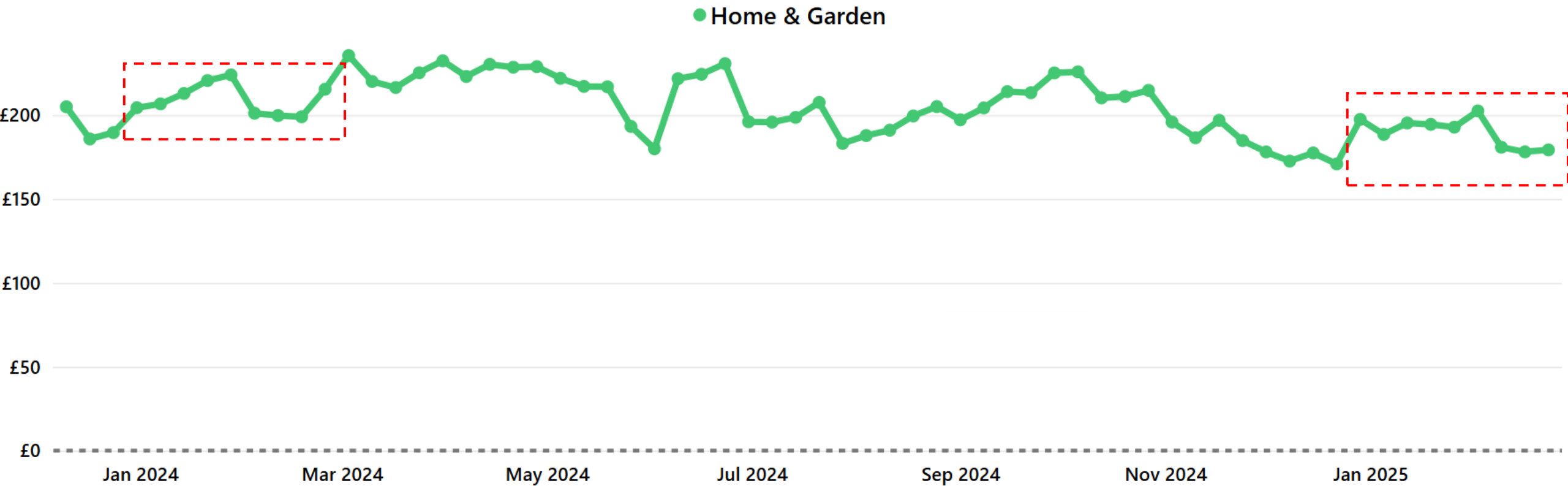
Weekly Average Basket Value

● Health & Beauty



Home & garden ABV

Weekly Average Basket Value





THE FUTURE OF DELIVERY

UK CEO, Neil Kuschel



EUROPE'S LARGEST LOCKER NETWORK

100%

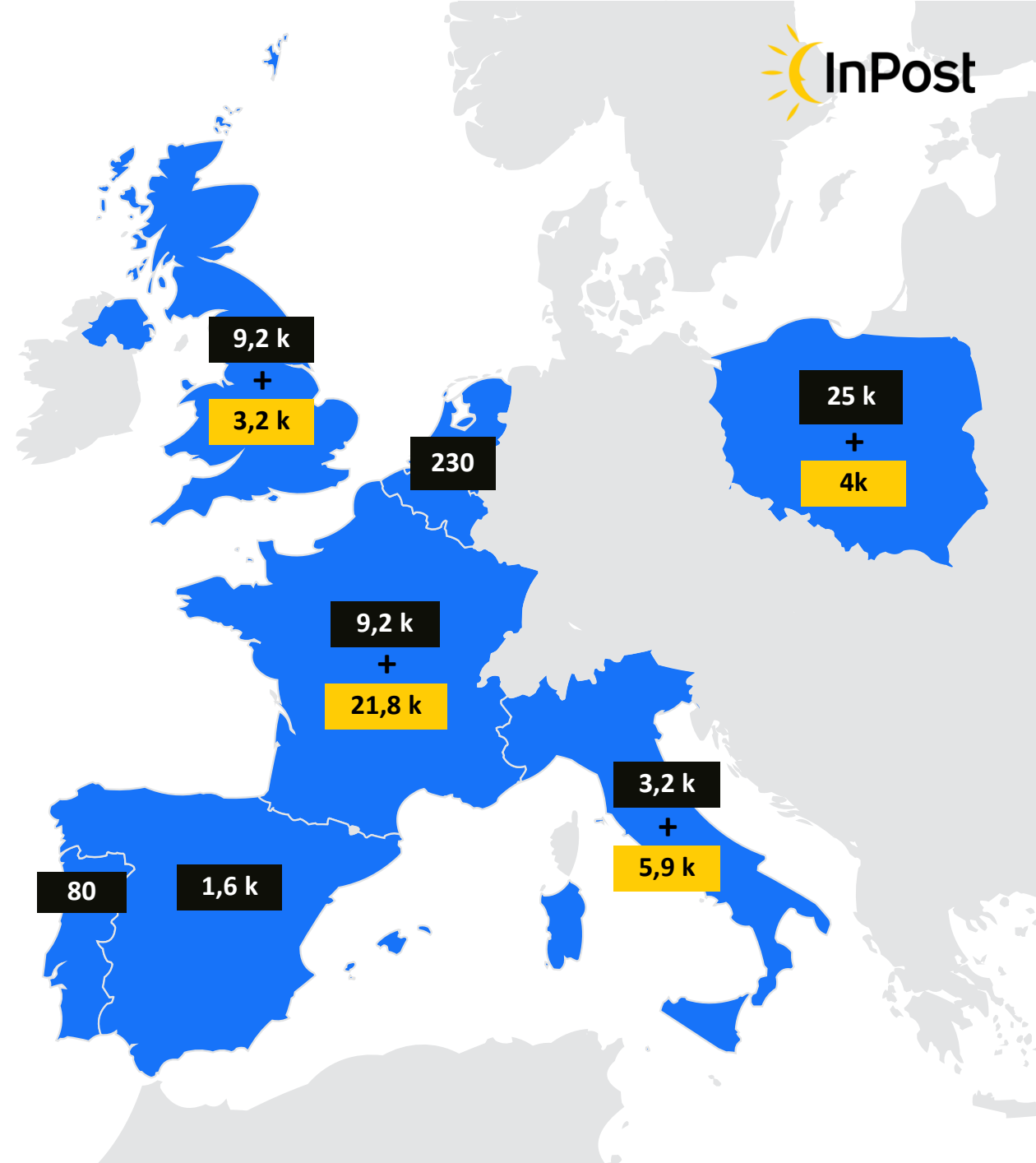
UK volume increase YoY

47k

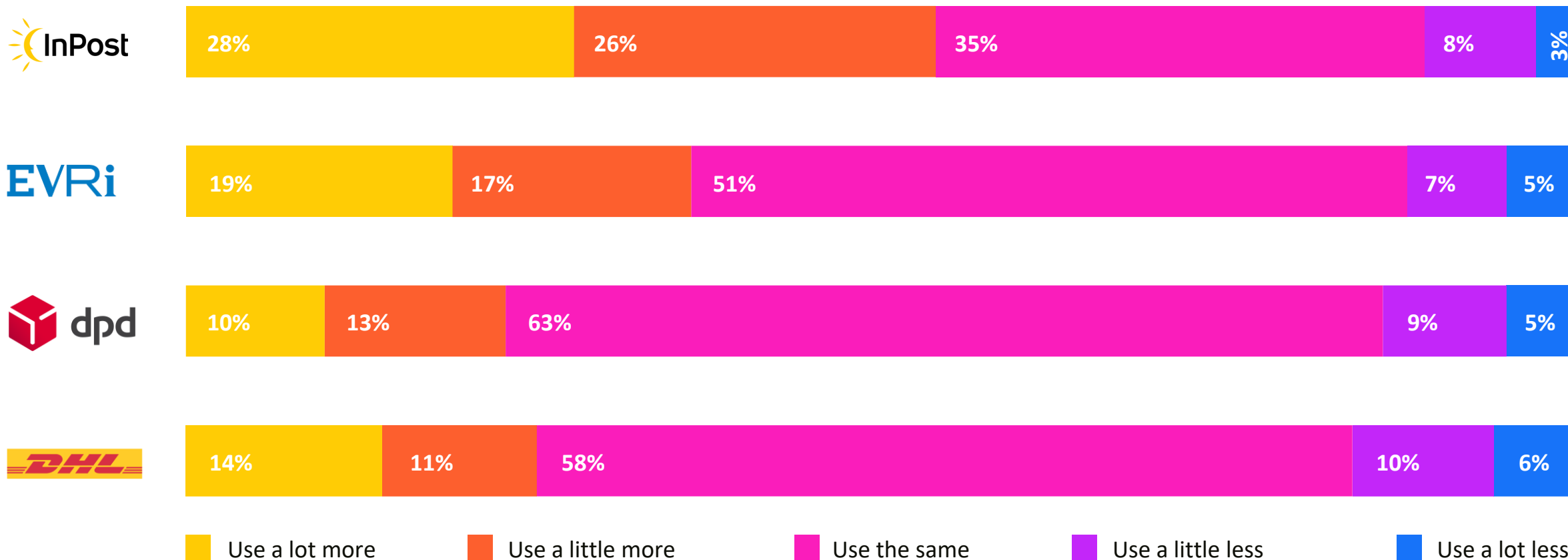
Total Lockers Europe

35k

Total PUDOs Europe



How often will customers use each carrier compared to last year?



FREQUENT ONLINE SHOPPERS

64%

of people who shop once per week prefer lockers as their first delivery choice.

YOUNGER SHOPPERS

71%

of GenZ have used a locker.

In the last six months, 40% of all ages have used a locker.



LOCKER LOVERS

When choosing out of home..

58%

of customers said they would choose out of home over home delivery if they can pick up their package 24/7

48%

of shoppers would use out-of-home more frequently if online stores offered it as an option at checkout.

LOCKERS
VS
PUDO

3/4







choose lockers over PUDOS (all other factors being equal)





★★★★★ 4.7

Rated 'Excellent'
Based on 1M+ reviews

	InPost UK inpost.co.uk	4.7	★★★★★
	DPD UK www.dpd.co.uk	4.5	★★★★★
	Evri www.evri.com	4.2	★★★★★
	Yodel yodel.co.uk	3.9	★★★★★
	UPS UK ups.com/gb	3	★★★☆☆
	Royal Mail www.royalmail.com	2	★★☆☆☆

★★★★★

Updated 5 hours ago

Best postal service

In post is definitely the best most convenient and reliable postal service. I always use this service for collection or return when given the option. They are located in so many convenient places and you don't have to stand in a line and wait. They are open 24hrs/7 days a week. In post is in a league of its own.

ASOS

★★★★★

23 Jan 2025

This process was unbelievably quick and...

This process was unbelievably quick and it's within a very convenient location next to the supermarkets. It took me 17s exact to grab my parcel!

✓ Replied Share 🔒 Request information



H&M

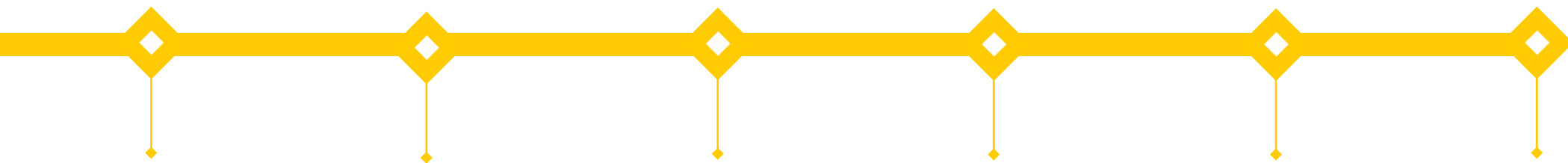
★★★★★

12 Jan 2025

Quick & easy process

Quick & easy process. Email received straight away to confirm package received. Tracking provided & automatically updated until refund process is completed.

River Island



RETURNS

2021

MARKETPLACE

2022

COLLECT

2024, Sept

MENZIES

2024, Sept

YODEL

2024, Oct

SEND

2025, Feb



Vinted

 *shopify*



YODEL

£1.99

Small parcel - 8 x 38 x 64 cm, 3 x 15 x 25 in. Max. 15kg



**6 MONTHS OF
MOMENTUM**

To Locker



To Store



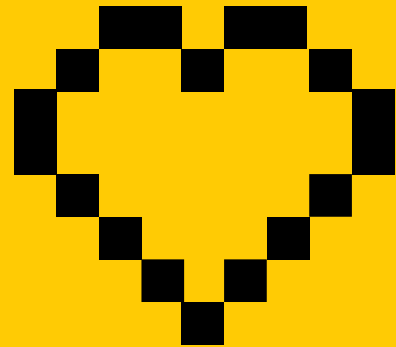
To Door



Cross-border launching in 2025



**THANK
YOU**

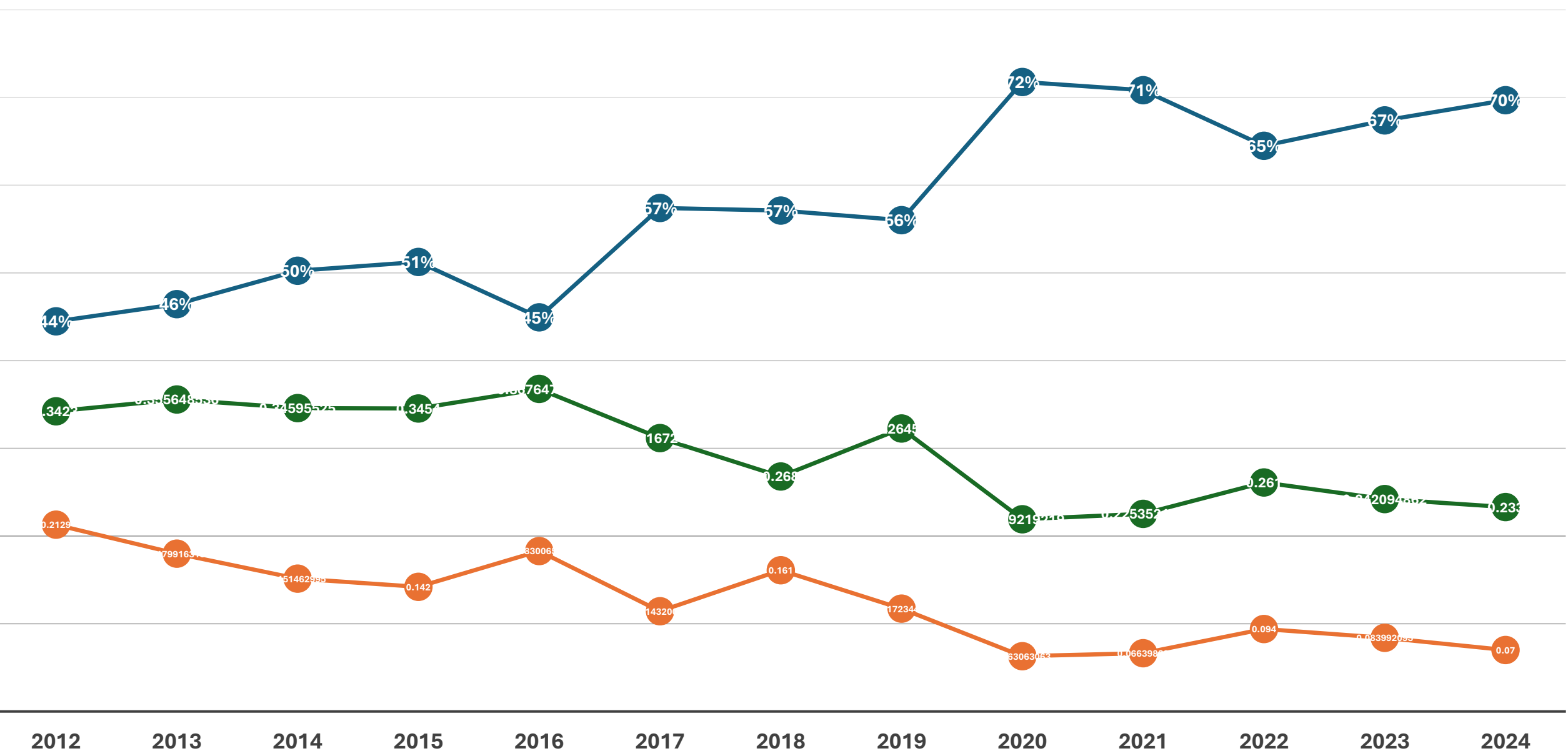


UK CEO, Neil Kuschel, nkuschel@inpost.co.uk

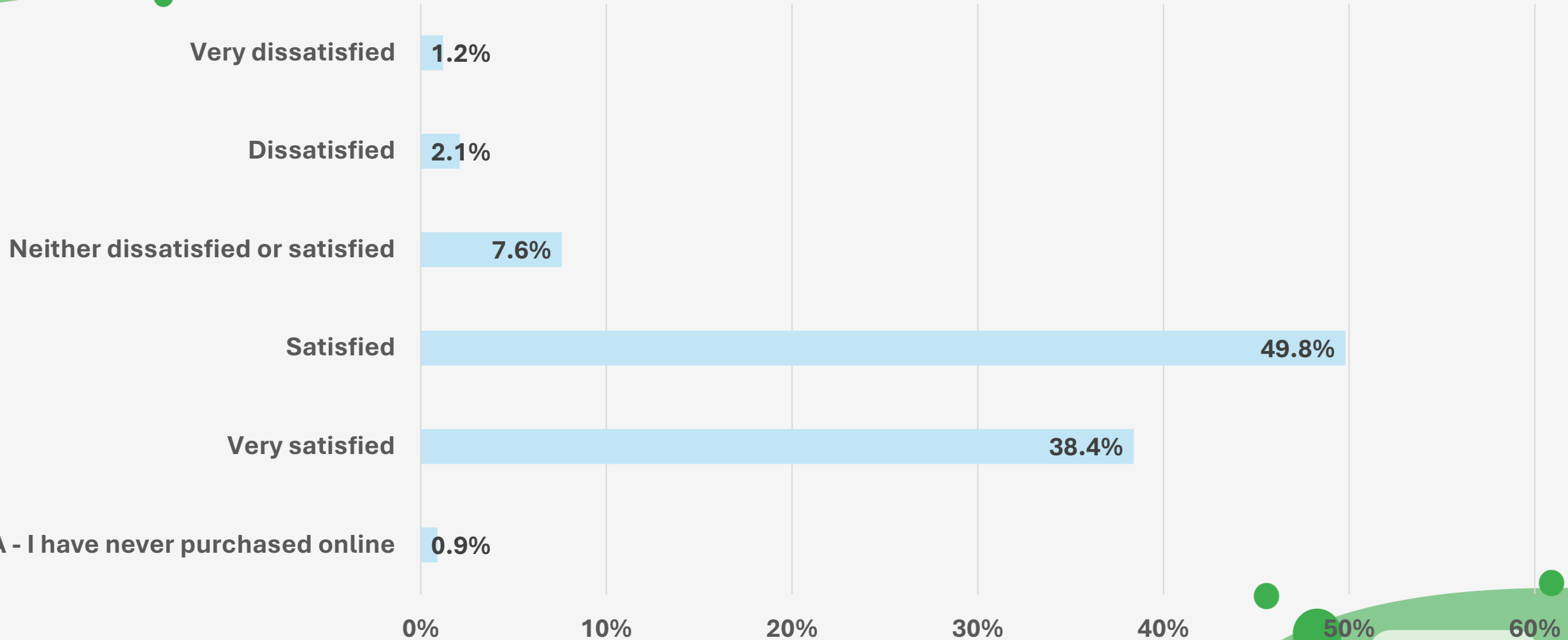


Are shopper
attitudes toward
delivery changing?

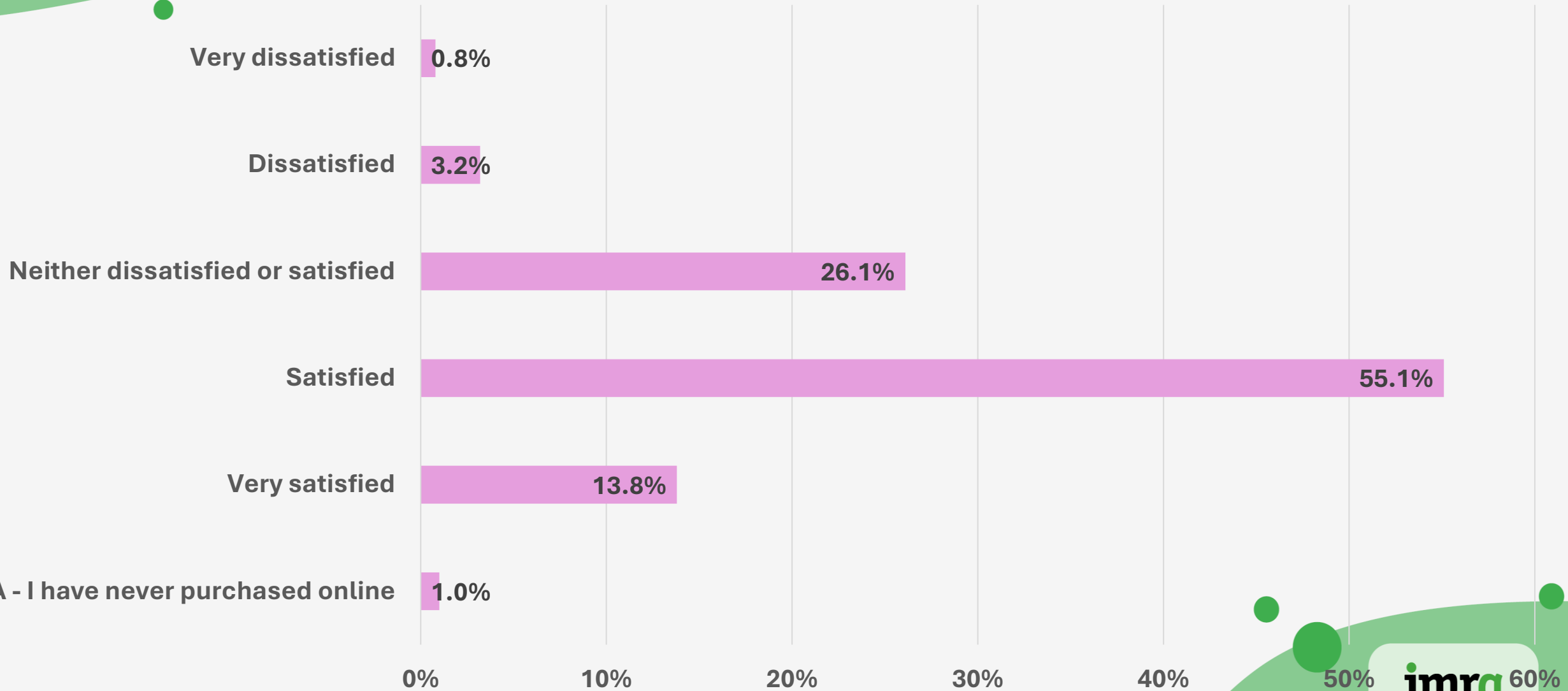
Is there normally someone at home to receive deliveries during normal working / delivery hours?



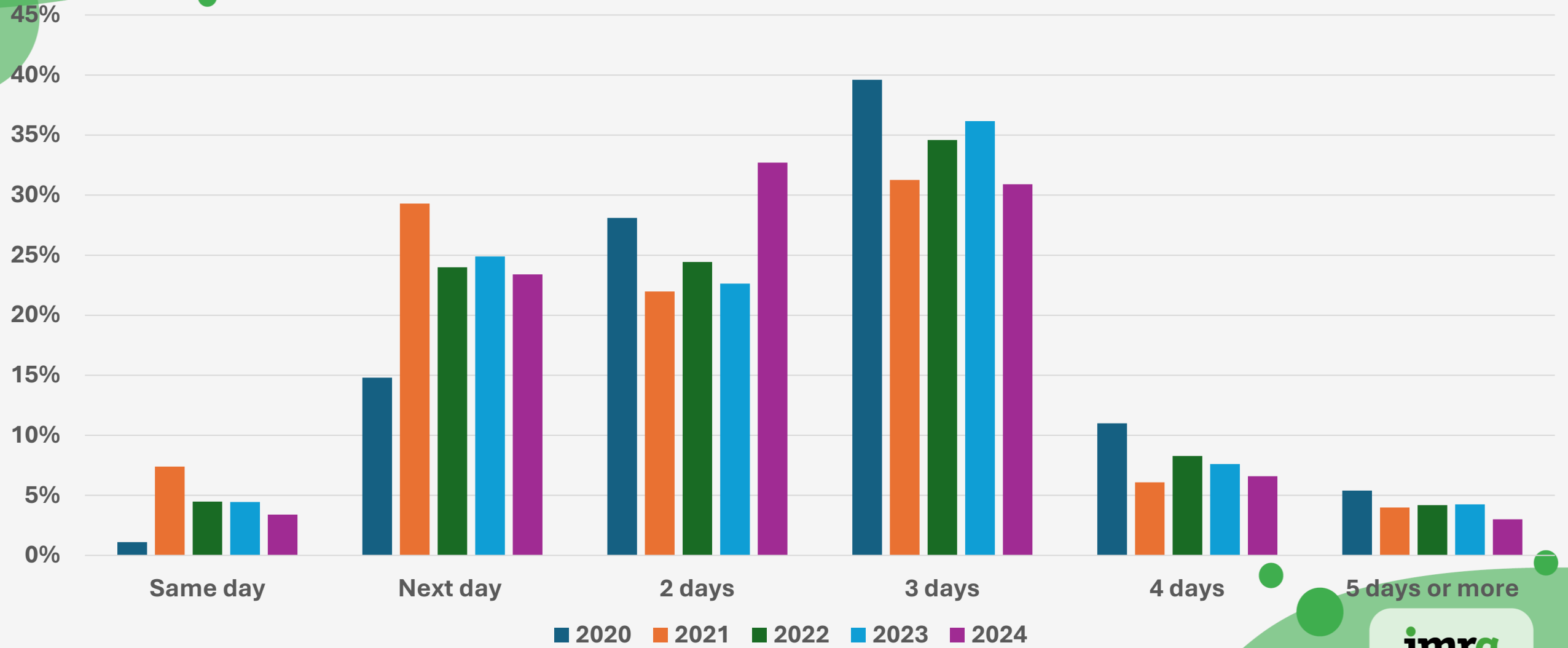
Overall, how satisfied are you with the delivery of your online shopping items?



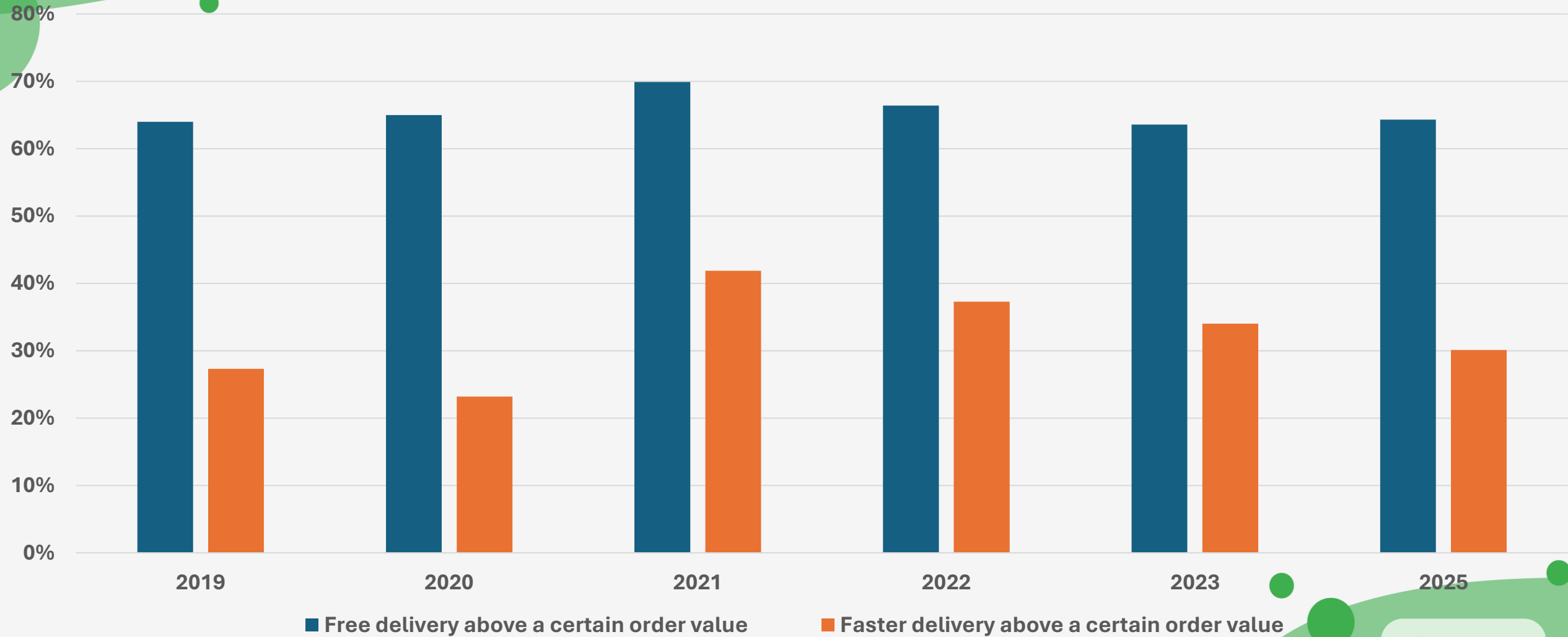
Overall, how satisfied are you with the returns services for online shopping parcels?



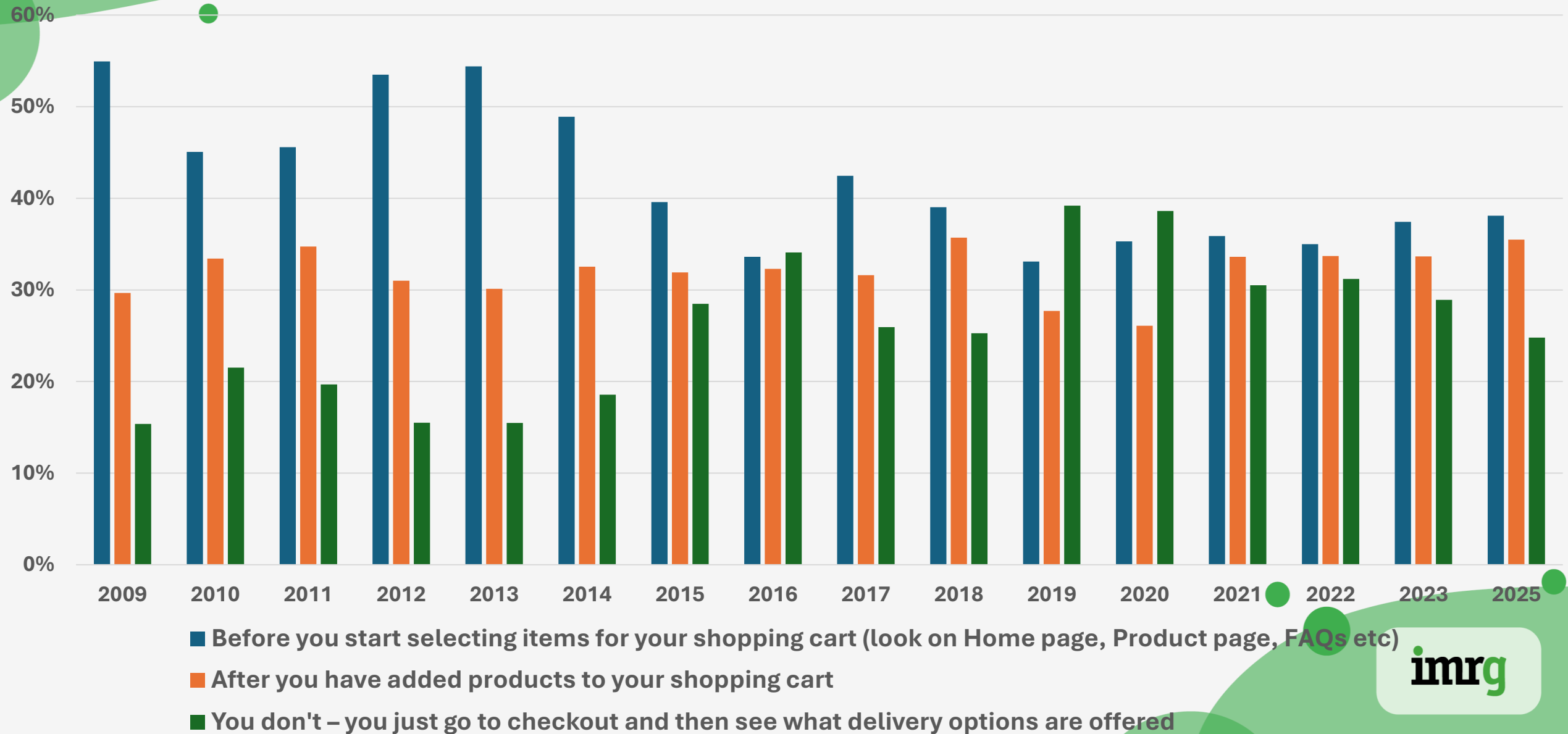
Speed of delivery



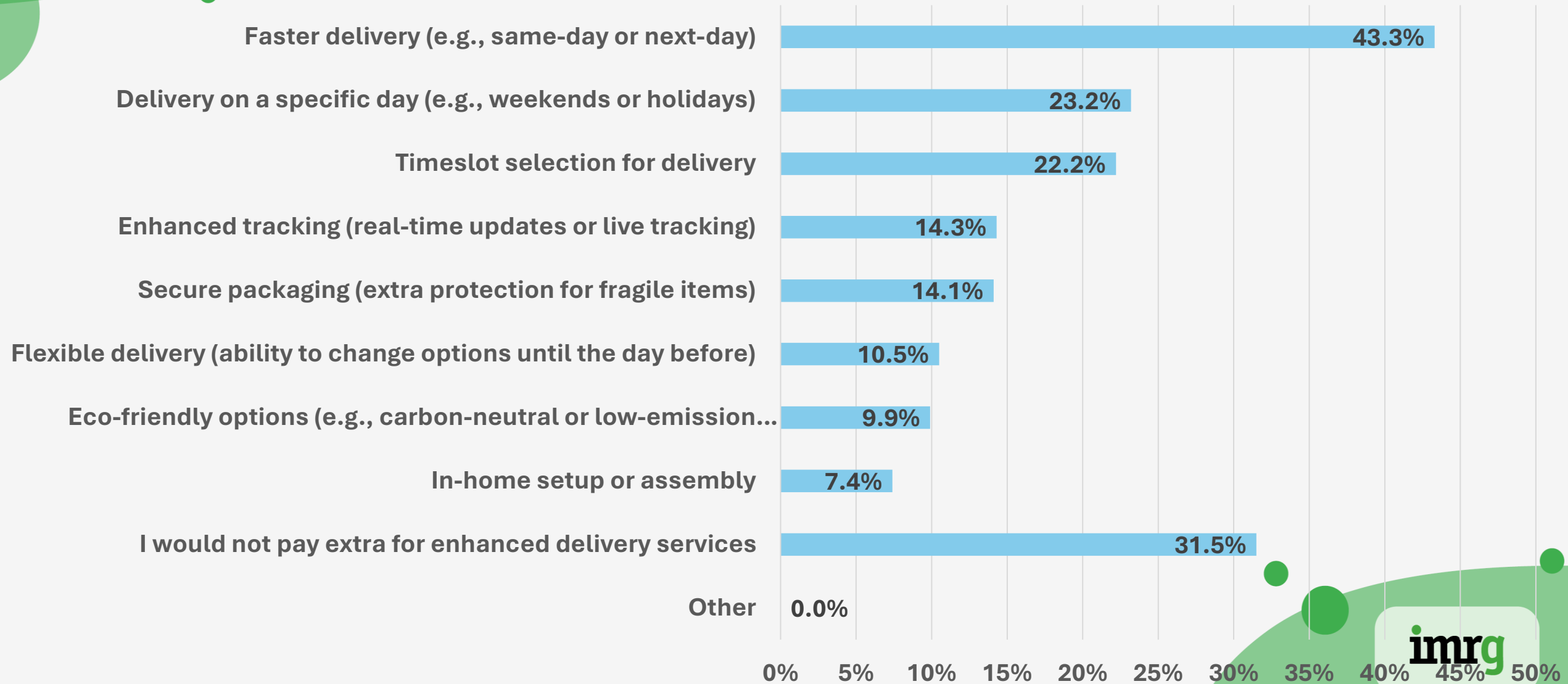
Have any of these enhanced delivery offers ever encouraged you to spend more than you originally intended?



When do you tend to look for delivery / returns information?



Which of the following enhanced delivery services would you be willing to pay extra for?



Delivery Subscriptions 24' to 25' trends

Subscription services

200% increase between 24' and 25' (still small numbers)

Average price in 24' £12, same in 25' – range between £9.99 and £15.00

Increased focus on access to free delivery as a benefit

Sliding scale of benefits and costs

Revenue long-view

- Increase in formalised loyalty programs – still only 9%
- Some benefits around access to delivery options
- Also, a response to guest checkout?
- But....FREE

Data from IMRG DSi 25'

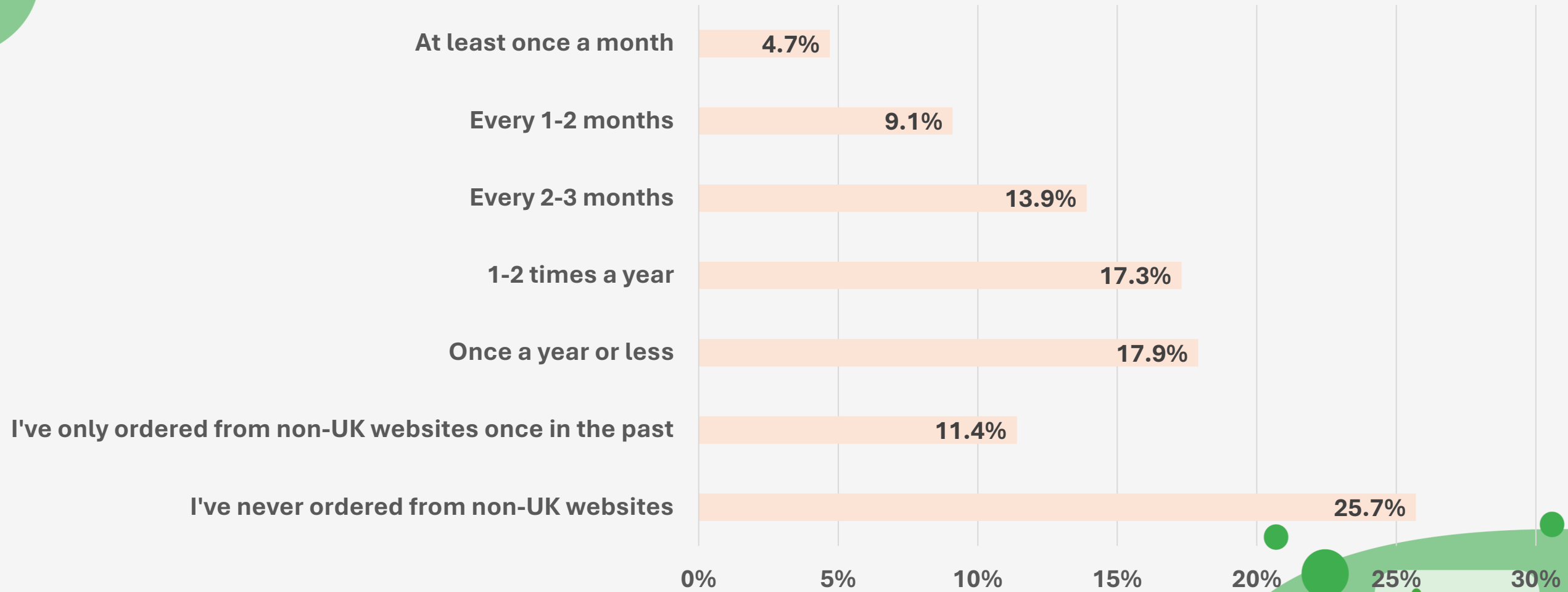
imrg

How are retailers
approaching cross-border
trading?

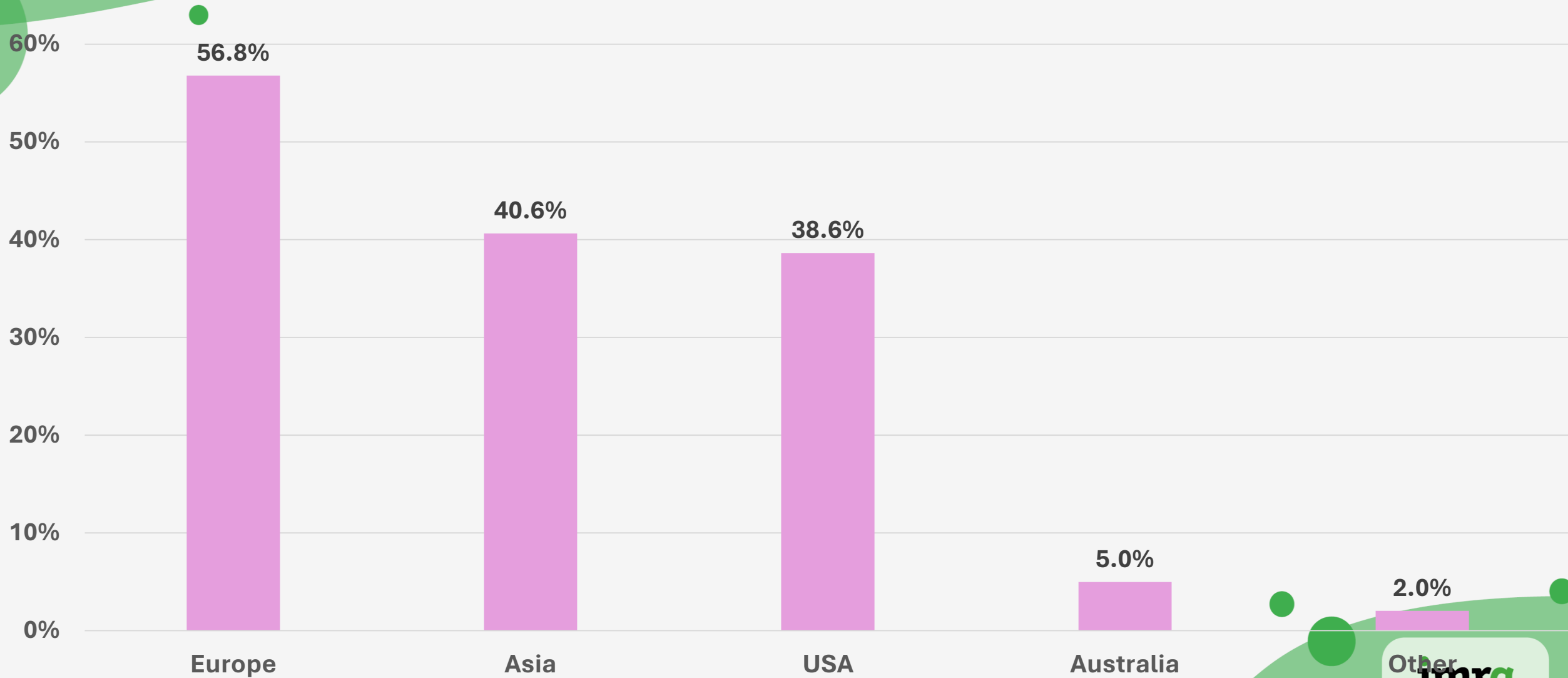
Cross Border: Customer Perspective

Popularity of Cross Border Purchases

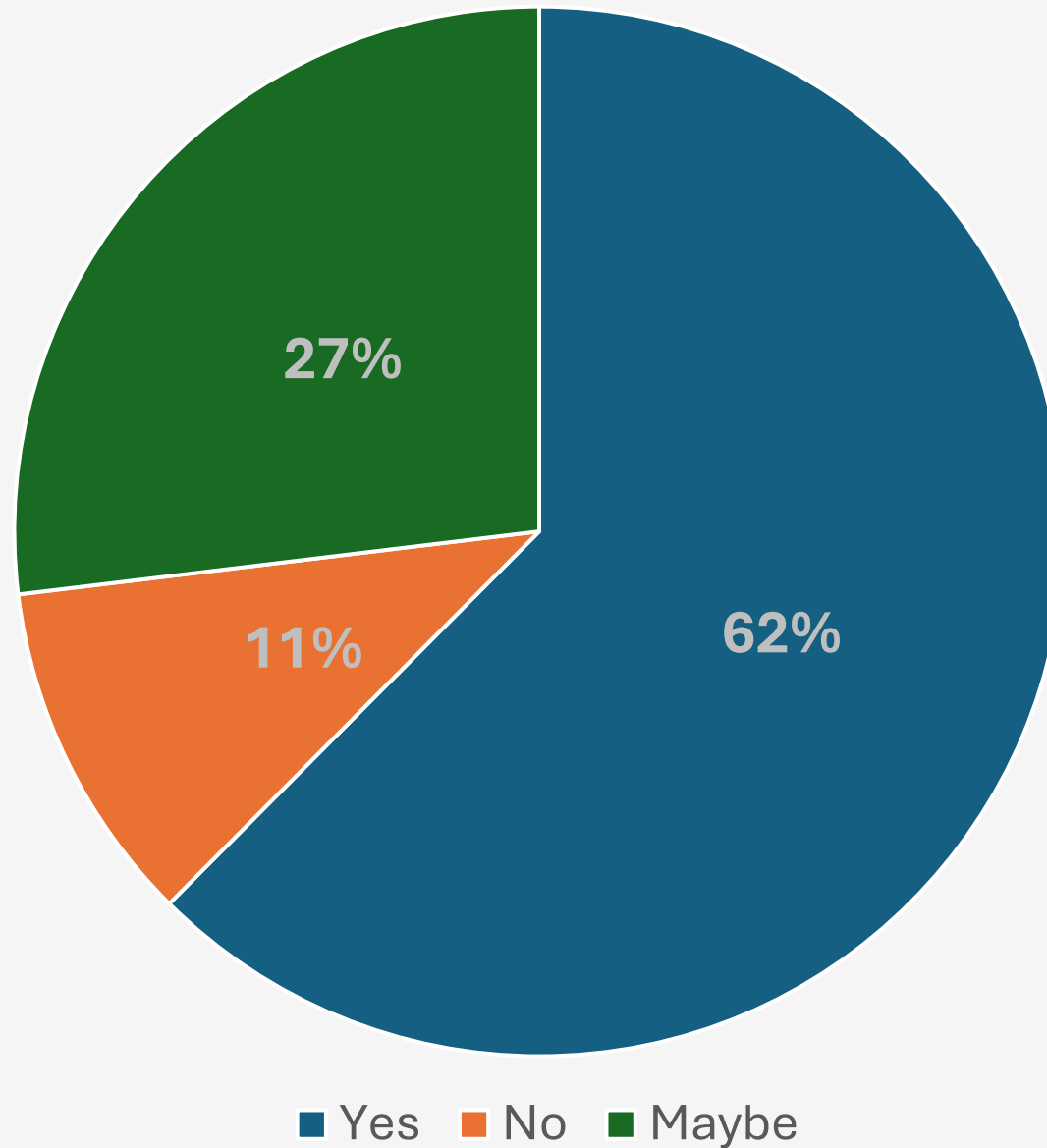
Do you ever buy goods from a 'non-UK' website? If so, how frequently?



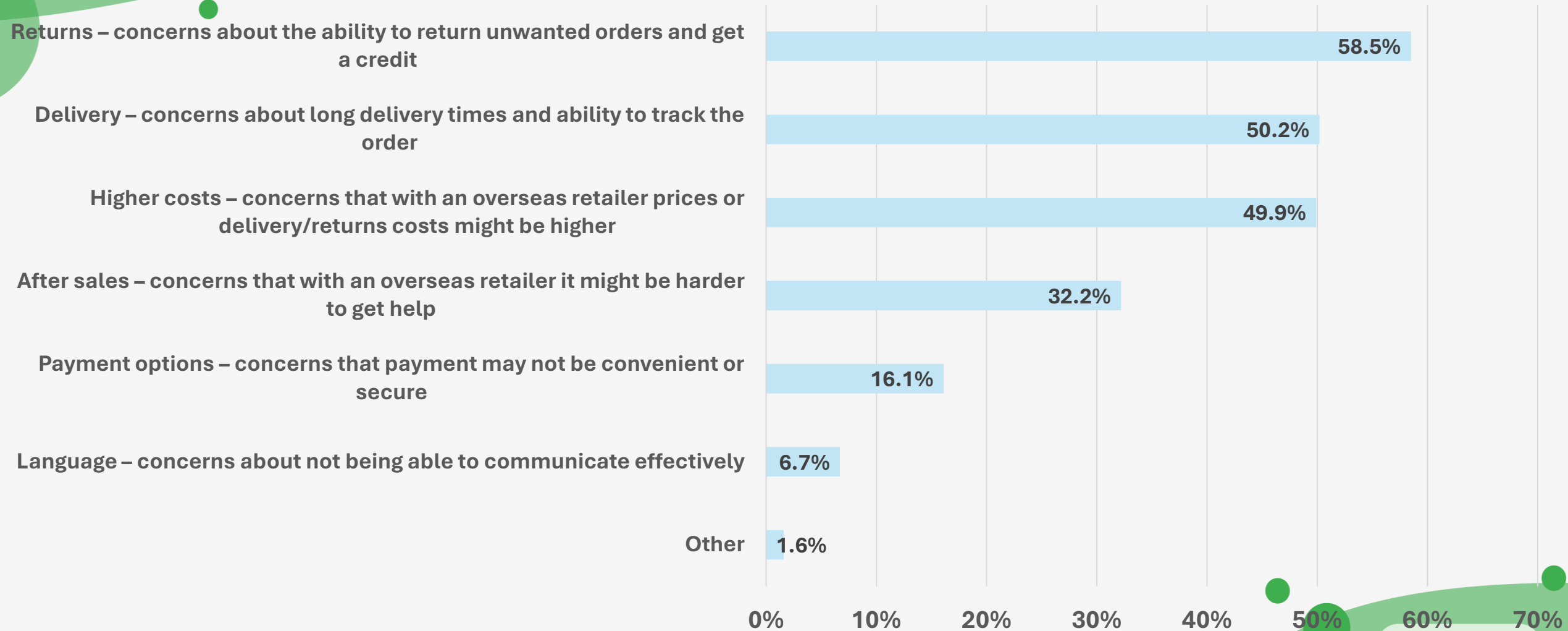
When ordering from a non-UK website in the past, where were the retailers based?



Based on your past experiences, would you buy goods from a non-UK website again?

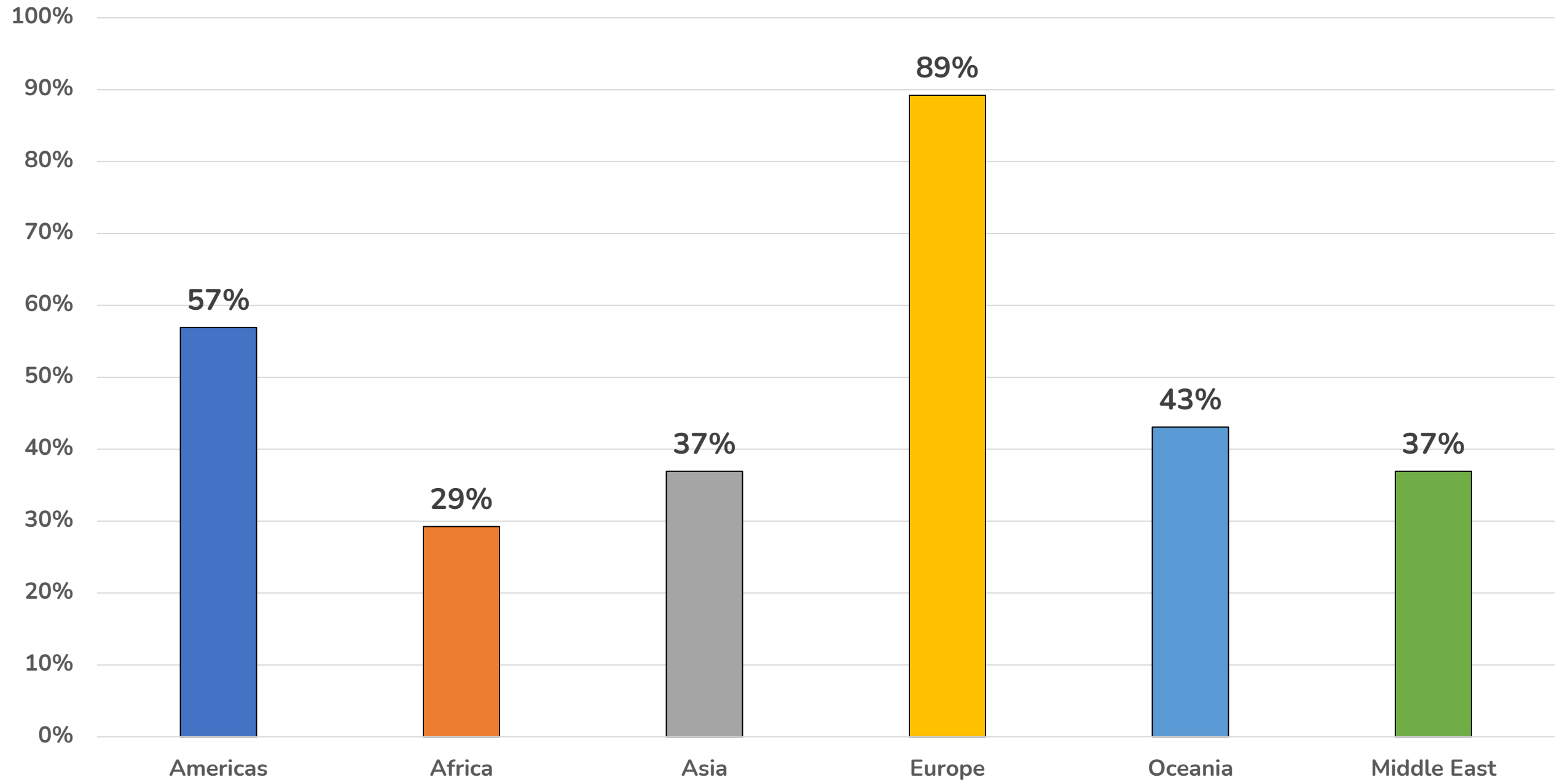


What do you feel are the biggest barriers to buying goods from a non-UK retailer?

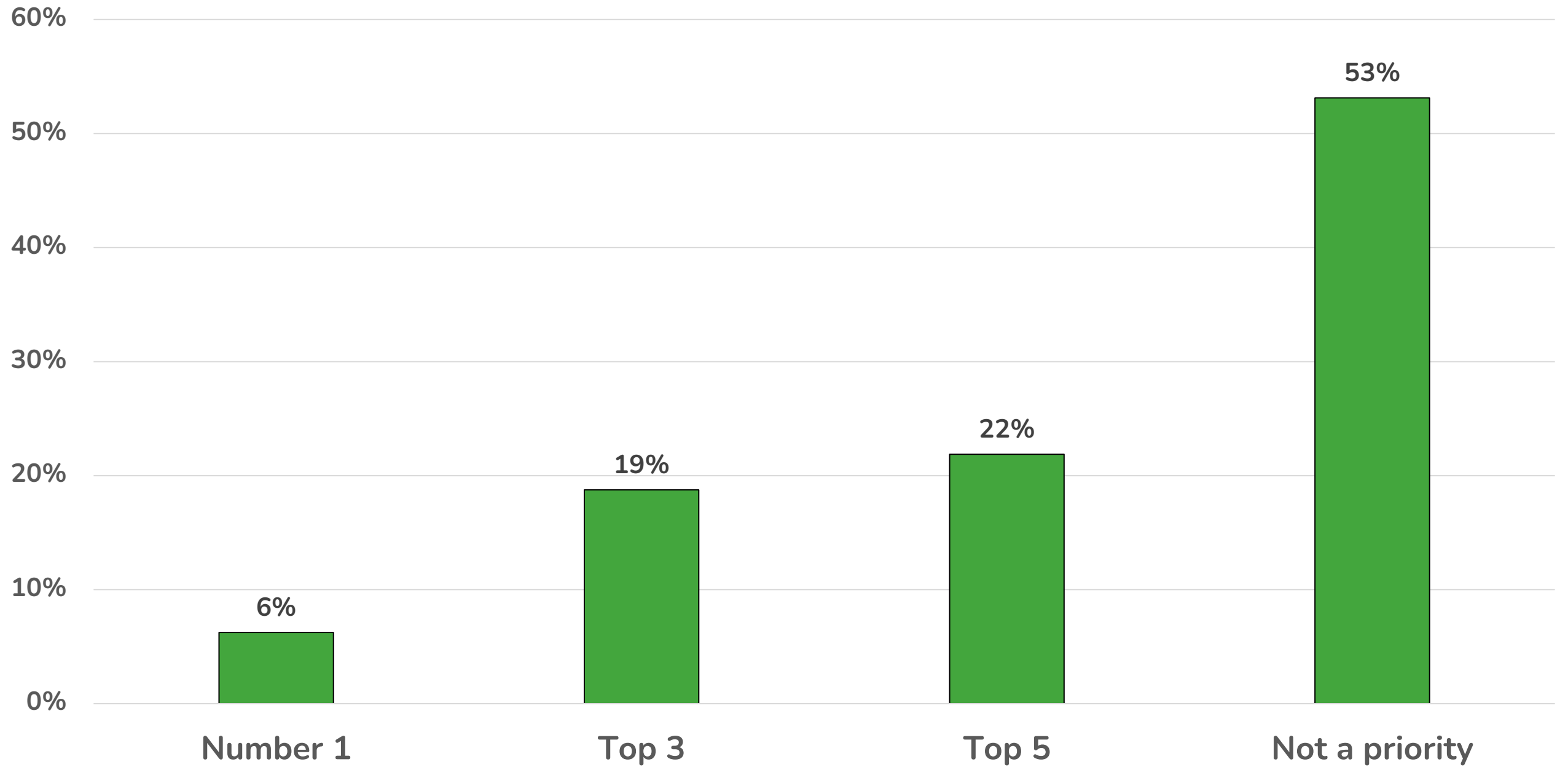


Cross Border: Retailer Perspective

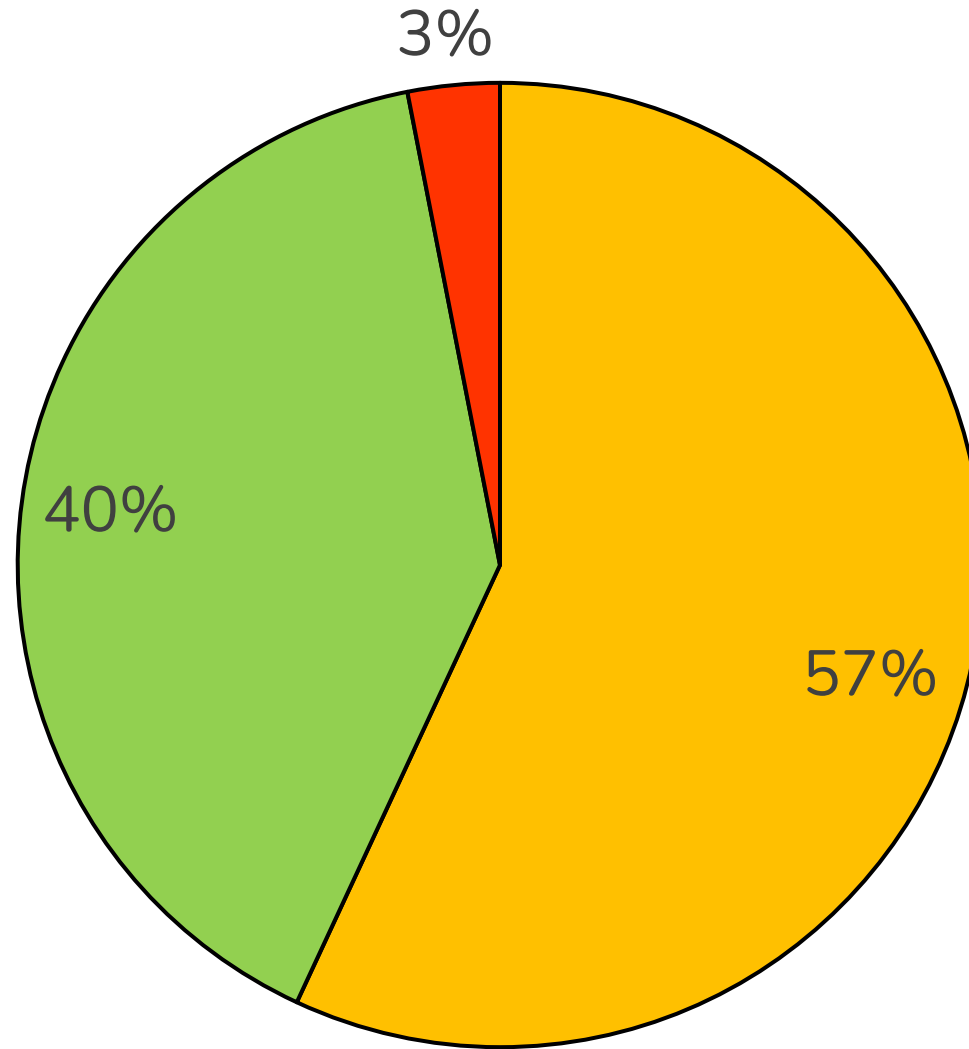
Which Territories do you sell into?



Where does cross border sit in you list of company priorities?



What are your plans with the number of territories you sell into?



■ Stay the same ■ Increase ■ Decrease

How much do retailers
charge for delivery?

How much do retailers charge for delivery?

Free Delivery Threshold		
2023	2024	2025
£50	£68	£73

FDT above price point
of most product!

Averages hide nuance

Data from IMRG Delivery Service index (DSi) 25'

How much do retailers charge for delivery?

Standard Delivery Charge		
2023	2024	2025
£3.95	£4.00	£5.00

25% increase 24' to 25'

Some Insight

Shopping Centre brands – little change in prices

Smaller brands optimising FDC & SDC

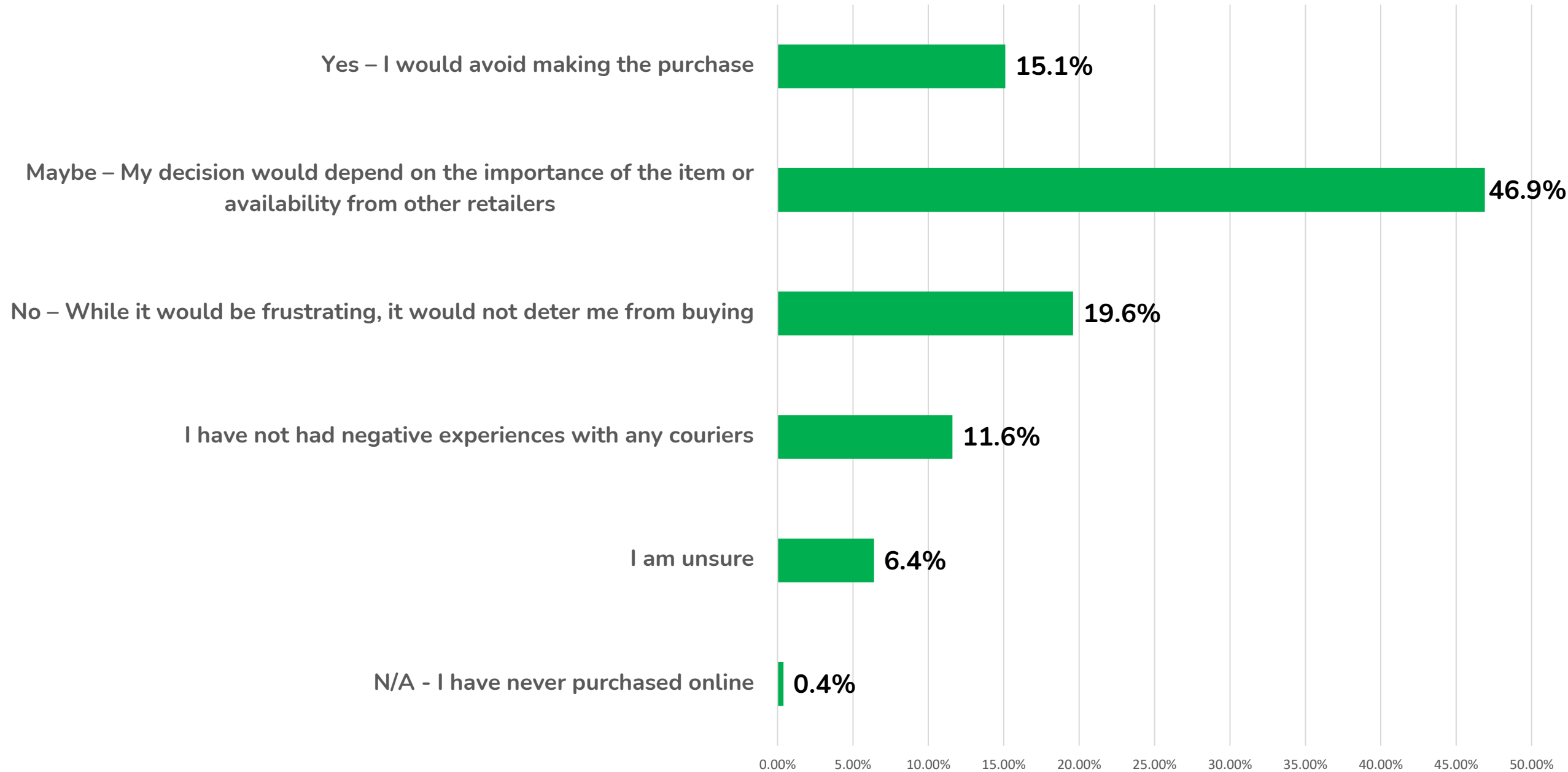
Typical changes + £5.00 or £10.00 on FDC

Standout offer (?) Better FDC if user downloads APP

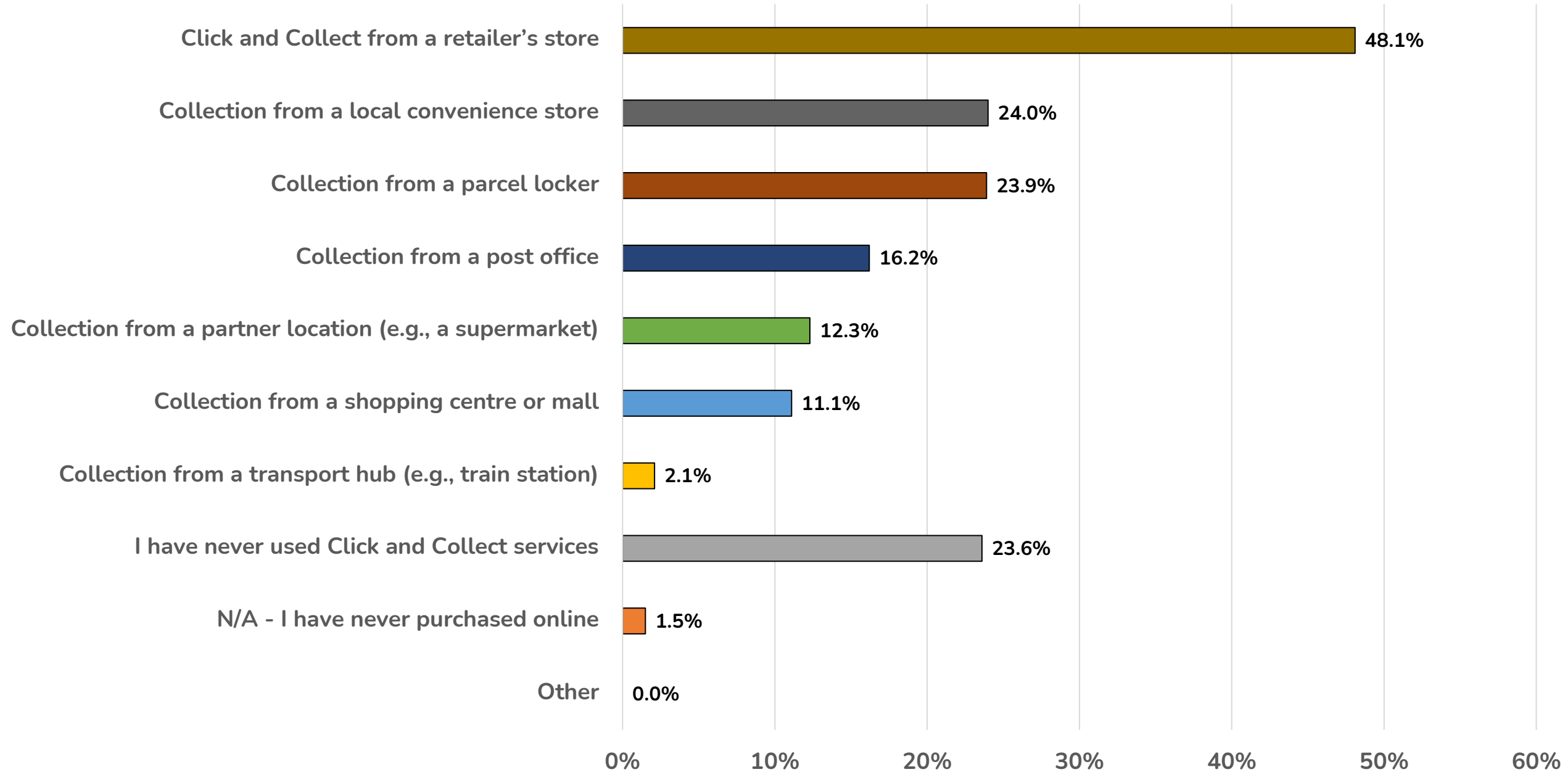
Data from IMRG Delivery Service index (DSi) 25'

Delivery: Customers Perspective

If a retailer only uses a delivery courier (e.g., Royal Mail, Yodel, Evri, etc) with which you have had negative experiences in the past, would this affect your decision to complete your purchase?

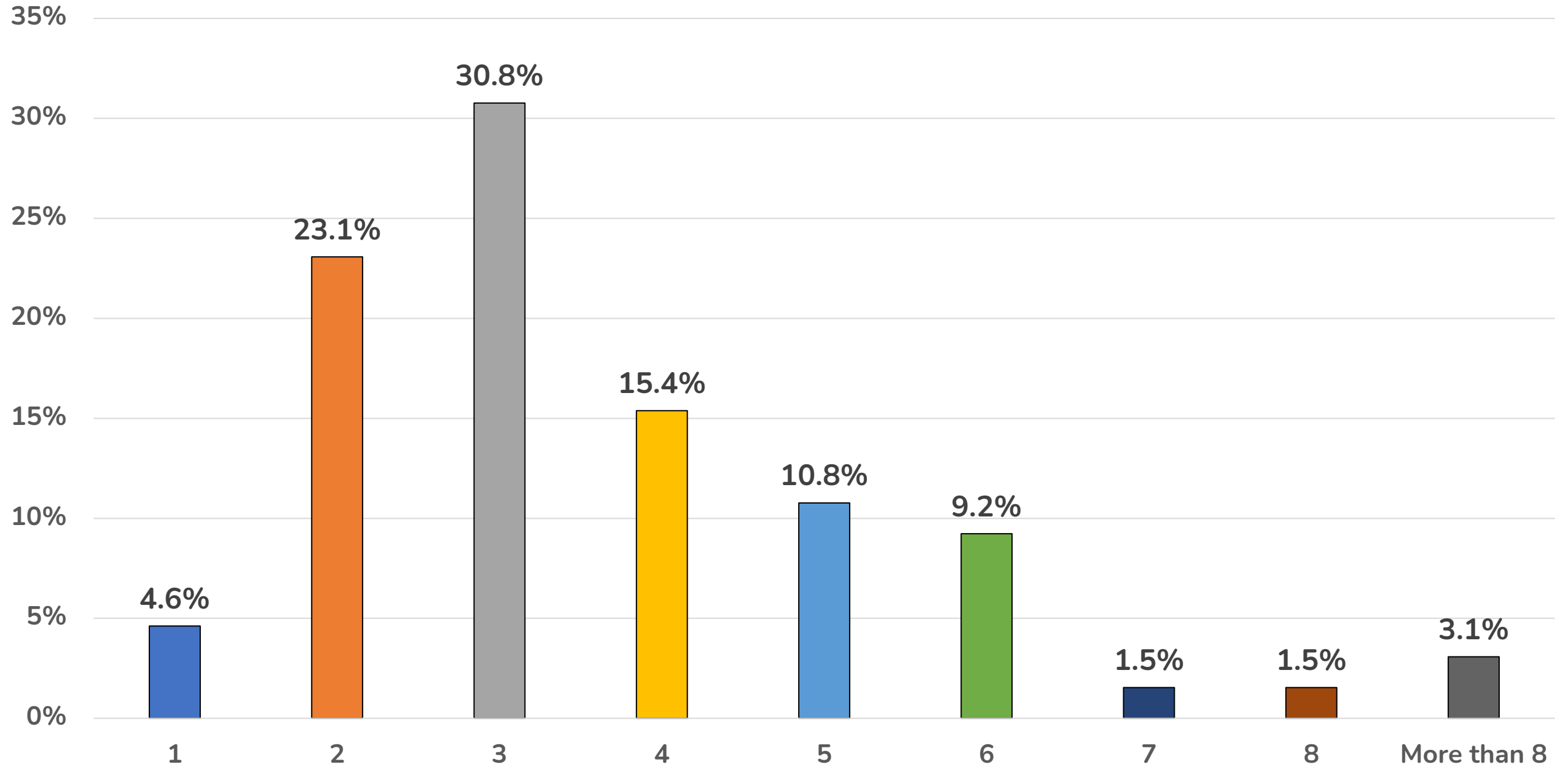


Have you ever used Click and Collect services instead of having orders delivered to home? If so, which of the following options have you used? (Please select all that apply)

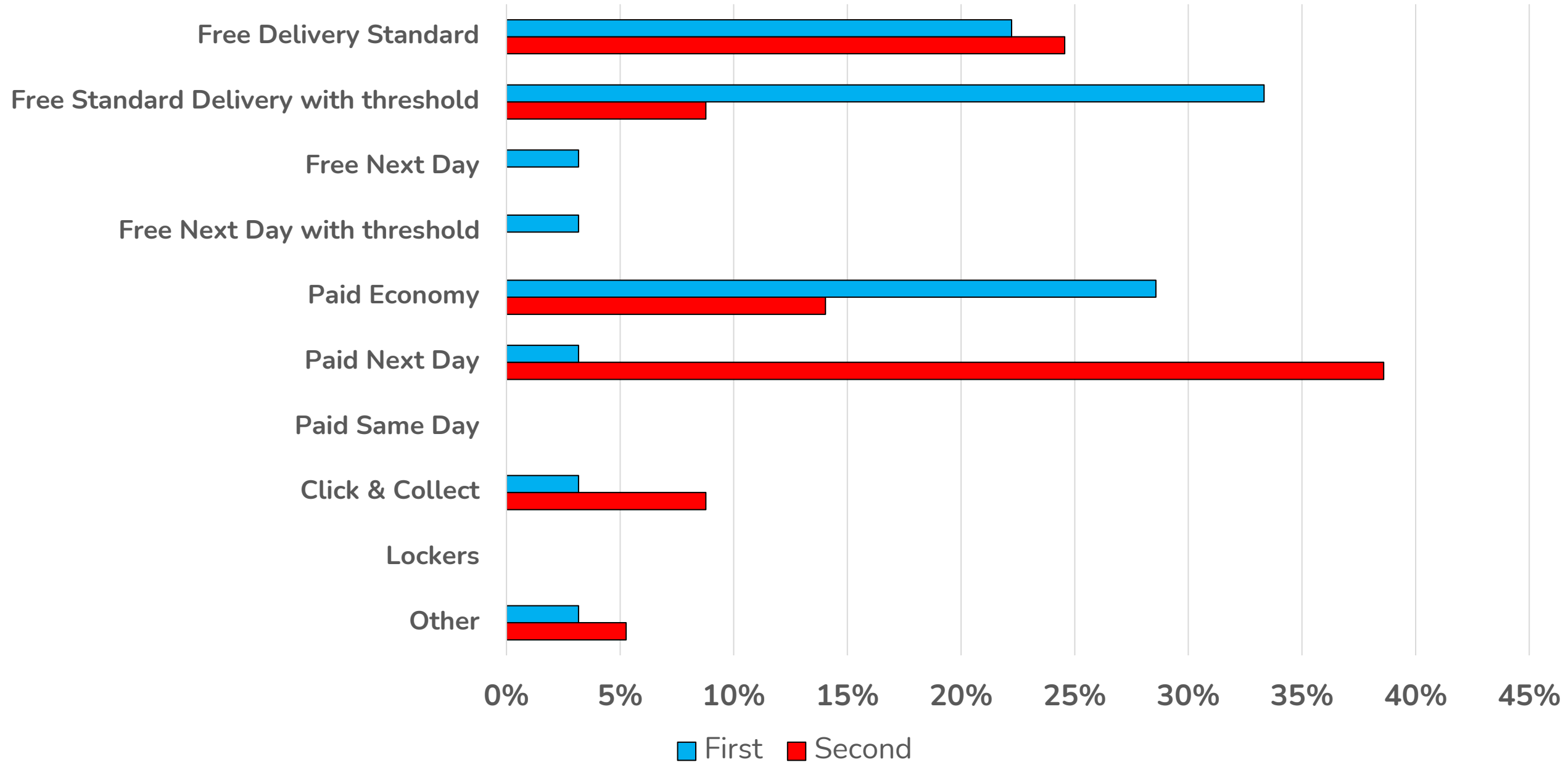


Delivery: Retailers Perspective

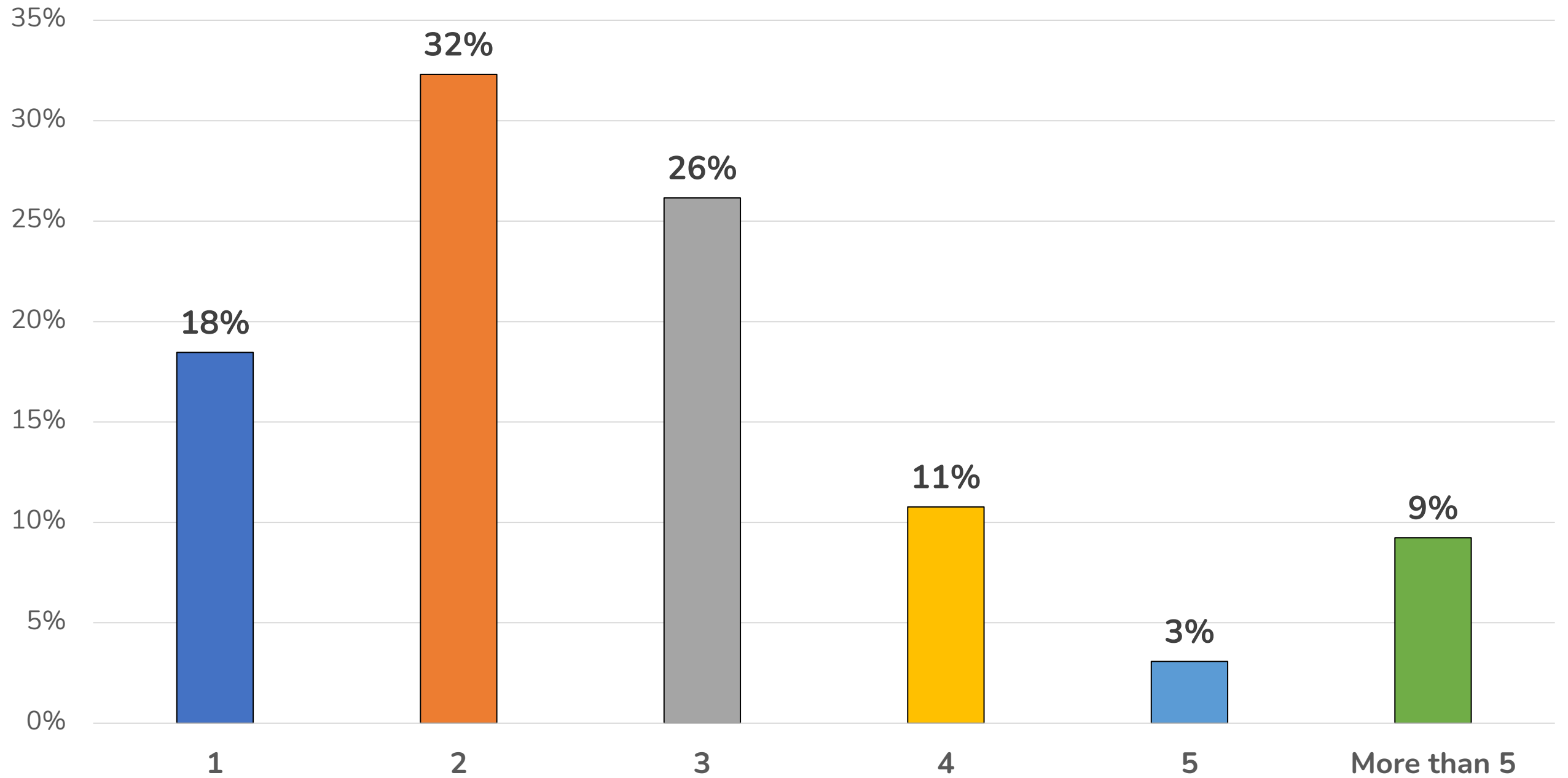
How many Delivery Options do you offer?




Which delivery options get the highest usage?



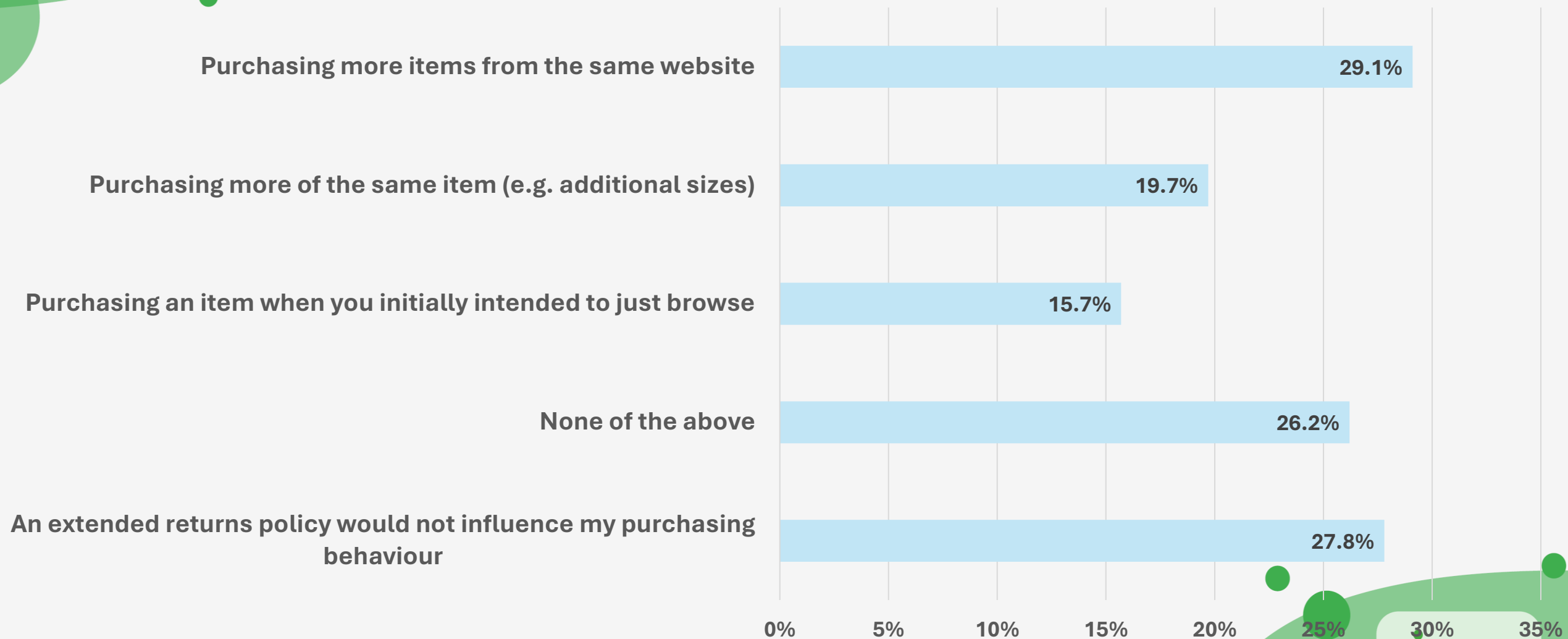
How many carriers do you use?



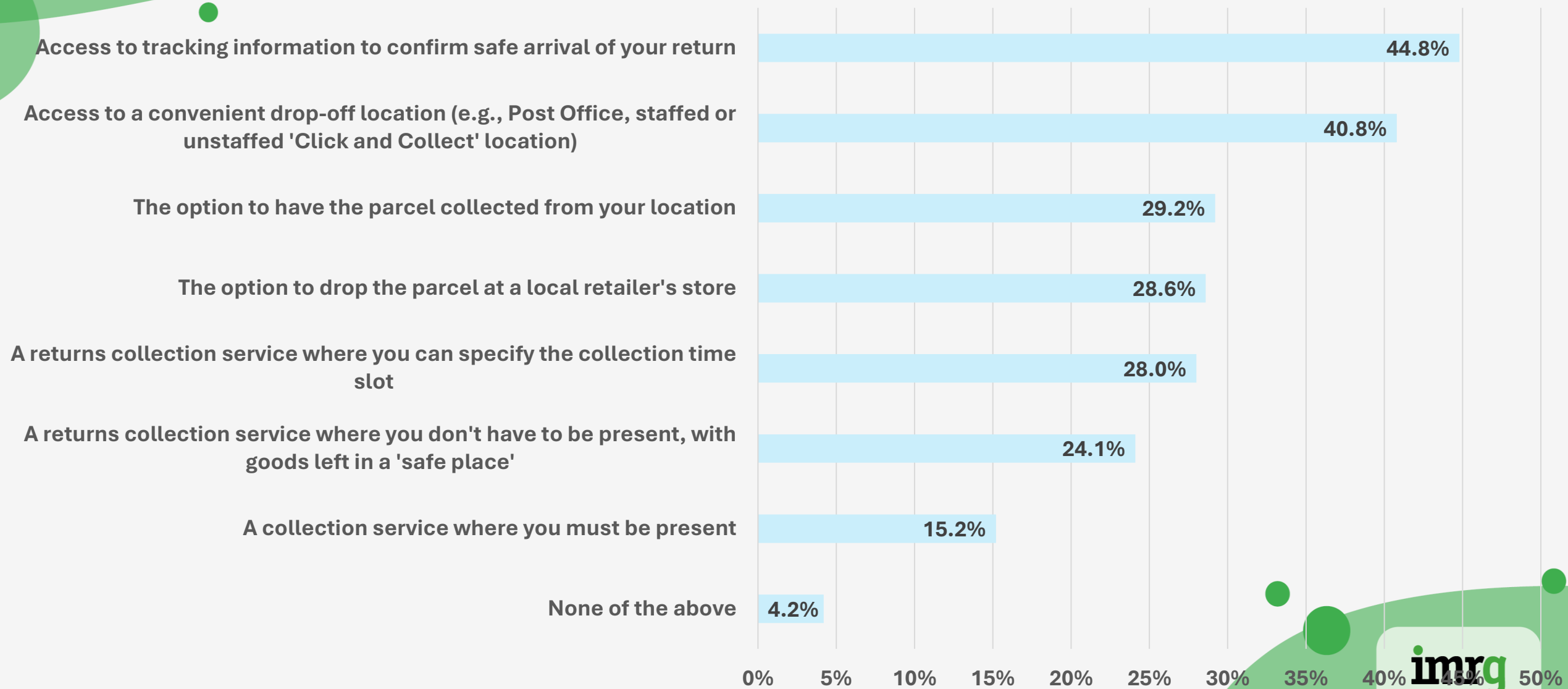
A decorative graphic consisting of several overlapping green shapes, including a large central rounded rectangle and several smaller circles and ovals in various shades of green, surrounding the central text.

Returns: A customers Perspective

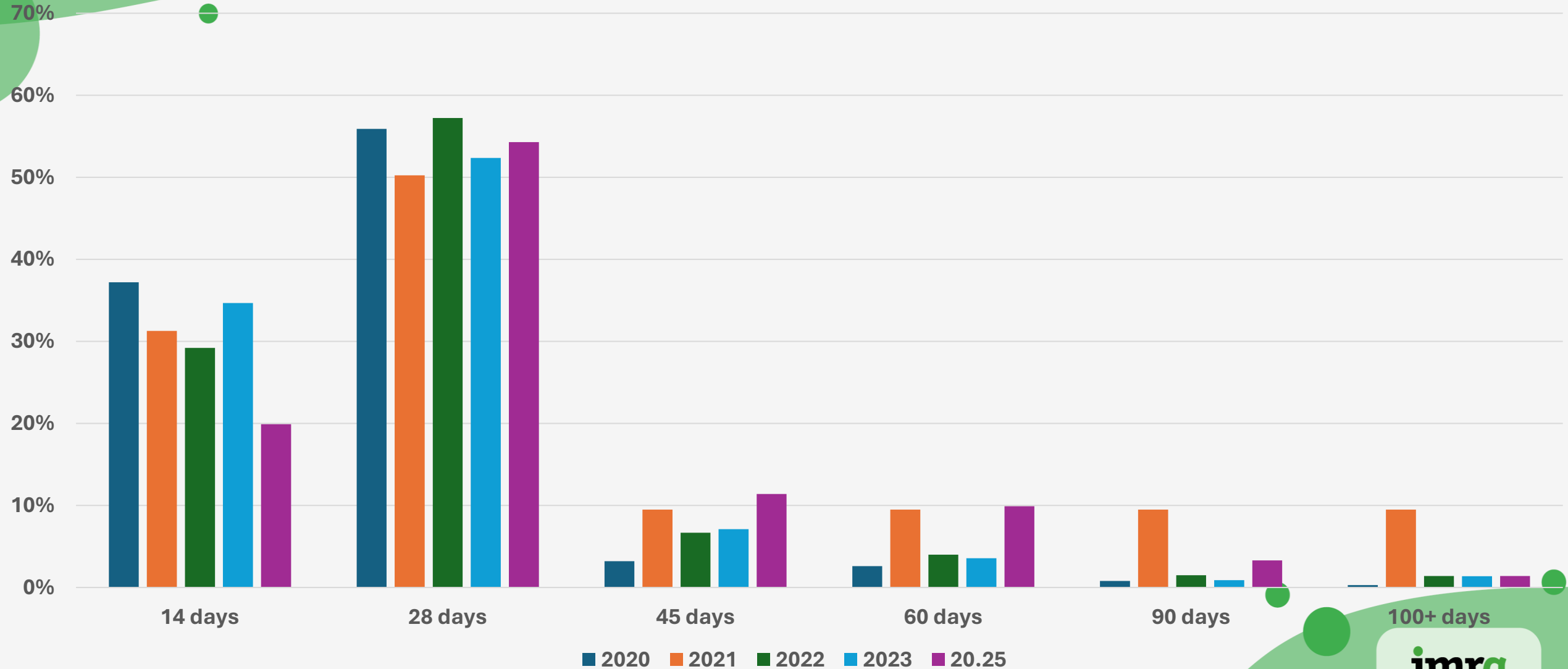
Would an extended returns policy encourage you to...



What are the top aspects that would make the returns process more convenient?

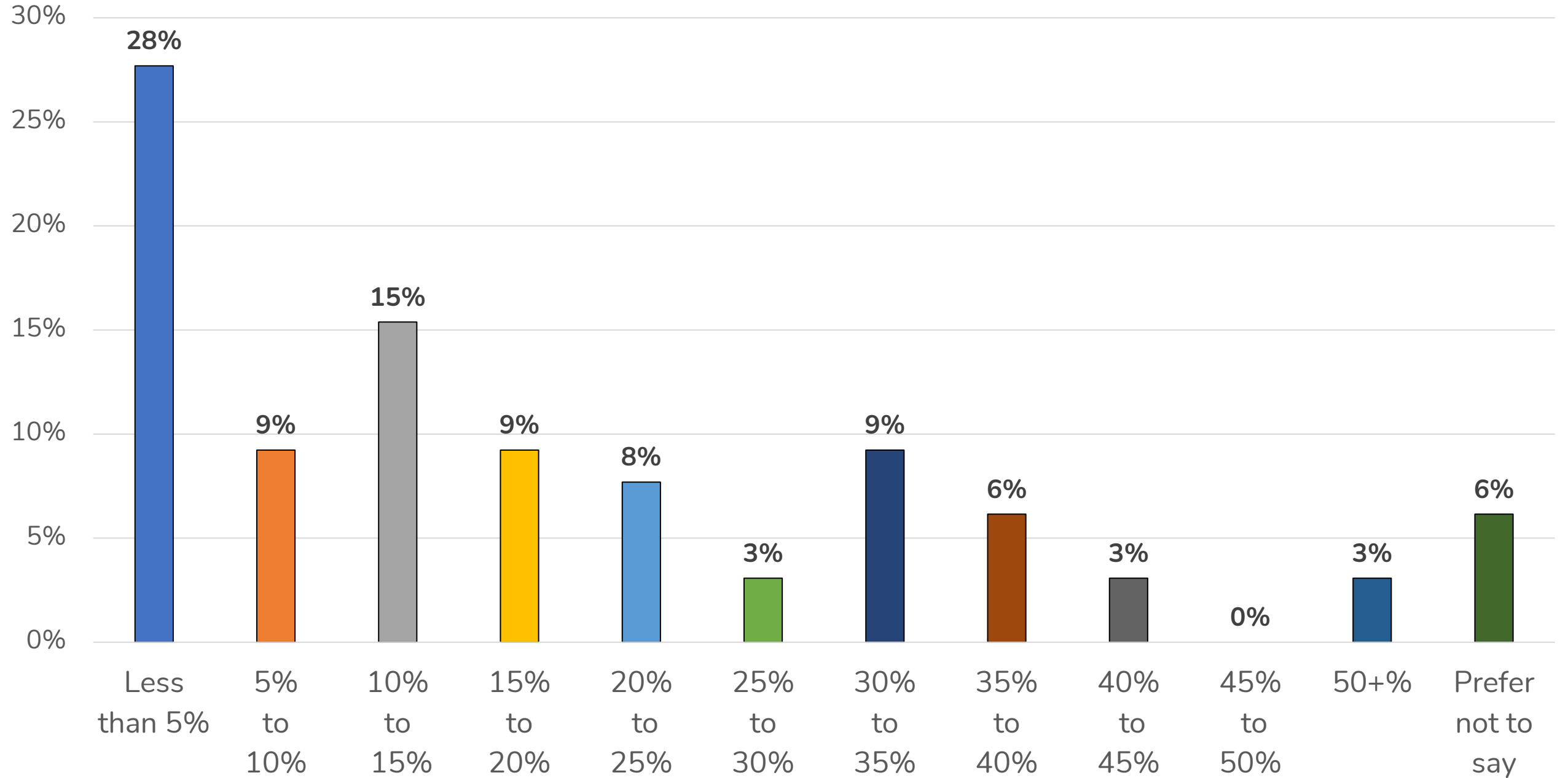


What length of returns policy do you think retailers should offer?



Returns: A Retailers Perspective

What is your Return Rate?



18 companies stated they have a return rate of less than 5%

X5 Gifting

X5 Home & Garden

X3 Sports & Outdoors

X2 Beauty

X1 Clothing

X1 Other

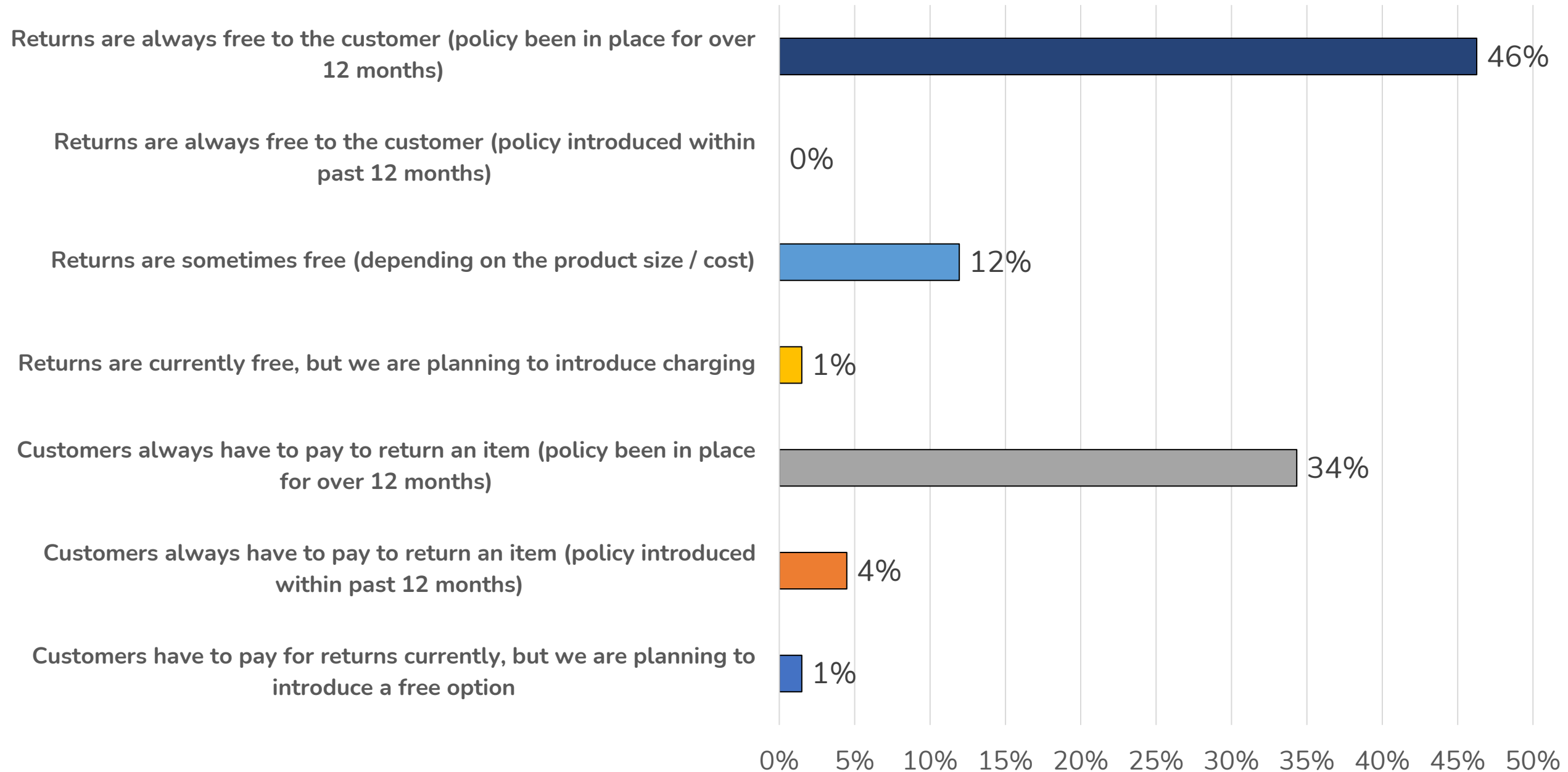
X1 Multi Category

4 companies stated they have a return rate of 40% or more...

All of them were clothing...notably a wide mixture of price points.


From an AOV of £80, £150, £180 and £350

How do your Charge/Not Charge for Returns?



When do Refunds get issued?

	The same day	Within 1 day	Within 2 days	Within 5 days	Within 1 week	Within 2 weeks	Longer than 2 weeks
Refund is issued when...the customer confirms a return is being made	3%	1%	1%	1%	1%	3%	1%
Refund is issued when...the returned item is received	10%	18%	18%	15%	11%	13%	1%

A central graphic consisting of several overlapping green shapes. A large, light green rounded rectangle is the primary focus, containing the text. It is surrounded by darker green shapes, including a large horizontal oval behind it, and several smaller circles scattered around the perimeter.

The delivery performance deep- dive

UK

EU

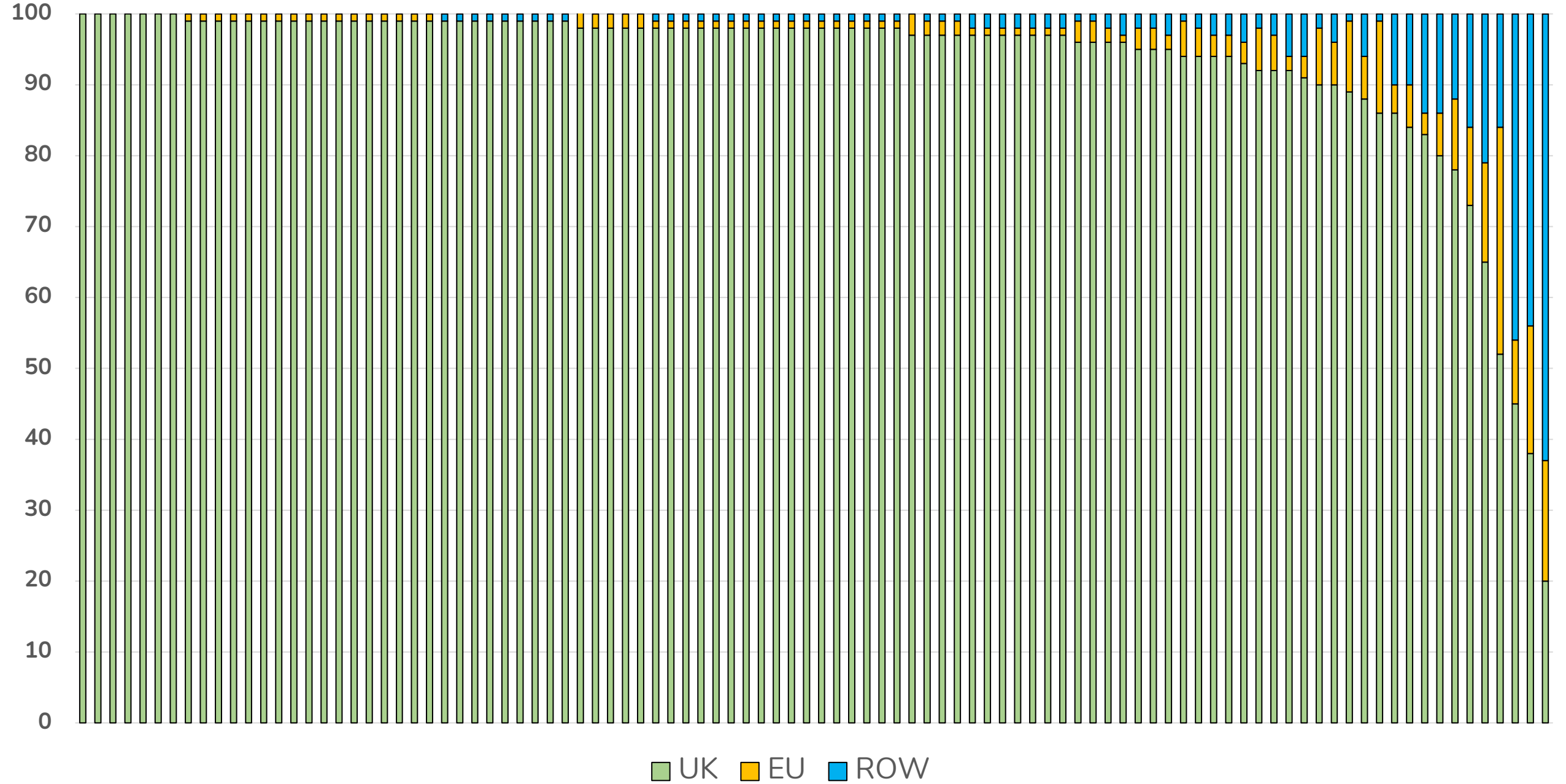
ROW

96%

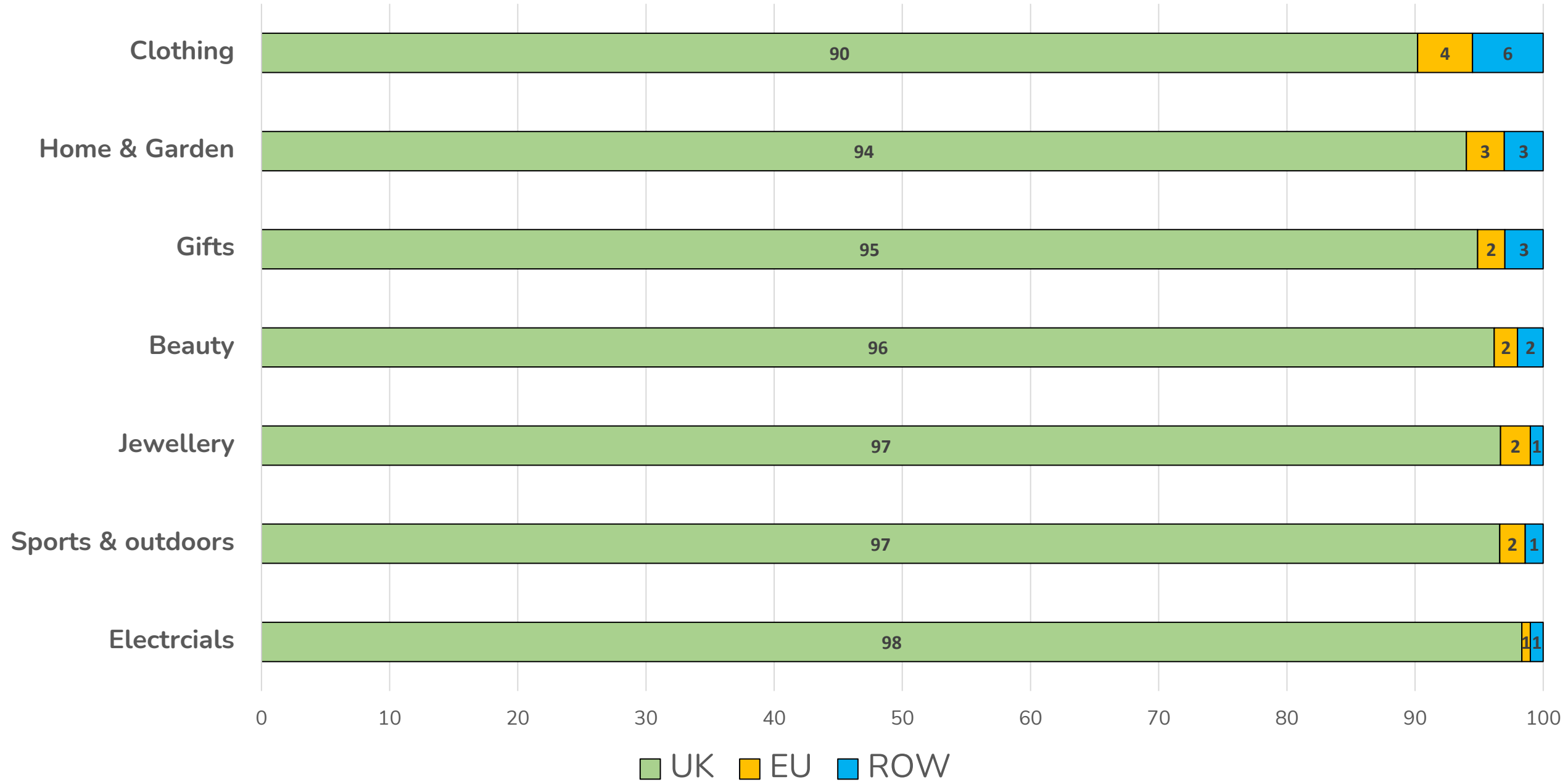
2%

2%

Selling Internationally...Where do Orders come from?

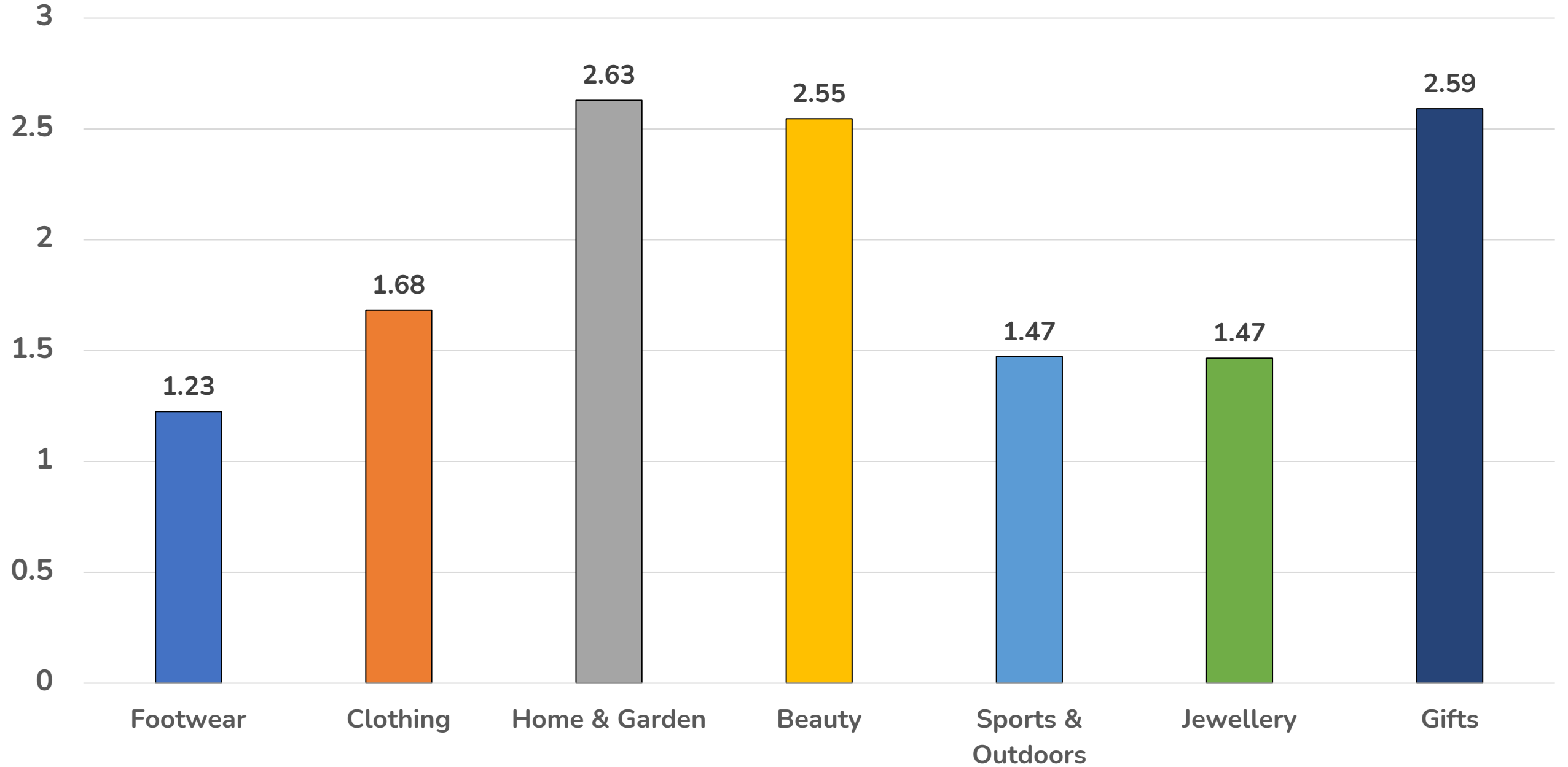


Selling Internationally...Where do Orders come from?



2.2

Average number of Items per Order



Big Day Orders

Xmas

**Boxing
Day**

**New
Years
Day**

26%

48%

26%

Thanks for Watching!



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