

This Holiday Season, Consumers Weigh the Risks and Convenience of Online Shopping



48%

believe delivery time estimates for online orders are unreliable

38%

fear packages will be damaged or broken during shipping

Online Shoppers Favor Cost-Savings Over Faster Delivery

Those who are willing to pay don't want to pay high shipping costs



37% willing to pay between \$5 to \$10 extra

13% willing to pay between \$11 to \$20 extra

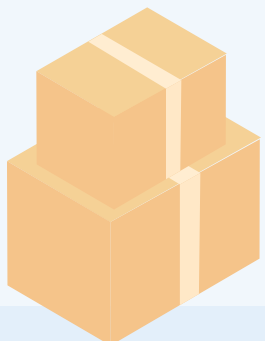
3% willing to pay \$21+ extra

48%

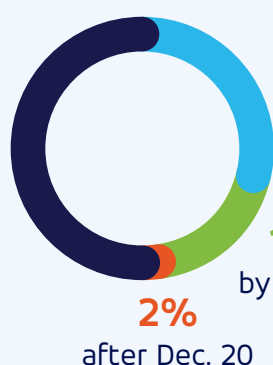
are not willing to pay for expedited shipping to receive packages by Dec. 25.

Consumers Are Planning To Order Early

When consumers believe they need to shop by to receive online orders by Dec. 25



50% by Dec. 15



29% by Dec. 8

19% by Dec. 20

2% after Dec. 20

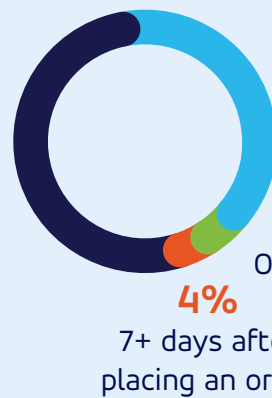


Recent Delivery Issues Haven't Dampened Consumer Optimism

When consumers expect packages to arrive



52% within 2-4 days



39% within 5-7 days

5% Overnight

4% 7+ days after placing an order

For Alternative Delivery Methods, Convenience Is King

45%

Only willing to pick up a package in-store or at hold/locker locations if they are convenient and flexible

35%

Willing to pick up a package in-store or at a hold/locker location

20%

Not willing to use alternative methods to receive packages

To better understand the consumer perspective around holiday shopping, Blue Yonder surveyed more than 1,000 U.S. consumers on Nov. 7, 2023, regarding their opinions related to holiday shopping and expectations around shipping.

