



THE DIGITAL SHIFT

HOW ONLINE DELIVERY IS REDEFINING
SUCCESS FOR RETAIL BRANDS

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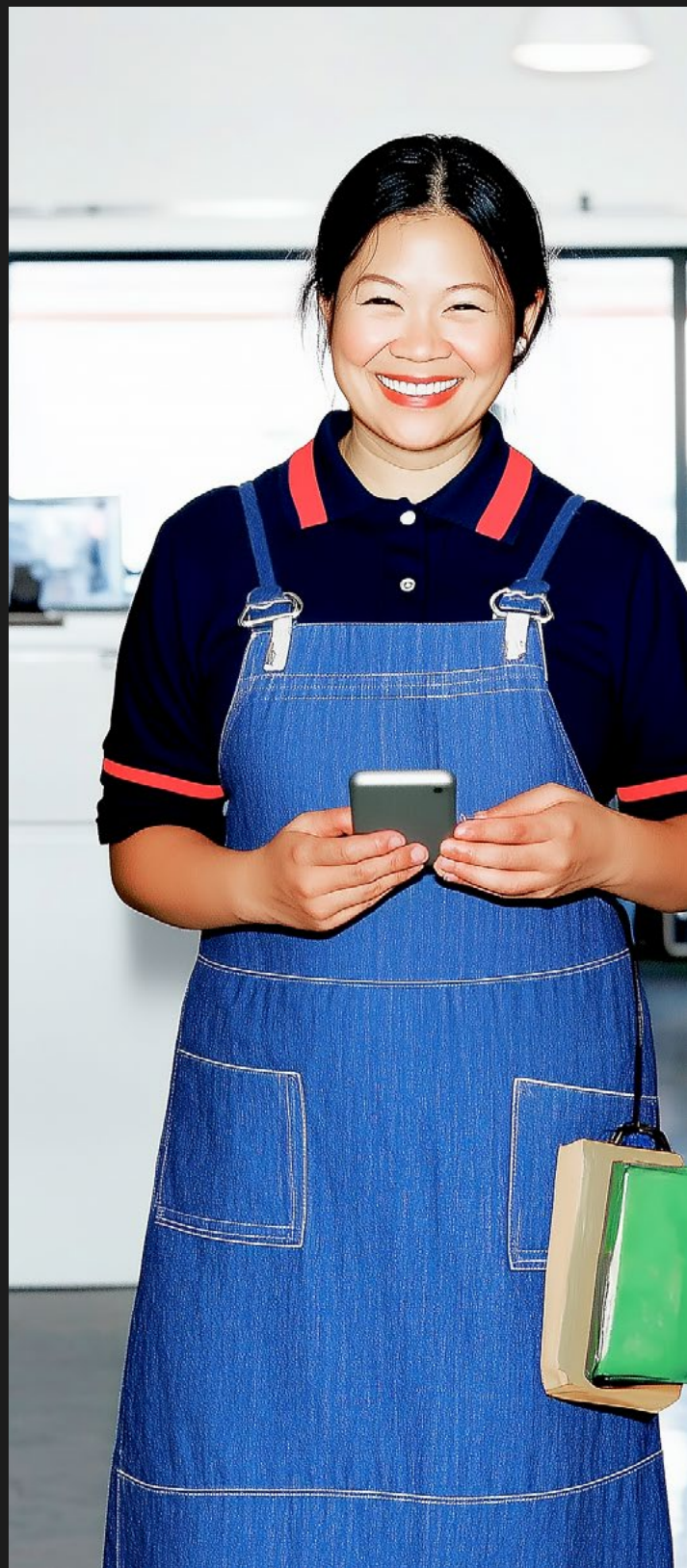
THE EVOLUTION OF DIGITAL DELIVERY IN RETAIL



The retail industry is changing. Retailers are shifting from traditional brick-and-mortar operations to digital-first strategies. Today, speed and convenience drive purchasing decisions, and digital ordering and delivery is rapidly becoming the new standard.

Retail brands must adapt to these changes or risk falling behind. Those who embrace online delivery and digital solutions will be in a stronger position to meet shifting consumer demands and capture market share.

Grocery retailers have taken the lead in this evolution, setting a high standard for efficiency and customer satisfaction in online delivery. Other retail sectors, including health and beauty, pharmaceuticals, and electricals, are following suit, recognising the need to evolve or be left behind.



THE RISE OF Q-COMMERCE

INITIAL SURGE

Q-commerce promised ultra-fast grocery delivery in under 30 minutes, in most cases it was actually delivery in under 15 minutes! The model boomed during the pandemic, with the emergence of platforms like Gorillas and Getir. Consumers loved the convenience of near-instant deliveries, and heavy investment fueled rapid growth.



THE DRAWBACKS

Ultra-fast delivery turned out to be unrealistic and unsustainable. High operational costs, intense competition, and thin retail margins made the model unprofitable. The major players struggled to survive, with companies like Gorillas and Getir facing financial challenges and being forced to consolidate to survive.



HIGH OPERATIONAL COSTS: The need for urban warehouses (dark stores) and a large workforce drove up costs significantly.



LOW PROFIT MARGINS: Customers were unwilling to pay a premium for ultra-fast delivery, resulting in low profit margins.



SCALABILITY ISSUES: Dark stores required a high volume of daily orders to remain profitable, which was often unattainable.



ORDER BATCHING: To reduce costs, companies started batching orders, which increased delivery times and diminished the value proposition of quick delivery.

[Learn more about The Fall of Q-Commerce: The Rise of Delivery Apps](#)

THE SHIFT TO DELIVERY APPS

Established platforms like Uber Eats and Deliveroo have adapted to offer faster deliveries, usually within an hour. As the biggest players in online food delivery, these platforms benefit from a broader market reach and more mature logistics networks.

This allows them to serve retail brands at scale without the problems of the ultra-fast model. Retailers can leverage these platforms to meet the consumer demand for fast deliveries on a scalable and sustainable fulfilment model.



Leader in the UK with a

31%

market share



UK's third most downloaded delivery app with

2.3M

downloads in 2023

Driven by high customer demand, grocery retailers are shifting to rapid grocery delivery services

Selected grocery players in diverse business model



Source: Statista Digital Market Insights 2023

RETAILERS HAVE THE EDGE

Established food retailers are perfectly positioned to take advantage of the consumer demand for rapid grocery delivery. The technology and the customer base are ready and waiting for them.

For many reasons, now is the time to embrace digital grocery delivery.

ADVANTAGES FOR RETAILERS



CONSUMER TRUST

Retail brands have already earned consumer trust and recognition, leaving few barriers to gaining customer support.



EXISTING AUDIENCE

Consumers are already using delivery apps, giving retailers an existing audience hungry for what they offer.



DIGITAL OPPORTUNITY

Retailers who embrace rapid digital delivery solutions can outperform the competition by exceeding customer expectations in a convenience-driven market.



DATA-DRIVEN SUCCESS

Digital partners give retailers insights into consumer behaviour, allowing them to optimise logistics for faster deliveries and a better customer experience.



Retailers now have a golden opportunity to leverage the massive active consumer bases and refined logistics of established delivery platforms. This isn't just a trend—it's the future of retail. By embracing on-demand delivery, we're not only meeting consumer expectations but redefining them. The retailers who seize this moment will be the ones shaping the industry's future.

Zhong Xu

CEO and Co-Founder of Deliverect



THE RISE OF DELIVERY APPS IN RETAIL

Delivery in retail is already popular across UK with market analysts predicting continued growth.

➤ 59% of UK consumers now do some of their grocery shopping online ([Mintel](#))

➤ 13.1% of UK grocery sales are online. [Mintel](#) predicts 3.1% growth in 2024

The trends suggest a growing opportunity for retail brands.



EXPLORING NEW VERTICALS

After rapid growth and success with food and grocery deliveries, delivery apps are expanding into adjacent retail sectors like consumer goods, electronics, and pharmaceuticals.

This is the logical growth path for marketplaces. For retailers who already stock these products, it presents an opportunity to boost sales and reach new customers.

EXISTING INFRASTRUCTURE

Delivery apps have an engaged user base and a proven logistics network that retail brands can leverage to tap into digital fulfilment opportunities. This allows retailers to manage deliveries cost-effectively without the need to invest in new infrastructure, such as dark stores. Delivery apps offer a ready-made solution, making them an attractive alternative for retailers looking to scale without heavy investment.

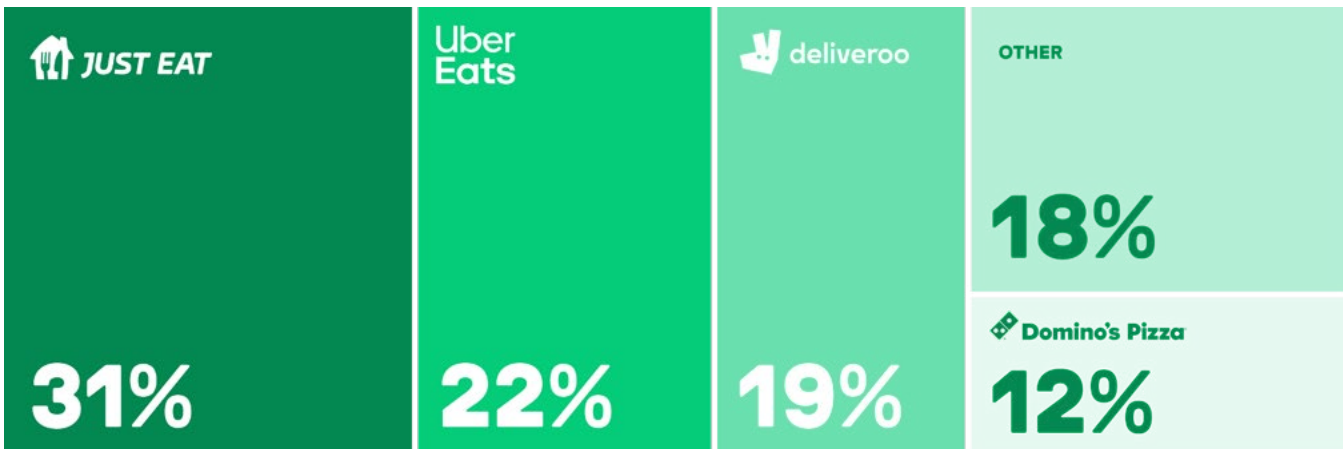
THE POWER OF DIGITAL DELIVERY PARTNERS

Established delivery partners—such as Deliveroo, UberEats, and Just Eat to name a few—enable retailers to meet rising demands for speed, convenience, and exceptional service. Without these partners, retailers would need to create an entire technology suite of their own, which is costly, time-consuming, and risky.

By partnering with delivery apps and digital technology providers, retail brands can expand their reach without the risk and upfront cost of building their own solutions.

The UK food delivery app market is dominated by Just Eat and Uber Eats

Market share in 2023



Source: Statista Digital Market Insights 2023

Retail operators can immediately start offering a better online shopping experience with fast deliveries—the only way to stay competitive in the digital-first market.

BENEFITS OF USING DELIVERY APPS



COST-EFFECTIVE INFRASTRUCTURE:

Delivery apps already have the logistics networks in place, reducing the need for retailers to invest in expensive delivery systems.



SCALABILITY:

Delivery apps can quickly adapt to changes in demand, allowing retailers to serve customers efficiently during peak times.



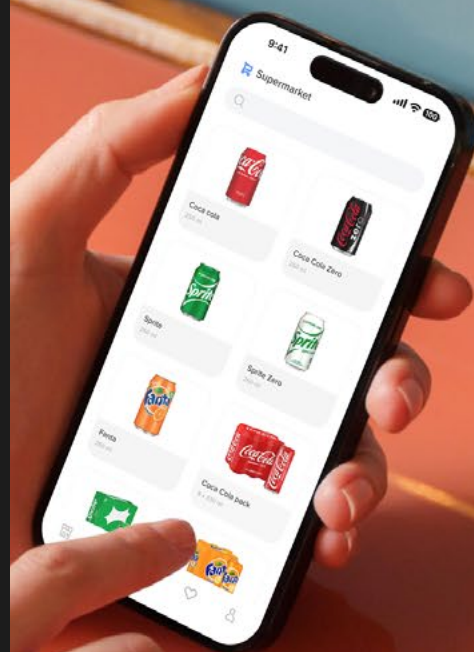
CONTROL OVER CUSTOMER EXPERIENCE:

Delivery apps manage key touch points like in-app shopping and delivery tracking, giving customers a seamless experience.



BROADER CUSTOMER REACH:

Offering multiple delivery options helps retailers cater to a wider audience, from those seeking fast delivery to those opting for more standard services.



OPTIMISE FOR DIGITAL SUCCESS



Once the right digital channels have been set, retailers need to optimise key operations to thrive in a digital-first retail environment. By prioritising the right strategies and metrics, they can enhance efficiency, improve customer satisfaction, and drive profitability.

The latest digital technologies improve every aspect of operations, boosting your key success metrics.

Here's a quick overview of what you must prioritise to stay ahead of the game:

WHERE	WHAT	HOW	BENEFIT
1. IN-STORE OPERATIONS	Centralise and simplify operations by managing all delivery channels from one device.	Improve speed and accuracy of picking and packing with digital scan and swipe systems.	• Increased order margins • Faster pick times • Fewer missing items • Faster deliveries
2. INVENTORY MANAGEMENT	Use a digital inventory system which updates stock data in real-time across all channels.	Implement automated stock updates and enable instant substitutions.	• Fewer missed orders • Fewer customer cancellations • Increased efficiency • Fewer out of stocks
3. CATALOGUE MANAGEMENT	Create and manage comprehensive, channel and location-specific catalogues.	Automate product management to show customers items that are most relevant to them.	• Increased conversion rate • Optimised substitution compliance
4. REPORTING	Use dynamic reporting tools to track performance metrics and optimise operations.	Get real-time insights into store performance, inventory, fulfilment, and sales data.	• Enhanced profitability tracking • Enhanced decision-making with unified sales data • Improved demand forecasting • Streamlined product and store performance analysis
5. INTEGRATIONS	Leverage tech partners with robust APIs to enable dynamic pricing and automated catalogue updates.	Offer a better customer experience and react to market changes instantly.	• Lower operational costs • Faster channel activations • Quick channel onboarding • Reduced manual tasks

THE IMPACT OF BETTER TECH

Tech-optimised operations will yield immediate benefits in operational efficiency, customer satisfaction, and profitability.



MORE EFFICIENT OPERATIONS

By automating key functions and centralising workflows, businesses can reduce inefficiencies, boost productivity, and improve SLAs.



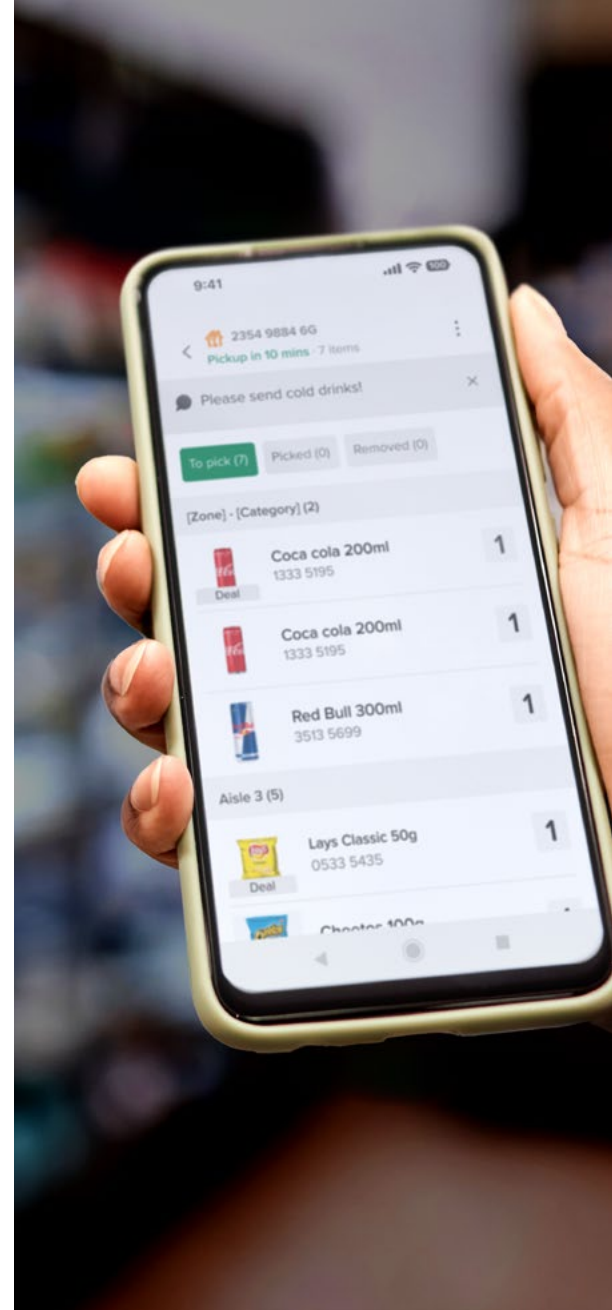
IMPROVED CUSTOMER EXPERIENCE

Fewer order errors, faster fulfilment, and personalised catalogue offerings lead to happier customers and more repeat business.



HIGHER MARGINS

More efficient operations, dynamic pricing and a better customer experience, lead to higher order margins, making every order more profitable.



Retail success today depends on optimising every aspect of operations, from in-store workflows to centralised systems. Streamlining processes reduces errors and speeds up fulfilment, while the right tech simplifies stock management and reporting. Flexible, scalable solutions are key to long-term growth, ultimately enhancing the consumer experience and meeting rising expectations with faster, more reliable deliveries.

Joe Heather

Regional General Manager Northern Europe, Deliverect



MAKE THE MOST OF RETAIL'S DIGITAL FUTURE

The retail landscape is undergoing a rapid and inevitable shift toward digital-first strategies. As consumer demands for speed, convenience, and seamless online experiences continue to grow, retailers who embrace this transformation are positioned to thrive.

We've explored the evolving role of digital delivery in retail, from the Q-commerce boom to the opportunities delivery apps present across new verticals.

Retailers benefit from stocking brands that customers know and love. And consumers are already using delivery apps to order meals and groceries. The demand, the audience, and the technology are waiting to be capitalised upon by forward-thinking retailers.

By optimising key operations such as inventory management, improving in-store workflows, and leveraging data-driven insights, retail operators can meet consumer expectations and stay ahead of the competition.

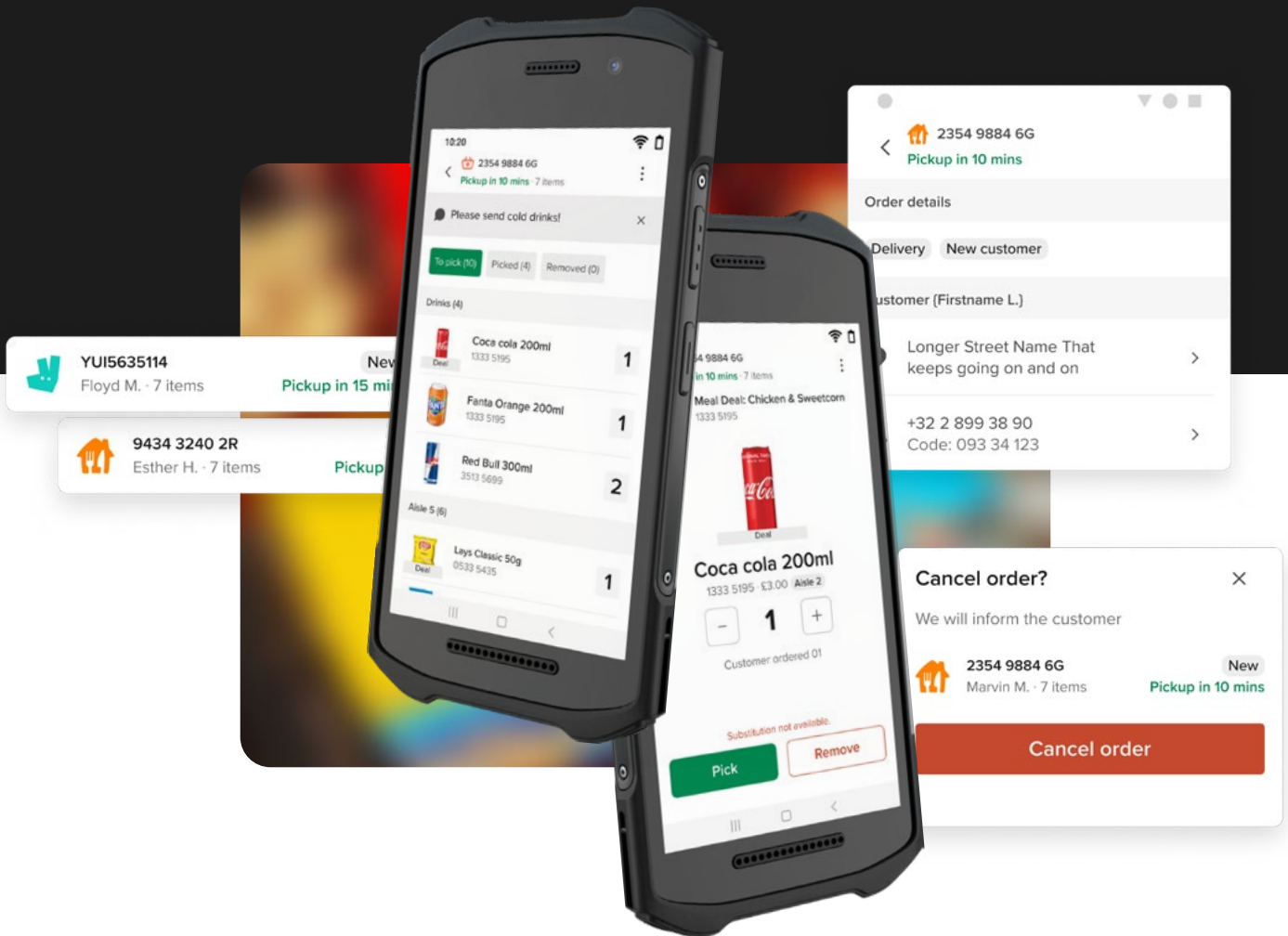


INTRODUCING DELIVERECT RETAIL AND THE QUEST APP

INTRODUCING



DELIVERECT'S RENOWNED INTEGRATIONS ARE ALSO AVAILABLE TO RETAILERS

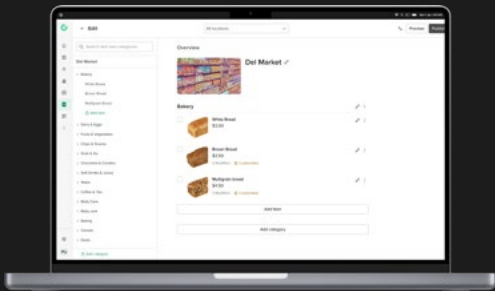


At Deliverect, we're more than just a technology provider—we're your trusted partner in navigating retail's digital transformation. With deep industry expertise and a proven track record of delivering tailored, task-specific solutions, we guide retail operators through every step of the journey. Our robust integrations and strategic insights position your business for long-term success in an evolving digital landscape.

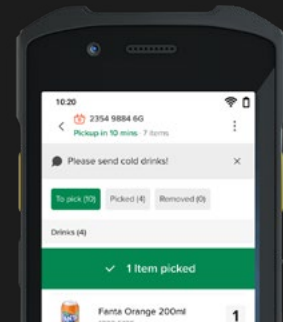
TAKE FULL CONTROL OF YOUR ONLINE GROCERY ORDERS



Receive and manage all orders and catalogues in one place, track real-time sales and performance, and access data from third-party delivery platforms.



The all-new Quest app optimises the picking experience from the moment you accept a new order all the way to dispatch. All from one easy-to-use mobile platform.



DELIVERECT RETAIL DRIVES 100% ONLINE SALES GROWTH FOR ONE STOP STORES WITH THE QUEST APP



One Stop Stores, a leading UK convenience retailer and part of the Tesco Group, faced significant challenges when expanding its online delivery services during the pandemic. By integrating Deliverect Retail and the Quest App, One Stop streamlined its operations, enhanced efficiency, and achieved remarkable results across 800 stores:

- **100% online sales growth:** Sales increased **2x weekly**.
- **Conversion rate:** Increased from **25% to 39%**, driven by 6x SKU growth (500 to 3,000+ items).
- **Retention rate:** **57%**, with customers shopping twice a month on average.
- **Reduced picking time:** Halved from 6 minutes to **3 minutes**.
- **30% reduction in unavailable items:** Improved inventory accuracy.
- **Customer satisfaction:** **4.5/5** average customer rating.
- End-to-end delivery time **reduced from 30 minutes to 25 minutes**.

[Watch The Case Study](#)



ABOUT DELIVERECT



Deliverect is a global ecosystem of on and off-premise solutions for online sales. Our API-first software empowers enterprises of all sizes to sell anywhere and deliver everywhere across **+52 global markets**. Currently, Deliverect empowers **+50.000 establishments**, including renowned chains like One Stop, Spar, Burger King, Little Caesars, and Pret A Manger.

To find out more information, visit deliverect.com

