Are consumers sold on same-day delivery?

Article

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For most internet users in the US, online orders typically come in two to three days—a delivery time popularized by Amazon's Prime program. Just **3%** of internet users are used to same-day delivery, which is increasingly offered by nongrocery retailers as well.

Amount of Time US Internet Users Typically Wait for Digitally Purchased Delivery Orders, June 2022
% of respondents

- 3% Less than one day
- 1 day 8%
- 2-3 days 53%
- 4-5 days 26%
- >5 days 10%
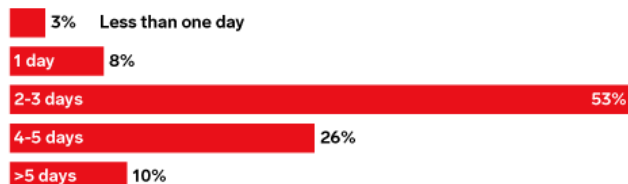
Source: FarEye, "The Last Mile Mandate" as cited in company blog, July 18, 2022
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Beyond the chart: More retailers are partnering with third-party delivery services like **Instacart** and **Shipt**. But faced with high inflation, consumers aren't inclined to pay a premium for the same-day option.

That said, there's still an audience for it. Our senior analyst Blake Droesch said that same-day delivery, even with a fee, will attract last-minute shoppers as expectations stoked by digital grocery trickle to the rest of retail.

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Methodology: Data is from the July 2022 FarEye report titled "The Last Mile Mandate" as cited in company blog. 1,000 US internet users ages 18+ were surveyed online during June 2022.