

# Delivery has sped up, but US retailers still eat Amazon's dust

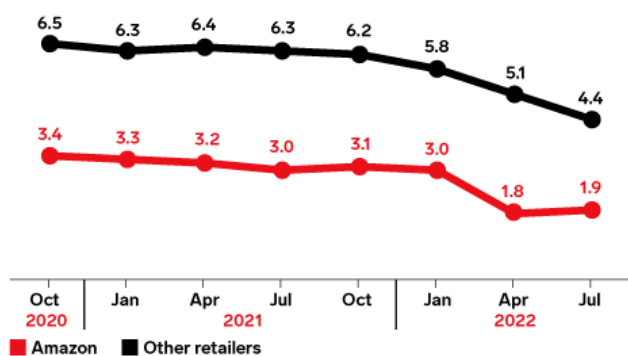
Article

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Click-to-door time was as short as 4.4 days in July 2022 for non-Amazon digital retailers in the US, according to NielsenIQ. But Amazon has them beat by a lot, with an average click-to-door speed of 1.9 days.

## Click-to-Door Speed\* for US Digital Purchases Made on Amazon vs. Other Retail Sites, Oct 2020-July 2022

days



Note: represents activity on NielsenIQ's platform; broader industry metrics may vary; \*the number of days from a digital purchase transaction to package arrival  
Source: NielsenIQ as provided to Insider Intelligence, Aug 10, 2022

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**Beyond the chart:** Most retailers can't keep up with Amazon—they just don't have the resources. But delivery platforms like Uber and Instacart are changing that, turning brick-and-mortars into same-day delivery hubs.

In digital grocery, for example, delivery companies account for nearly 30% of sales in the US, per our forecast. That means other retailers have a shot at catching up to Amazon, with the help of intermediaries.

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*Methodology: Data is from a August 2022 Nielsen IQ analysis. Nielsen IQ tracks aggregated and anonymized data from email receipts from a panel of over 5+ million online shoppers. The measurement reflects shopping behavior across multiple devices over time.*