

2025

# The Need for Speed

Why Fast Delivery Is Here to Stay –  
and What You Should Do About it



vehō

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# Introduction

## Fast Delivery is a Necessity in Apparel, Beauty, and Luxury E-commerce

In 2025, uncertainty around tariffs, the economy, and rising prices are impacting consumer confidence and purchase behavior.

Amid the uncertainty, one thing remains constant: people will **always prefer a better consumer experience**.

And in the crowded beauty, luxury and apparel e-commerce space, **delivery speed** has emerged as a critical differentiator in driving customer choice and satisfaction.

According to Veho's consumer research, over half of apparel and beauty shoppers consider it important to receive their packages within 3 days-- and 70% say they will complete a purchase **immediately** if a short shipping window (1-3 days) is offered. Moreover, in some categories, **over 50% of shoppers will reconsider their purchase** if the delivery is expected to take longer than 3 days.

This white paper examines how accelerated delivery timelines directly impact customer satisfaction, conversion rates, and overall business performance. Drawing on industry research and real-world case studies, this report demonstrates that investment in speedy delivery isn't merely an operational decision—it's a strategic imperative that drives revenue growth and customer loyalty.

# The New Consumer Expectation

The 2019 pandemic, coupled with “the Amazon Effect,” have fundamentally shifted consumer expectations around delivery speed. What was once considered premium service has rapidly become the baseline expectation.

**2-3**  
days

## Shorter Delivery Windows

According to McKinsey, 90% of consumers now view 2-3 day delivery as the standard baseline, with 30% expecting same-day delivery.

**66%**

## Willingness to Wait is Waning

Consumers have notably low tolerance for delays, with 66% of respondents finding long delivery windows (over three days) frustrating.

**70%**

## Quick Delivery Drives Consumer Experience

Delivery speed has become a decisive purchasing factor, with nearly 70% of consumers stating that short delivery windows directly impact their likelihood to complete a purchase.

**90%**

## Delivery Speed Drives Conversion

90% of consumers report that shipping speed impacts their purchase decision--and over 18% say they are willing to abandon carts when faced with long delivery windows.

# 2025: Peak Shopping Season

While many consumers plan to spend the same in 2025—or even more—than last year, they’re also expecting faster shipping, better availability, and a seamless delivery experience starting earlier in the season.

## Early Shopping Trend

According to Veho’s 2025 survey of 600 US e-commerce shoppers, consumers are trending toward earlier holiday shopping this year. Over 31.3% of consumers plan to start holiday shopping earlier than last year, with only 5% planning to start later than last year.

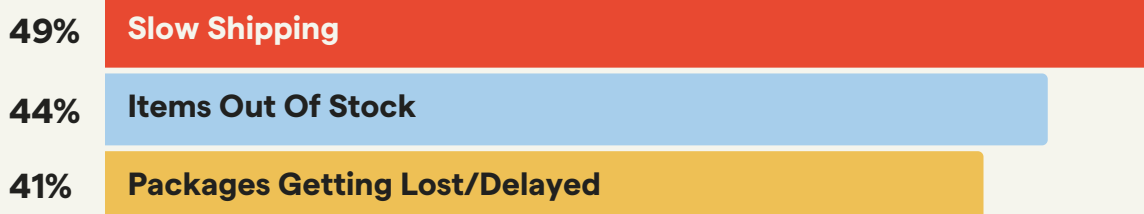
While 40% of shoppers plan to start holiday shopping **before the end of Q3**, 53% plan to start shopping in October and November. This early shopping trend creates an extended peak season that logistics providers must prepare for.

**31.3%**  
of consumers plan to  
start holiday shopping  
earlier than last year

## 2025: Holiday Shopping Pain Points

The **biggest pain points** for customers related to online holiday shopping are **slow shipping, items being out of stock, and packages getting lost or delayed.**

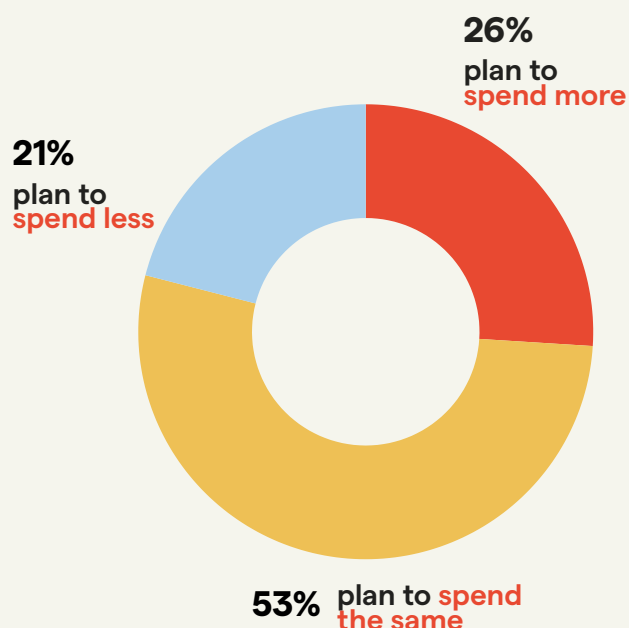
Biggest Holiday Shopping Pain Points:



## Customers Plan to (Cautiously) Buy More:

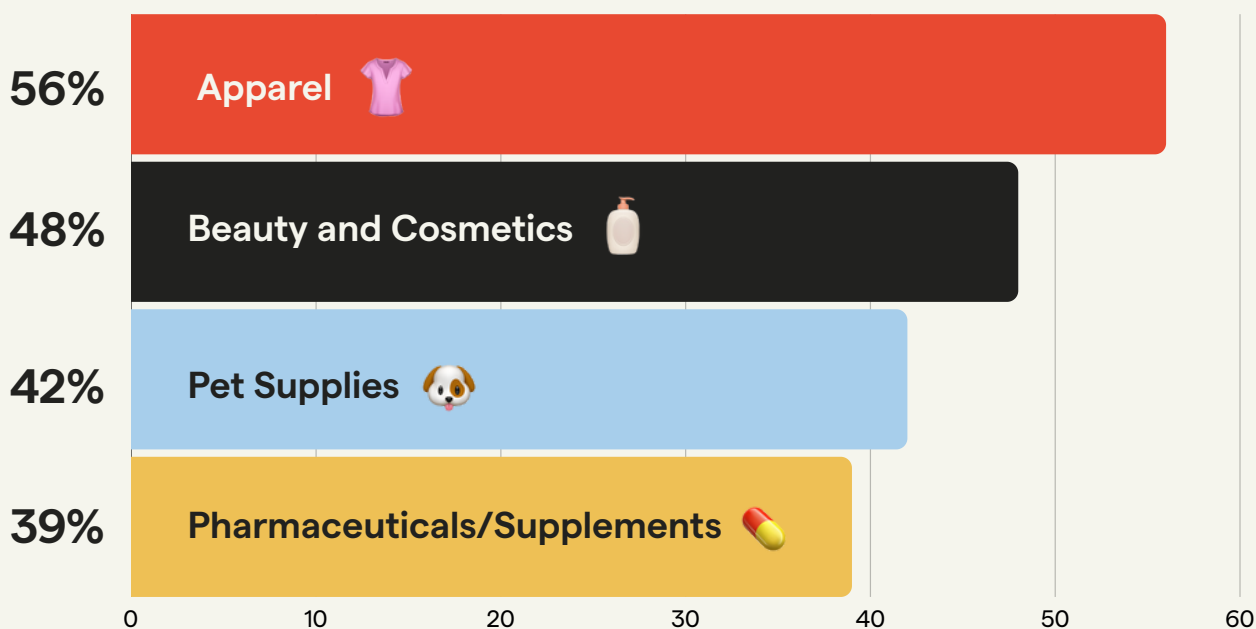
While consumer sentiment may change due to changes in tariff related policies and their impact on prices, Veho's Consumer Survey reveals a cautiously optimistic spending landscape for the 2025 Holiday season:

- Over a quarter of customers (26%) plan to spend more this year than last year.
- Over half (53%) plan to spend about the same as last year.
- 35% plan to increase their spending by 25% or more this year.



### What are customers buying more of in 2025 vs 2024?

Shoppers plan to buy more apparel, beauty and cosmetic, pet supplies and pharmaceuticals and supplements.

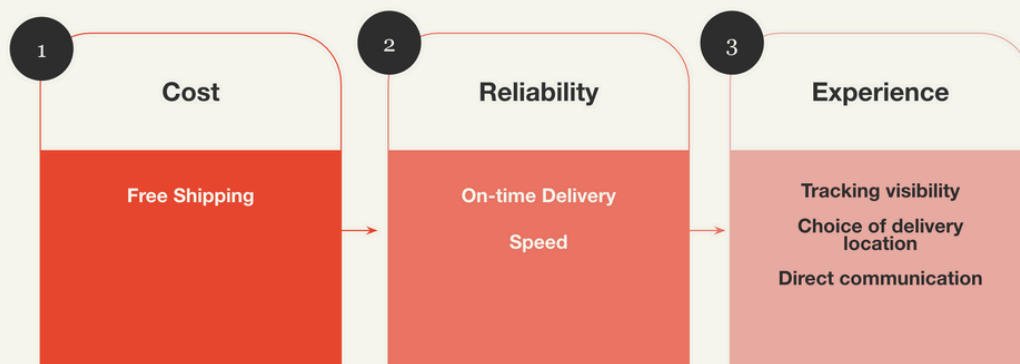


# The Magic Number: 3

## Consumer Expectations in Retail

According to McKinsey, when asking consumers what delivery speed they're willing to accept across various categories, **consumer patience dramatically drops after three days.**

For retail sectors like apparel, beauty, and luxury, where immediate gratification and emotional purchasing play significant roles in consumer behavior, meeting delivery expectations becomes even more crucial.



## Consumer Patience in 2025

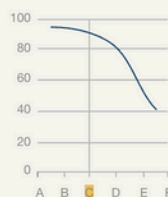
Delivery times consumers are willing to accept when purchasing an item by category

- A. Same Day
- B. 1 Day
- C. 2-3 days
- D. 4-7 days
- E. More than 7 days
- F. Willing to buy regardless of delivery time

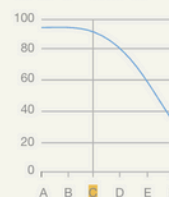
One day reduction in delivery promise = 3.92% conversion rate growth

Faster delivery promises = immediate revenue growth

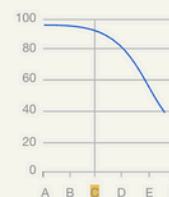
Overall



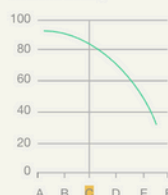
Consumer Electronics



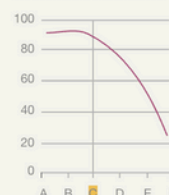
Fashion



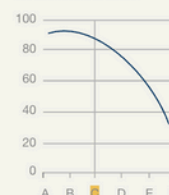
Health & Beauty



Household Consumables



Household Durables



## Apparel, Beauty and Luxury Segments

Over half of apparel and beauty shoppers consider it important to receive their packages **within three days**.



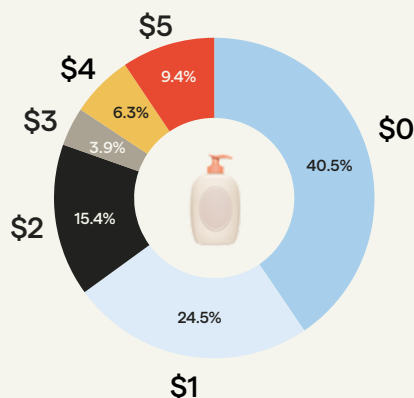
## Consumer Willingness to Pay

Apparel and Beauty customers are actually willing to **pay** for faster delivery.

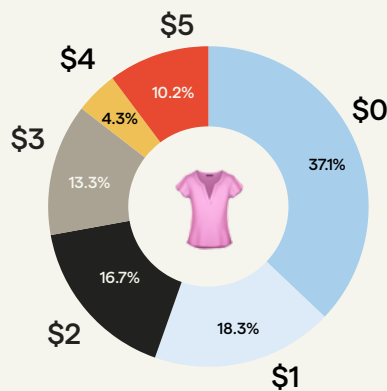
- **Over 50% of beauty consumers** would pay an additional \$2-5 for delivery within 3 days
- More than a quarter (28%) of apparel customers are **willing to pay \$3 or more for 3-day shipping**
- **37% of consumers** report they would always pay extra to receive faster delivery

## Willingness to Pay for 3 Day Shipping (in Dollars)

3 DAY SHIPPING : BEAUTY



3 DAY SHIPPING: APPAREL





# How Speed Impacts Purchase Behavior

## Delivery Speed Drives Conversion

According to McKinsey, 90% of consumers now view two or three-day delivery as the standard baseline. But fast shipping doesn't only drive post purchase satisfaction—it's a powerful purchase driver.

**According to recent research, offering faster delivery speeds can improve checkout conversion rates:**



say 3-day or faster delivery option directly impacts their decision to purchase.



are likely to complete a purchase immediately if a short shipping window is offered.



are unbothered by 3-day+ delivery timelines.

Shippers agree :

**+10.6%**

increase in e-commerce conversion rates.

**+8.9%**

increase in average order value.

### One thing is clear:

consumers prioritize speed—and they show it through higher conversion rates and higher spend at checkout. On the flip side, slow delivery windows often lead to cart abandonment.

# Long Delivery Windows Hurt Conversion

## Long Delivery Windows Cause Cart Abandonment

Long delivery windows aren't just inconvenient—they're a dealbreaker for many shoppers. When presented with delivery windows longer than 3 days:

66% of online shoppers report frustration

54% will reconsider making a purchase

18% abandon their cart

Across key e-commerce verticals, long delivery windows continue to drive shoppers away. Depending on the product, shoppers say they will abandon their online shopping cart at checkout if delivery exceeds 3 days.

### Cart abandonment with >3 day shipping window:

23% health & wellness shoppers

22% beauty shoppers

18% apparel shoppers

## 54%

**Over half of shoppers** in both health & wellness (54%) and beauty (57%) would walk away entirely if shipping takes 4–7 days or more.

Shoppers across categories show increasing sensitivity once the delivery window crosses the 5-day mark—a **consistent tipping point for conversion loss**.

# When is Speed Most Critical?

Delivery speed matters across retail categories, but becomes particularly crucial when:

**Selling luxury or high-priced items** - The premium nature of these products creates heightened delivery expectations.

**Offering apparel and occasion wear** - Customers purchasing for specific events have time-sensitive needs

**Selling items with emotional purchase drivers** - Beauty and fashion items often fulfill immediate desires

**Competing in markets with sophisticated delivery infrastructure** - competitors have multiple regional DCs.

**Veho enables brands to optimize speed and cost without sacrificing the customer experience.**

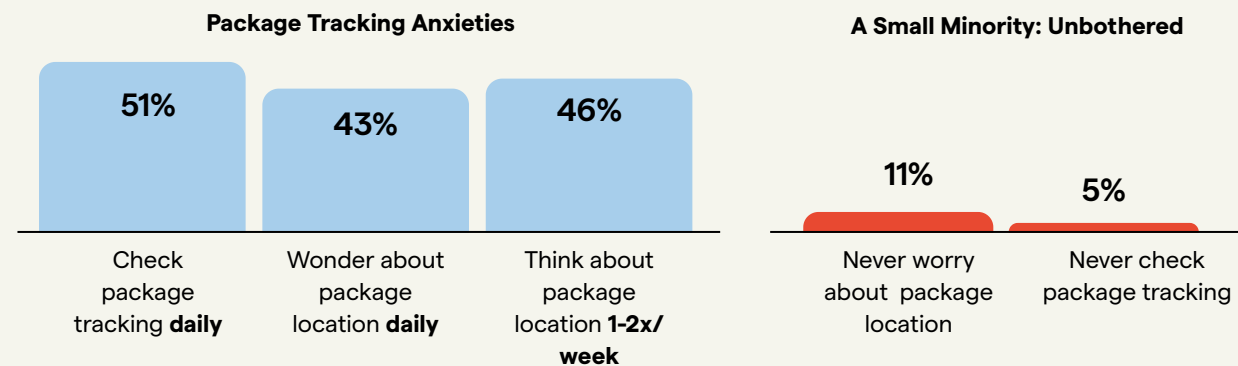
The strategic decision between optimizing for cost or speed depends on your shipping needs. Veho offers multiple SLAs to enable you to offer flexibility to your customers.

Speed-Critical Scenarios: <b>Veho Ground Plus</b>	Cost-Critical Scenarios: <b>Veho Premium Economy</b>
Luxury or high priced items	Basic essentials
Occasion-specific purchases	Low-cost commoditized items
Multiple regional purchases	Single DC serving long-zone areas
Perishable or time-sensitive items	Non-time-sensitive goods

# The Anxiety of the Wait

## Tracking Expectations are Higher than Ever

Customers aren't just focused on when a product will arrive—they're also concerned about where it is every step of the way:



Shipping speed and transparency now go hand in hand. Brands must provide reliable tracking experiences to build trust and reduce post-purchase anxiety.

In today's competitive digital landscape, clear tracking and shipping visibility mitigate customer anxiety and enhance brand trust. Brands that prioritize transparent shipping solutions are more likely to win at the digital shelf—and in the hearts (and carts) of consumers.



# Tuckernuck: A Speed Story

Premium women's fashion retailer Tuckernuck demonstrates the transformative impact of prioritizing delivery speed, saving 35% on delivery costs.

## After switching to Veho Ground Plus, Tuckernuck saw:

- 1.3 days average faster delivery
- 35% reduction in total delivery related costs
- Improved customer satisfaction metrics across all channels

**Veho deliveries also resulted in in fewer misdeliveries**, driving a significantly lower volume of customer support inquiries compared to other carriers.



\*from May-June 2024

This reduction in support tickets **reduced costs** associated with support inquiries for the brand.

Veho also **outperformed all other carriers** with Tuckernuck in terms of delivery speed.

# 1.3

Days Faster Delivery by Switching to Veho Ground Plus from National Carriers

# Next Steps



## Recommendations for Success



### 01 Segment your Shipping Strategy

Offer multiple delivery speeds or carrier options based on product categories and customer preferences. Diversifying your carrier partners based on segment need is a strategic imperative that will drive revenue growth and customer loyalty.



### 02 Prioritize Reliability and Communication

According to McKinsey, keeping delivery promises and providing real-time tracking are as important as speed itself. In today's competitive digital landscape, brands that prioritize transparency and meeting scheduled delivery windows are more likely to win at the digital shelf—and in the hearts (and carts) of consumers.



### 03 Focus on Speed: Veho Ground Plus

If you are an apparel, beauty, or luxury shipper: fast delivery is crucial. Consider partnerships with specialized last-mile providers that can help you achieve delivery in under 3 days. As demonstrated by Tuckernuck's success, **Veho Ground Plus** can deliver both speed improvements and cost efficiencies while improving delivery experience.



### 04 Track the Right Metrics

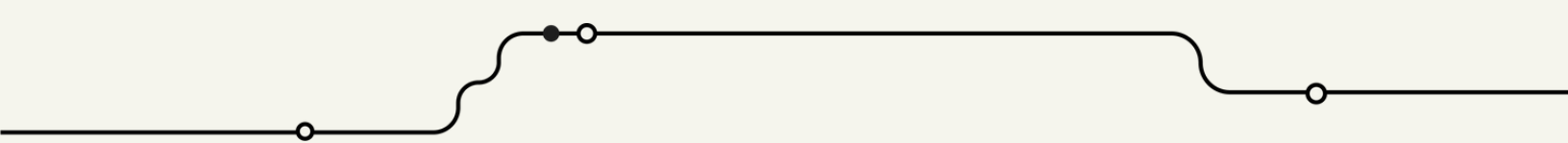
Monitor not just on-time delivery, but also the impact your carrier partner has on conversion, cart abandonment, return rates, and customer satisfaction. Successful delivery is a cornerstone of customer experience, directly impacting both long-term loyalty and your bottom line.

# Conclusion

For retailers in the apparel, beauty, and luxury segments, speedy delivery has evolved from a nice-to-have to a business imperative. The data clearly demonstrates that faster delivery drives higher conversion rates, increases average order values, reduces returns, and enhances customer satisfaction.

As consumer expectations continue to rise, retailers who make strategic investments in delivery speed will gain a significant competitive advantage, building customer loyalty and driving sustainable growth. The question is no longer whether speed matters, but how to optimize your delivery infrastructure to meet and exceed the new consumer baseline.

 Chat with Sales



Sources: McKinsey & Company, Veho/Pollfish Consumer Research 2025, Incisiv 2024 Data, DHL 2024 Online Shopper Trends, Raconteur, Tuckernuck Case Study