

## Click-and-Collect - UK - September 2014

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“Increased uptake of click-and-collect appears to be one contributor to the sustained high growth rates in e-commerce. And there is far to go: click-and-collect will make up less than 2% of all retail sales this year. Further innovations such as more click-and-collect hubs and drive-through services can offer the convenience that shoppers are demanding.”

- John Mercer, Retail Analyst

### This report looks at the following areas:

- The impact on online shopping
- Different drivers for different categories
- Different drivers for different shoppers
- Will shoppers pay to use collection services?
- Convenience versus experience
- Innovations can enhance convenience further

Shoppers have flocked to the concept of collecting online purchases in the recent past. Meanwhile, store-based retailers have raced to roll out collection points or improve existing click-and-collect services, for example by extending the cut-off time for next-day collection. Among pure-plays, Amazon has strengthened its network of Lockers and eBay has extended its tie-up for collection at Argos stores. And third-party providers such as Collect+ and Duddle are putting down new collection points.

This report looks at usage of, and attitudes towards, click-and-collect among online shoppers. It explores what categories of products shoppers are using click-and-collect for, why they choose click-and-collect over delivery and the types of collection points they are using.

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