

Press Release

Pressure from e-shops for faster delivery is growing, but same-day delivery is not yet in demand

Prague, 20 May – The most important topic for e-shops in parcel delivery is delivery speed. They also choose carriers based on how quickly and easily they can process product returns. However, e-shops are not yet very interested in same-day delivery, according to the latest Perfect Crowd survey among e-shops.

Delivery speed is clearly the most important parameter for e-shops when selecting a carrier. A total of 91% of e-shops consider delivery speed very important for maintaining competitiveness. "Czech customers are very demanding in this regard. While in other parts of Europe a delivery time of 3–5 days is considered standard, customers here expect delivery ideally by the second day after purchase. This is why pressure for faster delivery will continue to grow, although speed must go hand in hand with maintaining quality," explains Petr Pěcha, Director of GLS Czech Republic.

However, e-shops do not want to push delivery speed at any cost. For example, there is currently little interest in same-day delivery among e-shops. Only 13% of e-shops are interested in same-day delivery, while another 14% would at least consider it. Smaller e-shops are more interested in the service, whereas among large e-shops (shipping more than 1,000 parcels monthly), only 6% would want same-day delivery.

"For us, high quality is the priority. We work intensively with Czech e-shops on how to improve services and better connect our businesses. This is one of the reasons why we are growing rapidly in all segments; compared to last year, we now cooperate with approximately twice as many large e-shops," explains Petr Pěcha. "At the same time, we see increasing willingness among e-shops to expand outside the Czech Republic, and with our global European network we help support this expansion. Thanks to our network, we can deliver parcels anywhere across the continent without handing them over to another company. E-shops therefore maintain full control over their shipments," he adds.

In addition to delivery speed, the second most important criterion for e-shops is a simple and fast return process and detailed tracking of shipments, including information about reasons for returns – these criteria are important for 58% of e-shops.

For returns, courier collection still dominates (used by 66% of e-shops), while other options (pickup points and parcel lockers) are used by approximately one-third of e-shops. "However, we are also seeing the rapidly growing importance of lockers for returns. And the most successful companies are once again ahead of the curve – 38% of large e-shops use lockers for returns as well, compared to only 22% among the smallest e-shops," notes Petr Pěcha. Label-free returns are also significantly more popular among large e-shops, with 66% of large retailers interested in the service, compared to 51% of small retailers.

"A rather surprising finding is that only two out of five e-shops closely monitor delivery success rates. Delivery success is a key factor of service quality for us, and it is an area where carriers can differ significantly. It is also reflected in customer return rates to e-shops; for the largest



retailers, detailed monitoring of delivery success is a fundamental criterion,” says Petr Pěcha. Among large e-shops, 85% already monitor delivery success rates.

The survey was conducted by Perfect Crowd for GLS in April of this year on a representative sample of 414 e-shops – ranging from the smallest with just a few parcels per month to large companies shipping more than 1,000 parcels each month.

About GLS Group

GLS Group is one of the largest parcel delivery providers in Europe, with a strong presence in almost every country on the continent. GLS also operates through wholly owned subsidiaries in Canada and on the west coast of the USA. The company provides services to customers in more than 50 countries. The GLS network consists of 120 central and regional hubs and more than 1,600 depots, served by over 36,700 delivery vehicles and 6,400 trucks. In addition to home delivery, GLS delivers parcels to more than 110,000 pickup points and 20,000 lockers. In the 2024/25 financial year, GLS achieved revenues of EUR 5.9 billion and delivered 926 million parcels.