



***Control, On Demand.***

***the shift to rapid  
retail delivery***





***less effort,  
more living***

**90% of consumers say that increased control over their time, choices and lifestyle is a key priority for them**

**2 in 3 agree that knowing they can get what they need in under an hour, no matter where they are, feels like taking back control in a busy world**

***empowering  
everyday  
convenience***



# *the research*

**We spoke to over 3,000 people across the UK,  
Germany & Canada to help us get to the heart of  
where rapid delivery fits into everyday lives**



# *pharmacy*

**72% of Speed Seekers say on-demand delivery will give them more privacy and discretion in ordering the items we need**

**68k pregnancy tests  
sold in the last 12  
months**



**On average, we sell 2  
gaming consoles  
everyday**

# *electronics*

**1 in 2 have needed  
tech urgently (e.g.  
headphones, power  
bank) when about to  
travel or on a trip**





# *petcare*

**65% of pet owners say they've felt guilty when they have ran out of their pet's favourite food or treats when they needed it most**



*In the last 12 months, we delivered 1.8m pet care orders*

*Over the last 12 months, we have sold over half a million roses on our platform*



# *flowers*

**69% of Speed Seekers say on-demand delivery makes small gestures effortless, helping them stay connected to loved ones, even from a distance**

# Want to learn more?

*Download and explore our full report now*



The illustration depicts a diverse group of people and a dog. On the left, a man in a blue cap and white overalls holds a long-handled tool. In the center, a man in a blue shirt holds a brown paper bag. To his right, a woman in a pink hoodie walks a brown dog. In the foreground, a woman in a green hoodie sits on the ground, playing a video game. The background features a large smartphone screen showing a group of people. In the top right corner of the illustration area, there are two logos: 'JUST EAT Takeaway.com' and 'PA'.

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Bringing Ingenuity to Life.  
[paconsulting.com](http://paconsulting.com)