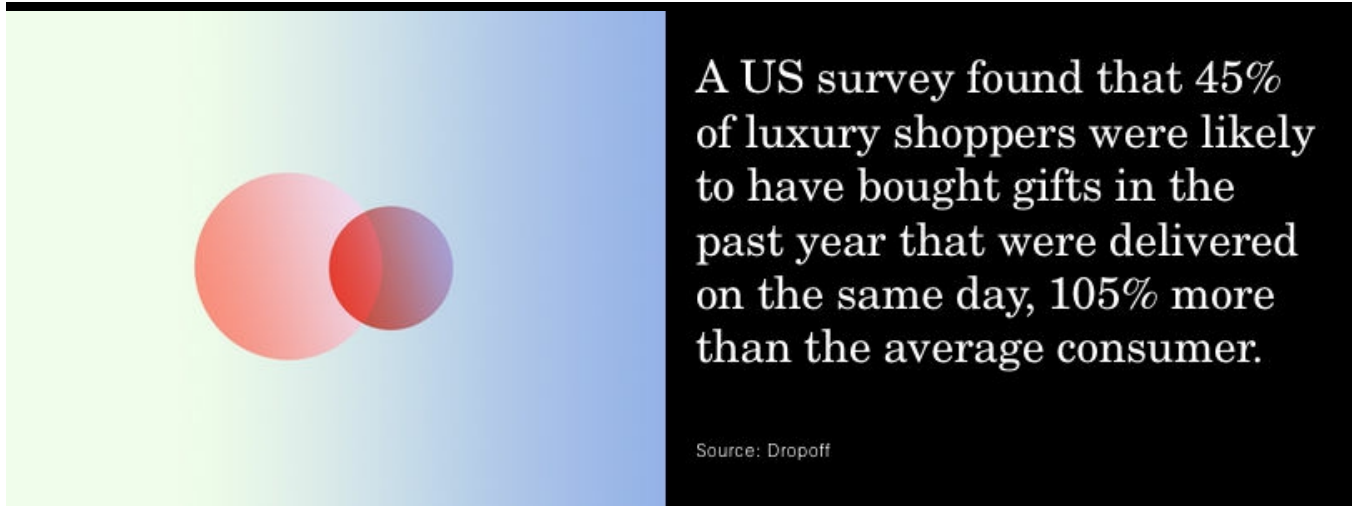


LUXURY CONSUMERS DEMAND QUICK DELIVERY

By Livvy Houghton

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In an era of **on-demand culture**, consumers have high expectations for delivery, particularly when purchasing gifts. A new report by the delivery service, **Drop Off** revealed that luxury shoppers are increasingly abandoning slow delivery estimates in favour of same-day delivery.

'Consumers who plan to spend more than \$100 per gift are 26% more likely to purchase from retailers that offer same-day delivery', says Sean Spector, CEO of Dropoff. In addition, two-thirds of consumers say they have avoided a purchase due to slow delivery methods, which was up 16% from 2017.