



How fast-mile delivery could help 74% of shoppers save time running errands this holiday season

It's a Saturday night in December and you're hosting a holiday party. The table is set, the drinks are chilled, and your guests arrive in an hour. But wait a minute — you forgot to pick up dinner rolls at the store. You don't have time to run out now.

A recent survey Wing conducted tells us that many shoppers can relate to this situation. **We polled 1,000 consumers across the US to learn more about the choices they face when ordering small items during the holidays**, and we found that scrambling for forgotten one-off items is a challenge for many. 43% say groceries are the most popular items they run out to get at the last minute, for example, while almost 1 in 4 survey participants say the same about gifts.

In the past, consumers faced a choice between dashing to the store or making do without these items. But now, with "fast-mile delivery," they can get the items they want in next to no time.

What we call **fast-mile delivery is near-instant delivery for last-minute orders. It's powered by autonomous technologies like delivery drones and ground-based delivery robots that can carry packages directly from businesses to homes.** That means you can get items like dinner rolls — and an extra carton of milk and some aspirin for your headache, while you're at it — delivered before your party starts.

And as a hectic holiday shopping season looms, the appetite for fast-mile delivery is growing. We found that 74% of consumers are interested in saving time running holiday errands with near-instant delivery. **While the term "fast-mile delivery" may be new, the desire for more on-demand delivery options has existed for some time. Now, fast-mile delivery is ready to meet it.**

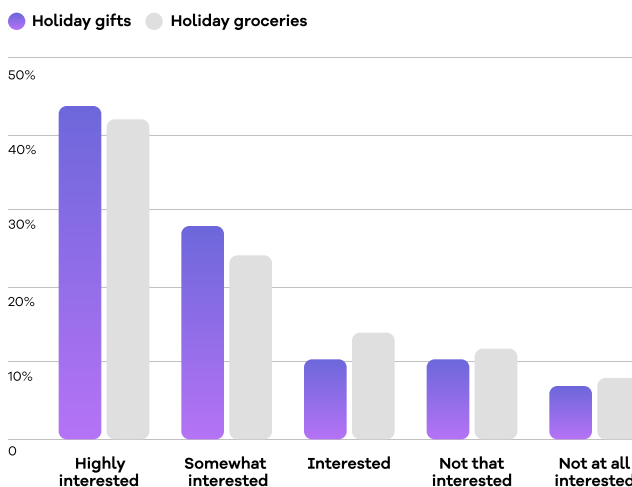
Not enough reliable delivery options

Even if a shopper hasn't forgotten anything on their list and places orders well in advance, there's always the risk that a package won't be delivered on time. Whether there are supply chain issues or **worker shortages**, consumers know that traditional delivery methods can be fickle, especially around the peak holiday season.

Many shoppers already turn to expedited shipping options to bypass common delays. Our survey found that close to 34% of respondents opt for same-day delivery for special occasions, like holidays. And to avoid delivery complications altogether, 58% of respondents choose to pick up small packages instead to avoid waiting for them to be delivered.

Consumers' interest in last-minute holiday delivery options

Share of consumers who expressed select levels of interest in receiving gift or grocery orders in 30 minutes or less



Source: Wing, How fast-mile delivery could help 74% of shoppers save time running errands this holiday season, December 2023, N = 1,000; survey fielded November, 2023





Even with some faster shipping choices available, consumers wish they had a more reliable last-minute delivery option during the holidays. 42% of survey respondents were highly interested in getting gifts sent to their home within 30 minutes or less during the holidays. And it's not just gifts consumers want in a pinch: Even more shoppers — 44% of respondents — say they're interested in last-minute grocery delivery throughout the holidays.

When consumers need gifts and groceries but don't have time and energy to buy them, fast-mile delivery can help them get what they want, when they want it, without a hassle. The delivery drones that power Wing's fast-mile delivery service, for example, [can fly at up to 65 mph](#), safely, securely, and quickly carry customers' packages to their homes above the hustle and bustle of traffic. In fact, Wing's fastest-ever order-to-delivery journey took just under 3 minutes.



44% of shoppers say they're interested in last-minute grocery delivery.

Self-driving robots and other similar technologies can also make safe and secure last-mile deliveries while navigating existing infrastructure on sidewalks and pavements. Fast-mile delivery means consumers can get what they need as fast as possible — all with the tap of a button.

Consumers want guilt-free express shipping

With [consumers' corporate sustainability expectations at an all-time high](#), many find it hard to balance environmental concerns with their shopping needs. Unlike fast-mile delivery, existing express shipping options aren't always the most sustainable.

Consumers have gotten used to the speed of same-day delivery services, but some consumers don't like the idea of a vehicle traveling a long distance and expending lots of energy just to deliver a single package.

We found that 58% of shoppers say they're either "very concerned" or a "little bit concerned" about the environmental impact of having a single item or a few small items delivered by a car or truck.

And 46% of respondents would use a more environmentally friendly delivery option for one item or a few small items, if it were available. Consumers want single-item delivery with a smaller carbon footprint — and fast-mile delivery is becoming a viable option.

Fast-mile delivery blends speed with sustainability

There's clear consumer demand for fast and sustainable delivery of small items. Fast-mile delivery is up to the task and can benefit customers and retailers alike.

Fast-mile delivery is especially well-equipped to handle the chaos of the holiday shopping season, including last-minute grocery needs. For example, Wing drone delivery can carry packages that weigh around 3 pounds, taking those shorter-notice items out of multi-thousand pound vehicles and into the air. The need for fast-mile delivery options is evident from our survey, with more than 40% of respondents saying food is the most common item they've had to run to the store for over the holidays. And according to those respondents, some of the most-forgotten items were dinner rolls (18%), cranberry sauce (12%), and pie (12%), all of which could be carried to customers through fast-mile delivery.

Fast-mile delivery via drones and robots is also much more energy-efficient than traditional delivery using vehicles like cars and planes, which is appealing to sustainability-minded shoppers. Compared to traditional truck delivery, for example, drone delivery has been found to significantly **reduce carbon emissions**. And research shows that scaled drone delivery in the Dallas-Fort Worth Metroplex alone **could cut roughly 49,000 tons of CO2 emissions each year**, which is equal to the carbon storage of 1.7 million trees.



46% of shoppers would use a more environmentally friendly delivery option for one item or a few small items, if it were available.

The best part is that fast-mile delivery can fit in seamlessly with the digital shopping experiences customers are familiar with. For instance, Wing users can select drone delivery through our APIs with partner apps or can download the Wing app, check for availability, and then start ordering. They can have any number of items delivered to their house, just as they would with any other delivery service. The package will just arrive a lot faster than they're used to, which makes for happier customers.

This is good news for retailers, too, as many are already on board with faster delivery methods. A recent Attabotics report revealed that **80% of surveyed retail execs** consider same-day delivery a way to increase revenue while reducing supply chain costs. Once shoppers know fast-mile delivery is an option for last-minute purchases, they'll be more inclined to turn to it for future orders, which can translate into more sales overall for merchants who offer it.

Beyond the holiday season: Fast-mile delivery is primed for takeoff

The holiday shopping season is no doubt an opportune time for fast-mile delivery, but consumers' interest in fast, last-minute delivery options shows no signs of slowing in the new year. Wing's survey findings show us that consumers are ready for a faster, more reliable delivery solution that's gentler on the environment.

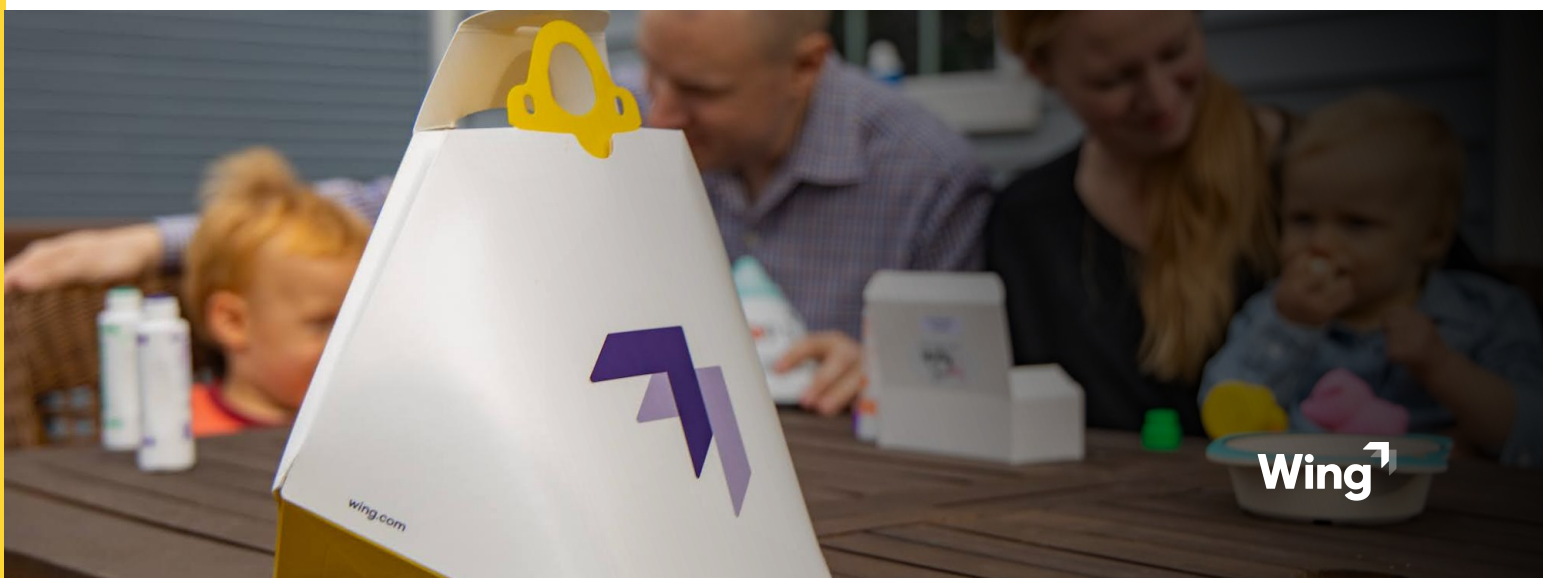
In 2024, as more retailers introduce last-mile delivery options, be prepared to watch fast-mile delivery reach even greater heights.



Connect with us to learn more about Wing:



[Check out fast-mile delivery in action](#)



Wing¹