



eB2B Playbook

Quick commerce

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**The golden opportunity retailers have to boost
their profits by using rapid delivery services**

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hello...

... and welcome to the latest eB2B Playbook brought to you by Mars Wrigley and b2b.store. This guide looks at one of the biggest disruptors to the way the wholesale convenience channel sells products in recent years: quick commerce.

Initially gaining traction in the UK as a fast-food delivery service, quick commerce or On Demand Delivery (ODD), has transformed to become the home to consumers' rapid grocery needs too and is now an effective way for convenience retailers to reach a new, wider audience.

But while quick commerce usage has ballooned – particularly since the outbreak of Covid-19 in 2020 – it is still misunderstood and underutilised by large swathes of the market, with wholesalers and retailers leaving cash on the table by not pairing with ODD services.

That's why we wanted to help break down the barriers that are stopping businesses make the most of the quick commerce boom by explaining what it's all about, why it's only likely to grow further in popularity, and what wholesalers can do to help their retail customers achieve success online.

This guide arms wholesalers with everything they need to know to become ODD experts and give them the confidence to speak to customers about setting up, then offering them a helping hand to generate sales.

We also provide a breakdown of the four biggest aggregators in the market (Deliveroo, Uber Eats, Just Eat, Snappy Shopper and Peckish) to help with the decision-making process of finding the best option for your customers. In essence, this guide should be your go-to place for ODD information.

We're always on hand to discuss any of the topics raised in our eB2B Playbook series further, so please get in touch (our contact details on the back cover) if you have any questions or would like some help.

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Why care about QUICK COMMERCE?

Higher shopper loyalty, bigger baskets and incremental spend are just three of the reasons wholesalers could be sitting on an ODD goldmine

\$700bn

The On Demand Grocery market was valued at \$700bn in 2024, making it the fastest-growing sub-channel for online groceries**

220%

Global rapid delivery is forecast to grow by 220% by 2030, indicating

\$3.1bn

The UK ODD market is worth £3.1bn, making it one of the top five ODD markets in the world, alongside the likes of USA, China, India and South Korea*

68%

More than two-thirds (68%) of consumers stay loyal to quick commerce services and use the one they are most familiar with, making it ripe for repeat sales***

41%

41% of online grocery shoppers in the UK also use ODD at least once a month, showing it's an incremental channel*



Quick commerce shoppers in the UK order an average of 5.2 times per month, compared to 3.6 for larger grocer orders*

SOURCES: *Rapid Delivery Market Overview (Mars x RDA) **RDA Report, May 2025 ***Capgemini Research Institute, Consumer Demand survey, Oct-Nov 2024

WHAT IS

QUICK COMMERCE?

Get to grips with one of the largest growing business model in retail and foodservice – and why it’s here to stay



Quick commerce or On Demand Delivery (ODD) is a service that lets retail stores, pubs, restaurants and cafes get products to consumers in less than two hours.

Instead of only offering next-day or fixed delivery slots, ODD means businesses can provide a rapid service – delivering exactly what consumers want, when they want it, right on their doorstep.

GROCERIES

Most people will be familiar with ODD because they’ve ordered meals from the likes of Just Eat or Deliveroo for delivery at home.

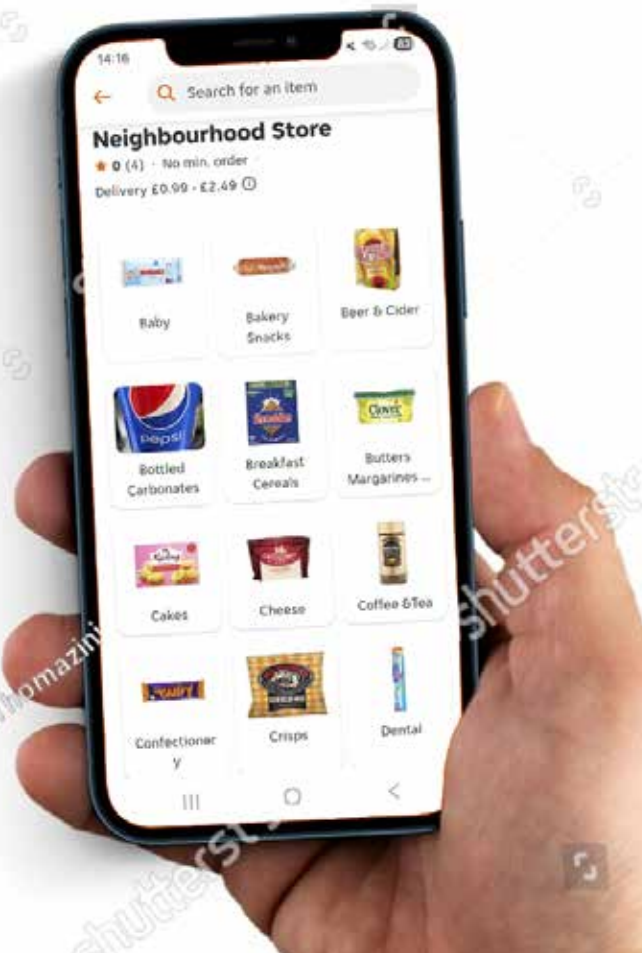
When it comes to retail, that comes in the shape of groceries, drinks, meal ingredients or any other products that can be bought from a convenience store.

Rapid grocery delivery is a £3.1bn market (with confectionery one of the big category drivers) and is projected to grow even further in the coming years.

VITAL

Wholesalers play a vital role by supplying the stock that makes ODD possible. The faster retailers and foodservice outlets sell products through ODD, the more stock wholesalers sell to keep them replenished, meaning a higher volume of spend.

For consumers it’s all about convenience and speed, for outlets it’s about winning and keeping customers, and for wholesalers it’s about driving sales by supporting this new, faster way of shopping. In short, ODD benefits everyone in the supply chain.



What are the different types of ODD?

There are three main forms of ODD that are most relevant to food and drink wholesalers, with differing importance and opportunity for businesses in the channel.

1. The aggregator model

How does it work? A consumer places an order using an aggregator app, such as Uber Eats, choosing from the listed products made available by retailers and foodservice outlets in their geographic region. A courier collects the order and delivers it within two hours of the purchase being made.

Why does it matter? The aggregator model is the fastest-growing type of ODD and is a great way for convenience retailers and

foodservice outlets to drive extra revenue. The model has exploded in recent years and now makes up half of all global ODD purchases and is expected to grow to more than two thirds by 2030*.

What is the benefit to wholesalers? Wholesalers supplying customers who are successfully using aggregators to generate sales will have more frequent stock replenishment, which drives higher sales volumes and repeat orders.

2. Foodservice meal delivery with extras

How does it work? Restaurants, pubs and cafes selling meal delivery to consumers can add grocery products on to orders, providing added value. This delivery is completed by the couriers from the same aggregators that fulfil the foodservice order.

Why does it matter? For the foodservice outlet, the extra options provide another reason for consumers to

pick them and broadens their offer – encouraging upsells in meal bundles. For a consumer, their choice grows and expands to include more products in one place.

What is the benefit to wholesalers? More wholesale products are included in meal bundles, boosting incremental sales. This is particularly good news for wholesalers serving foodservice and retail customers.



3. Dark stores

How does it work? Retailers or aggregators use warehouses of products to serve online orders quickly. These depots, known as ‘dark stores’, are only open to employees and are set up to pick and pack orders for couriers to come and pick up deliveries within an hour of the order being placed.

Why it matters? Dark stores hold more stock, so there’s better product availability and helps to better fulfil top-up missions. When they first launched, dark stores were considered to have a big future, although their impact hasn’t been as significant due to the difficult logistics of handling multiple fast-delivery orders in locations that are predominantly less central than retail stores.

What is the benefit to wholesalers? A consistent supply of products to dark stores keep wholesalers central to providing products for fast-moving demand, even if the model’s success isn’t as great as first hoped.

SOURCE: *ODD Acceleration Toolkit

STATE OF THE NATION

How the quick commerce revolution has grown and where consumer behaviour is taking convenience retail

It started as a luxury, but now ODD is becoming a way of life for many consumers... and it's too big to ignore.

The change in grocery-buying habits may have taken many retailers by surprise, but identifying the direction of travel and understanding how the future of convenience retail is transforming is crucial for the entire supply chain.

When ODD first emerged as a big player, it was driven by meal deliveries. Some of the multiples had experimented with rapid delivery, but it was takeaways that grabbed consumers' attention.

ESSENTIAL

That was until Covid hit. The pandemic proved to be a massive accelerant, with people not just seeing ODD as convenience, but an essential part of their life – extending into grocery too.

At first, this saw an explosion of dark stores that were set up exclusively for online delivery,

although the logistical challenges started to make the model creak.

Dark stores still exist, but they were soon gazumped by aggregator apps. These apps listed the stock of multiple stores and outlets already in the area, offering even more choice to consumers and the app owners to drive greater traffic without storing products themselves.

FOCUS

This move streamlined the market, with the big players (Deliveroo, Uber Eats and JustEat) taking a stranglehold in the UK. Service specialising in convenience that allow independents to compete with the multiples, such as Snappy Shopper, Peckish and Booker's Scoot also gaining traction.

The trend is replicated in almost all other global ODD markets, with aggregator apps growing two or three times faster than dark stores post-pandemic. Within that, the concept of having lots of options in one

app tipped the scales too, with grocery YoY growth overtaking meals by 25% to 13% (Flywheel and RDA, May 2025)*.

Many of the multiples now have partnerships with the aggregators, showing the power of ODD, while Tesco Whoosh and Morrisons Now offer standalone same-day delivery services, within the hour.

Consumer loyalty and incremental spend make it a lucrative opportunity, and with a focus on offering greater efficiency and larger reach, getting in on the aggregator boom is increasingly important.



ODD: MYTH OR FACT?

ODD IS ONLY ABOUT TAKEAWAY FOOD

Grocery and convenience missions are now a core driver of ODD, with a variety of categories, including confectionery, ice cream, snacks and drinks driving growth.

FACT



MYTH

AGGREGATORS ARE ONLY USED BY YOUNG PEOPLE

While Gen Z and millennials undoubtedly dominate ODD usage, higher-income groups across all ages use ODD more frequently. Using ODD apps is a mainstream habit now and isn't simply an age-group niche.

FACT



MYTH

RAPID DELIVERY IS A FAD AND WILL FADE AWAY

The Covid-19 pandemic may have accelerated the success of ODD, but it's not a trend that's burning out any time soon. It's a long-term structural shift, with forecasts predicting growth of between 184% and 317% by 2030*.

FACT



MYTH

ODD ONLY WORKS WELL IN BIG CITIES

There may be more choice when it comes to meals in the cities, but further ODD growth in retail and convenience is increasing in suburban markets, where families and professionals want convenience.

FACT



MYTH

RETAILERS WON'T MAKE ENOUGH MONEY TO MAKE ODD WORTH IT

Consumers spend an average of £15 more on ODD than in store, with 41% of online grocery shoppers using it at least once a month* – offering significant incremental value.

FACT



SOURCE: *Rapid Delivery Market Overview (Mars x RDA)

What does each AGGREGATOR offer retailers?

Get to grips with what each of the big ODD players can offer convenience retailers

Deliveroo

Who are they?

Deliveroo connects shoppers to local restaurants and stores for delivery in under an hour, using its own riders.

Key stats

- Deliveroo has seven million active users, with the number increasing 2-3% faster than other aggregators
- 73% of customers exclusively use their app each month, primarily from the 18-35 age range with a household income of more than £60k
- Deliveroo has a grocery arm worth £1bn which has grown more than 30% year-on-year

Why are they so effective?

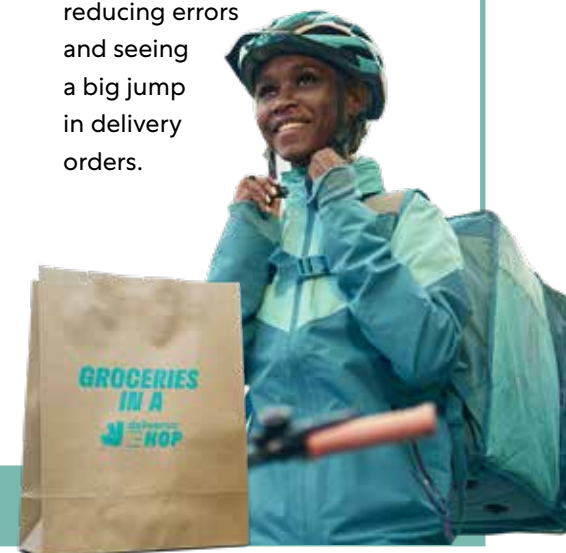
A large, loyal audience is hard to ignore. Those recognisable

green delivery bags are common sights in busy urban areas and a growing grocery offering shows Deliveroo are more than meals on wheels. Deliveroo's added-value proposition is also strong, with Deliveroo Express providing retailers with a white-label rapid delivery service they can embed into their own channels that uses Deliveroo's rider network and technology. Further partner benefits include special deals and perks, such as a free Amazon Business plan.

Who has it worked for?

East London convenience store Ali's Food Centre increased delivery sales by 77% year-on-year after

introducing Deliveroo into its store. The shop had previously been popular as a walk-in supermarket and wanted to add delivery without sacrificing its great service or quality. After introducing a careful picking, packing and stock control plan – as well as stapling completed deliveries so nothing could be lost or left behind – Ali's saw big results, reducing errors and seeing a big jump in delivery orders.



Find out more at merchants.deliveroo.com

Snappy Shopper



Who are they?

Snappy Shopper helps local convenience stores offer rapid home delivery, letting shoppers order directly from their trusted neighbourhood shop within 30-60 minutes

Key stats

- Stores joining Snappy Shopper can add £250K to their sales with grocery delivery (based on top 350 stores)
- Snappy Shopper has a growing number of stores making more than £1 million in ODD sales each year, with one store delivering over £2m
- Snappy Shopper invests more than £10,000 in marketing support for every store that launches on the platform.

Why are they so effective?

With a hyper-local focus built for local convenience stores and symbol groups, Snappy Shopper provides a powerful platform that helps retailers

increase sales without the need for extra footfall. Snappy Shopper creates strong basket sizes, triggering consistent turnover, while also handling the tech, marketing and customer support for retailers so they can focus on what they do best. From exclusive promotions to ongoing growth support, Snappy Shopper unlocks a valuable new revenue stream to help independent retailers stay competitive online.

Who has it worked for?

When Welcome Faversham aimed to reach new customers despite having no parking available at the store, they expanded the business in a different way. Snappy Shopper's grocery delivery marketplace allowed Welcome Faversham to reach new customers, support the community and add significant delivery revenue to the store.



Since signing up with Snappy Shopper in 2020, Welcome Faversham has seen sales grow steadily so they now process more than £50,000 in sales per month – showing that delivery done right lets independents extend reach beyond footfall, even in constrained locations.



Find out more by visiting retailers.snappyshopper.co.uk

Just Eat



Who are they?

Just Eat is one of the UK's biggest delivery platforms, linking millions of households with restaurants, supermarkets and convenience stores.

Key stats

- In 2022, Just Eat reported that it reached more than 60% of UK households with its app
- Just Eat began a big push to add grocery sites in 2022, including brand partnerships with Asda and Sainsbury's

- In H1 2024, Just Eat reported that groceries made up more than 25% of its orders in UK and Ireland

Why are they so effective?

Just Eat's scale and strong user base across urban, suburban and smaller towns is a big plus point, giving retailers reach outside of dense centres. An expanded grocery presence has seen dozens of convenience store options on apps. Just Eat's Jet Go service also lets retailers manage their own branding, promotions and channels.



Find out more at just-eat.co.uk/partner/signup

Scoot



Who are they?

Scoot is Booker's home delivery platform created for its symbol group retailers – Premier, Londis, Budgens and Family Shopper. The app allows customers to order groceries online from local stores for delivery in as little as 30 minutes, with participating retailers managing their own picking, packing and deliveries.

Key stats

- Launched in 2024, Scoot has grown quickly and now has over

- 100 stores live nationwide
- Booker says stores using Scoot can generate around £2,500 in extra weekly sales
- The average delivered basket transaction is £27, which is around three times the average in-store basket value

Why are they so effective?

Scoot's low-cost model gives retailers full control over range, pricing and local marketing, while tapping into the growing demand for rapid grocery delivery. With built-in Booker

support, retailers benefit from simple onboarding, branded POS and flexible delivery options that help them compete effectively with larger chains



Find out more at scootdelivery.co.uk/retailer

Uber Eats



Who are they?

Uber Eats lets people order meals, groceries and essentials locally, all delivered quickly by Uber's courier network.

Key stats

- Made 1bn deliveries in under 10 years and held 27.2% of food deliveries in 2024, making it no.1 on that metric
- Around 40% of Uber Eats' orders in the UK are groceries
- In its 2023 Merchant Impact Report, Uber Eats said it works with more than 30,000 small and medium UK merchants



Why are they so effective?

Uber Eats is a giant in terms of size and reach – and allows retailers to have their own branded channels to sell products. Uber Eats' differential is its broad range of products, with pharmacy, petcare and any other type of store in a local community also found on

there – providing more upsell opportunities. Impact reports provide retailers with insights to improve sales performance.



Find out more at merchants.ubereats.com/gb/en/s/signup

Peckish



Who are they?

Peckish is a Co-op-backed white-label app that enables rapid grocery delivery direct from local stores, supporting independent retailers as well as Co-op stores. It partners with established delivery partners for last-mile fulfilment, meaning customers can get products delivered to their door within an hour.

Key stats

- The platform launched in

- 2024 and now operates across hundreds of Co-op locations
- Expanded to independent retailers with an ambition to have more than 3,000 stores registered by the end of 2027
- Peckish connects with more than 90% of the UK population through Uber Eats' courier network.

Why are they so effective?

Peckish combines the Co-op's trusted retail heritage with their partners' delivery expertise to

create a strong, scalable grocery delivery model. Independent retailers that may previously have struggled with the cost, scale and resource associated with selling online can benefit from Co-op's supply partnerships and marketing reach.



Find out more at <https://forms.office.com/e/mFZP17wccv>

Choosing the right partner

The questions to ask to help your customers select the best aggregator for their needs



Where are my retailers' customers?

The biggest UK aggregators can each boast tens of thousands of app downloads by shoppers across the UK, but dig a little deeper and it becomes clear that some are stronger than others for different audiences – especially when it comes to selling groceries.

For example, Deliveroo and Uber Eats are particularly strong in dense urban areas, so stores serving a customer base in closely populated cities and larger towns may see the benefits of being listed with them. On

the other hand, Just Eat's huge scale and national coverage is boosted by strong performance in smaller towns and suburbs, whereas Snappy Shopper and Peckish specialise in serving local communities where independent convenience stores are king.

KEY MESSAGE:

Don't be blinded by national numbers and understand which aggregator will provide the biggest sales opportunities in a customer's area.



How are my retailers' customers shopping?

Success in ODD isn't simply about delivering groceries quickly, it's about solving specific customer needs, with different aggregators excelling in serving some better than others.

Understanding the nuances of the platforms and the missions consumers are most likely to use them for – such as for meal top-ups and snacks, full grocery shops or to buy alcohol – is crucial to make sure retailers are matched to an aggregator that serves the occasions their shoppers want.

KEY MESSAGE:

Compare aggregator sales data with retailers' to understand which partner best matches the shopper missions they want to serve.

How fast is fast enough for delivery?

It's easy to assume that all ODD providers will fulfil orders in double-quick time, but delivery times do differ and it's important to grasp what retailers' target shoppers expect from when they press 'buy now'.

Some aggregators promise to make deliveries in under 30 minutes, whereas others target drops between 60 and 120 minutes of an order being placed. Retailers must consider if their shoppers value immediate top-ups or are happy with waiting slightly longer in a trade-off for more reliable fulfilment.

KEY MESSAGE:

Pick an ODD partner that will reliably provide shoppers what they want, when they want it.



What's the real cost of ODD?

ODD aggregators aren't connecting retailers up with a larger customer base out of the goodness of their own hearts – and they'll naturally take a cut of all sales made through their platforms.

When it comes to getting products listed on an app, it's not always a case of the biggest platform guaranteeing the best profits. Commission rates, delivery fees and promotional costs all impact margins, so it's not all about sales volume when deciding what makes the service truly sustainable.

KEY MESSAGE:

Do the maths! Retailers need to clarify the amount they receive when all fees are deducted balances out.

Will listings actually be seen?

Being listed on an ODD platform is clearly the first building block to success, but on a crowded app, standing out is vital... especially during key seasons.

Understanding the promotional dynamics an aggregator offers is important when it comes to surfacing products for occasions such as summer BBQs or Valentine's Day because digital shelf space and branding is key.

Some aggregators allow for more creativity and flexibility, so ask about scenarios and sales opportunities before signing up.

KEY MESSAGE:

Visibility drives sales, so make sure your retailers' brand and SKUs will be seen in the app.

What sort of support is on offer?

ODD isn't something that can be set up and left to bring in the profits on its own, it needs regular attention to make sure it hits its full potential.

To help with that, some aggregators offer additional services that provide performance insight and guidance depending on what retailers feel they need to get set up and maintain sales.

Retailers should ask what practical support, including onboarding help, analytics and promotional tools, they'll get from aggregators to build visibility and drive shopper conversion.

KEY MESSAGE:

Judge what support you'll need to deliver best possible results.

EIGHT WAYS to drive more ODD SALES

Support your customers to make sure they're getting the most out of their ODD listings

1

STORE BESTSELLERS CONVERT ONLINE

If it sells in store, it's likely to do the same online – as long as retailers are listing bestsellers in the optimum pack size for quick commerce (we tend to see larger packs sell better than in store) and making sure they get high visibility. Those popular products drive approximately 80% of all sales*, so placing them in eCheckout zones and not hidden in carousels will drive bigger baskets. Get your bestsellers in a prominent position and watch sales grow.



SOURCE: *Mars ODD Acceleration Toolkit

2

ENCOURAGE SHOPPERS TO BE IMPULSIVE

We've already mentioned the eCheckout zone and for good reason. Conversion rates exceed 70% for impulse categories at the point of purchase*, so they are prime locations to get additional spend on orders. The good news for brands like Mars Wrigley is that half of UK shoppers expect to see confectionery products here, so placing small, low-cost SKUs on this page can make for quick additions in digital baskets.



3

BUNDLE UP YOUR PROFITS WITH A TASTY DEAL

Product bundles, meal deals and special offers are a great way to push that ODD basket size upwards and encourage more frequent purchases. Two-thirds of ODD shoppers are willing to add a snack to their order if it's part of a combo deal, so creating always-on options that include crisps and confectionery – alongside meals and drinks – can be a great way to almost double order value and get customers to repeat purchases in the future.



4

IT'S THE SEASON TO MAKE PROFITS

Tapping into key seasonal trends is a retail staple, so there's no surprise that is replicated on ODD too, with occasions over-indexing. Confectionery sales enjoy a particular boost with seasonal favourites, such as Easter and Halloween, seeing two or three times higher sales



than usual, while omni shoppers also spend 78% more during those moments*. Wholesalers should help retailers stock seasonal price-marked packs and impulse SKUs tied into those events to capture those spikes.

5

MOBILE-FIRST CONTENT HAS NO RIVAL

Since 99% of all ODD shopping is done on mobile, product content must be optimised for small screens. Clear hero images, complete titles and visible pack formats help products stand out in a fast-scrolling environment because shoppers need to quickly glean the brand,



product, the variety and how much of it there is in order to make a purchasing decision. As with everything online, strong content improves conversion and prevents lost sales opportunities.

6

GET YOUR ONLINE BASICS RIGHT

Just as when you're uploading products to your own online-ordering site, retailers need to make sure their most popular products are easily discoverable when uploading their stock to an ODD platform. More than 37% of ODD shoppers use the category navigation to find what they want to buy*, so structuring



product listing so things such as confectionery and soft drinks can be quickly seen and accessed is great for boosting visibility and sales. Good taxonomy can lift penetration by as much as 9%*.

7

AVAILABILITY HAS NEVER BEEN SO BIG

It's a hallmark of all good retail, but availability is even more crucial online. If you've nailed your promotions, taxonomy and constructed some brilliant deals, then don't follow that up with disappointment. ODD apps have so many options, if one outlet doesn't sell what a shopper wants, they can find more within seconds. That's why prioritising the most successful ODD categories is key too, with confectionery, ice cream and salty snacks showing strong growth. Give customers what they want!

8

STOCK PRICE MARKED PACKS AND IMPULSE FORMATS

Price-marked packs are a convenience staple and quickly build shopper trust and encourage speedy decisions on mobile too. Prices can become elevated online, so it's a good way for a retailer to show they're reputable when shoppers can't visit a store. ODD missions are about quick top-ups, so clearly priced singles, grab bags and small PMPs convert best.



How do I get my customers ready for ODD?

Encourage retailers to take the leap into fast delivery with these simple steps



- ✓ Share ODD success stories with customers to show potential returns of adding the service to their stores
- ✓ **Get clued up on the changing face of fast delivery to help your customers understand the opportunity**
- ✓ Identify the shoppers that retailers in your area are most likely to appeal to on an ODD platform
- ✓ **Study the pros and cons of each ODD platform to guide your customers to making the right choice for them**
- ✓ List best-sellers and most relevant SKUs for ODD, considering pack size, price and popular bundle deals
- ✓ **Ensure retailers have access to (and are using) mobile-first imagery and ODD-friendly product copy for listings**
- ✓ Suggest promotions and seasonal offers that could inspire ODD sales to keep retailers' offerings fresh
- ✓ **Ensure availability of key and promoted products is strong through your depot to maintain a strong reputation**
- ✓ Work with retailers to monitor their performance and continuously improve their sales figures on ODD platforms
- ✓ **As customers get results on ODD, share this with others to encourage more retailers to follow suit in the future**

Want to find out more?

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