

Parcels league table

2023

2023

Rank*	Company	Cost**	CO2e***	Delivery problems	Accessibility	Customer service	Trust	Overall score
1	Amazon Logistics	N/A	N/A	2.60	2.00	3.60	4.00	● 2.75 ★ ★ ★ ★ ★
1	Royal Mail	£££	🌳🌳🌳 218g	2.40	2.80	3.00	4.00	▼ 2.75 ★ ★ ★ ★ ★
3	DPD	£££	🌳 600g	2.00	2.00	2.30	3.80	● 2.25 ★ ★ ★ ★ ★
4	Yodel	£££	🌳🌳 350g	1.80	2.00	2.30	2.20	● 2.00 ★ ★ ★ ★ ★
4	Evri	£££	🌳🌳 368g	1.80	1.60	2.40	2.75	▲ 2.00 ★ ★ ★ ★ ★

Notes: Parts of the accessibility metric are from data on consumer perception and as such should not be seen as a judgement on whether or not these options or services are actually available. Cost and CO2e are contextual metrics and don't impact the final star rating.

*Amazon Logistics and Royal Mail are tied first place, whereas Yodel and Evri are tied last place. Where scores are the same, we've used unrounded scores to decide where to place each company.

**Amazon Logistics does not have a C2C service so is excluded from the cost metric. The cost rating is worked out using the costs for a consumer sending a 1kg and 5kg parcel from drop off at a shop to a UK mainland address for each parcel company. A DPD parcel sent by this method should be delivered in 1 to 2 working days, Yodel within 2 working days, Royal Mail between 2 to 3 business days and Evri in 2 to 4 working days.

***CO2e refers to CO2 emissions per parcel. This is measured in grams, with fewer grams representing reduced emissions. We've excluded Amazon Logistics because they haven't published CO2 emissions data. We recognise that not all of the parcel companies will measure this exactly the same way.

Methodology

Our annual parcels league table compares the 5 largest parcel delivery companies in the UK (by estimated parcel volumes) against four indicators:



Delivery problems

Such as missing a delivery, a parcel arriving late or being left in an insecure location



Accessibility

Accessibility needs include needing longer to get to the door or not being able to reach certain parcels



Customer service

The ability of consumers to make a complaint about an issue and get their issue resolved in a timely manner



Trust

How do people view the parcel company that delivered their parcel?

A complete methodology can be found [here](#).

To create our league table we used data from the following sources:

Consumer polling

Between 19th September and 13th October 2023, Opinium carried out an online survey of 8,164 UK adults who have received a parcel in the last month from Royal Mail, DPD, Yodel, Amazon Logistics or Evri. Data was weighted to be nationally representative of those that had received a parcel from one of those 5 companies in the last month.

Citizens Advice Consumer Service

We conducted a keyword search of company names carried out through the Citizens Advice Consumer Service Partner Portal to identify case volumes associated with each company in the 6 months between 1st April 2023 and 30th September 2023.

Social media complaints

To identify and categorise tweets, we used a tool called Brandwatch, which analyses social media to identify parcel problems. Brandwatch monitors social media activity from Twitter, Instagram and Facebook.

Cost and CO2e

Cost and CO2e per parcel are both contextual metrics which don't impact the overall star rating. Cost data is from parcel carrier websites and CO2 emissions per parcel data is from publicly available CSR and ESG reports.

Company websites

On 5th October 2023 we searched company websites to determine the cost to send a 1kg parcel and a 5kg parcel to a mainland UK address.*

Apex Insight and Pitney Bowes

To identify the 5 largest parcel delivery companies in the UK, we combined market volume prediction from the [Apex Insight report](#) with market share data from the [Pitney Bowes report](#) to give us volumes per carrier.

Note: Unless otherwise referenced, the information in this report is based on original research conducted by Citizens Advice for the 2023 Parcels League Table.

*For cost and CO2e companies are rated out of three (where one pound symbol is the cheapest and three pound symbols is the most expensive, or 3 trees being low carbon and 1 tree being high carbon emissions) across various data points which are then averaged to find a total score.

For the third year running, our annual parcels league table finds widespread issues across the parcels market

This is our third year of running the Parcels League Table, where we compare the performance of the biggest parcel companies. As the consumer advocate for post, we focus on the consumer experience and analyse this across 4 key indicators. These are: delivery problems, accessibility, customer service and trust.

For the third year in a row, we see a parcels market that is not working for consumers.

All of the parcel companies scored under 3 stars overall - out of a possible 5. And this year, the difference between first and last place is smaller than ever.

①

Amazon and Royal Mail scored highest, but no company even scored 3 stars out of 5 this year

⑤

Evri and Yodel came joint last, each with 2 stars out of 5



There's little difference between companies, meaning consumers are seeing performance problems across the board



Accessibility has the **lowest** combined scores of all the criteria

Indicator 1:



Delivery problems

The level of delivery problems has remained largely the same over the past three years.



1 in 3 people had a problem with their last parcel delivery

Of the people that had a problem:



27% said the parcel was left in an insecure location



22% said the parcel arrived late



27% said the delivery driver left before they had time to get to the door

We have also seen an increase in the amount of people posting about their parcel delivery problems on social media.

Indicator 2:



Accessibility

1 in 5 (19%) people reported they had an accessibility need that they would have liked to share with their parcel delivery company.

Of those who said they had an accessibility need to share:



Almost half (45%) were unable to share this with the delivery company



Nearly 1 in 5 people had a problem with delivery relating to accessibility



Of those who did manage to share their accessibility need, 15% said their needs weren't taken into account

*Accessibility needs are self-identified and include people who need additional time to get to the door, help with carrying or picking up parcels, needing parcels left in specific locations, or other reasons why arranging parcel delivery or answering the door can be difficult such as childcare, or health conditions.

Indicator 3:



Customer service

Ofcom issued new guidance for parcel companies on the complaints procedure in April 2023. This year we have seen a small improvement in the amount of people who experienced further difficulties when trying to resolve problems.

However, the results show that this process is still not working for large numbers of consumers.



Half of customers who had issues trying to resolve a parcel problem said the process was difficult



2 in 5 who experienced a parcel problem with their last delivery, had further issues when trying to resolve their initial problem



40% who had issues resolving a parcel problem were dissatisfied with the outcome of the complaints process

Indicator 4:



Trust

To develop the trust metric, we asked consumers how much confidence they had in the parcel company who had made their last delivery. It also looks at how satisfied they were with the service from that company.



8% of customers were not happy with the parcel company who made their last delivery

④

This is significant because **4 out of 5 customers didn't get to choose who delivered their parcel**

③

3 out of 5 customers who were not happy with their choice of delivery company said the reason was because of a previous experience of poor quality service



The companies that were bottom of our league table last year also scored the lowest on Trust this year

New Environmental Indicator

This year we added a new indicator to our league table, in response to growing consumer concerns around environmental sustainability.

This indicator does not contribute to a company's overall ranking. Like cost, it is presented separately for consumer information. This is to ensure the ranking reflects consumer experience, with cost and CO2 emissions as context only.

We based this score on grams of CO2 emissions per parcel, as reported by the parcel companies themselves.

We recognise that there may be some disparities in how this is measured, but in the absence of a truly comparable metric, we felt this was the best option.

For more information, click [here](#) to read our full methodology report.



The rankings are based on grams of CO2 emissions per parcel for each company



The rankings are illustrated by the tree symbol - more trees means a lower carbon footprint per parcel delivered



Royal Mail have the lowest emission rate per parcel



DPD have the highest emission rate per parcel

Spotlight on demographics

Our research found that some groups experience parcel delivery problems at a higher rate than others

Disabled people

Half of disabled people* that wanted to share an accessibility need with the delivery company were **unable** to share this with them

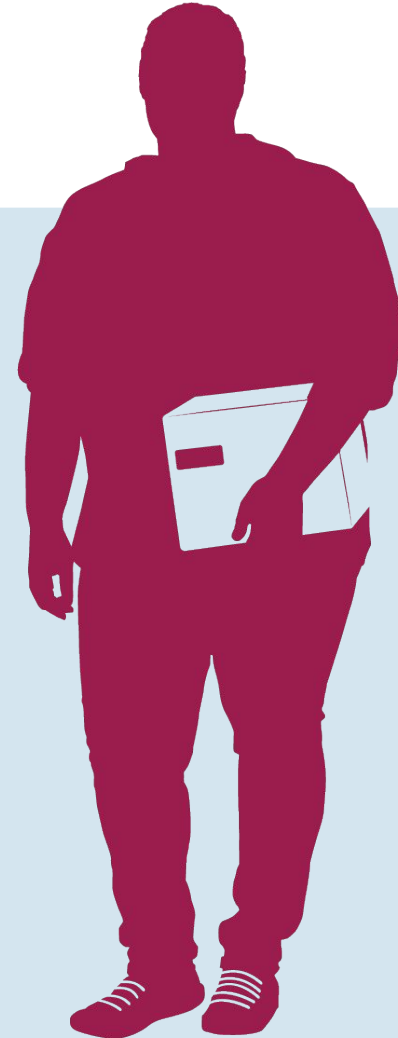
Among those who had an issue resolving a problem with delivery, **25%** found it very difficult to solve their delivery problem compared with those without a disability (16%)

Racially minoritised groups

People from a racially minoritised background were **more likely** (51%) to experience a problem with their delivery compared to white people (32%)

People with caring responsibilities

Over **half** (51%) of people with caring responsibilities who experienced a problem with their last delivery found it hard to resolve this issue, compared to 38% of those without caring responsibilities



*Notes: Disabled people are people who self-identify as having a disability or long-term health condition. This condition could relate to either physical or mental health, or both. People with caring responsibilities includes those who care for people older and/or younger than them, including children under the age of 18.

Social media analysis

This year we used a tool called Brandwatch which analyses social media to identify parcel problems. The data in these charts represents the actual number of mentions, not a proportional volume.

Trending topics

The word cloud to the right highlights the most frequent words mentioned when consumers are making a complaint about their parcel online: **'Failed delivery'** and **'lost my parcel'** rank highest.

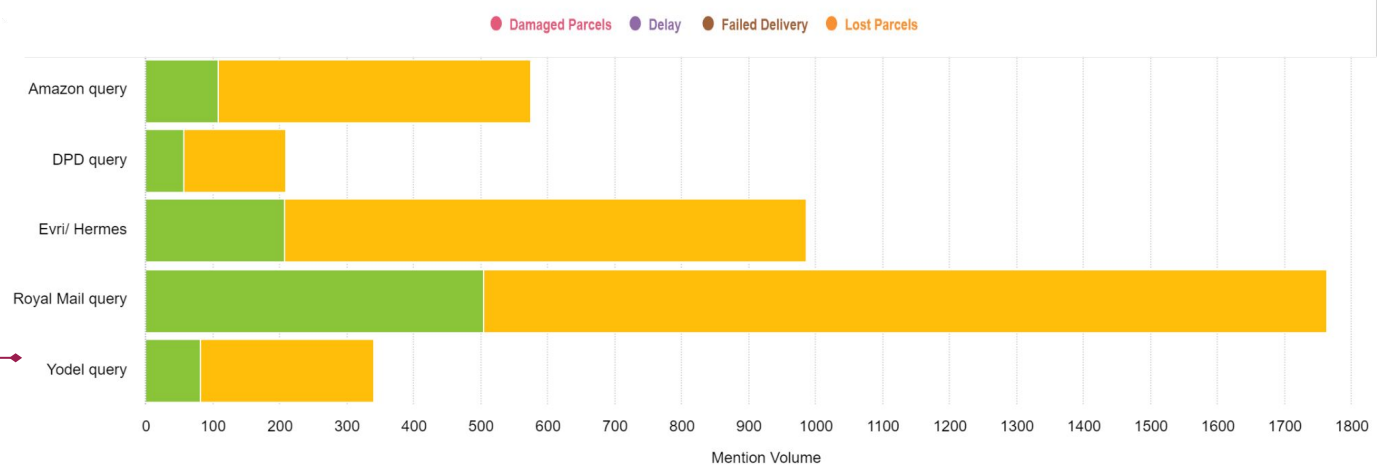
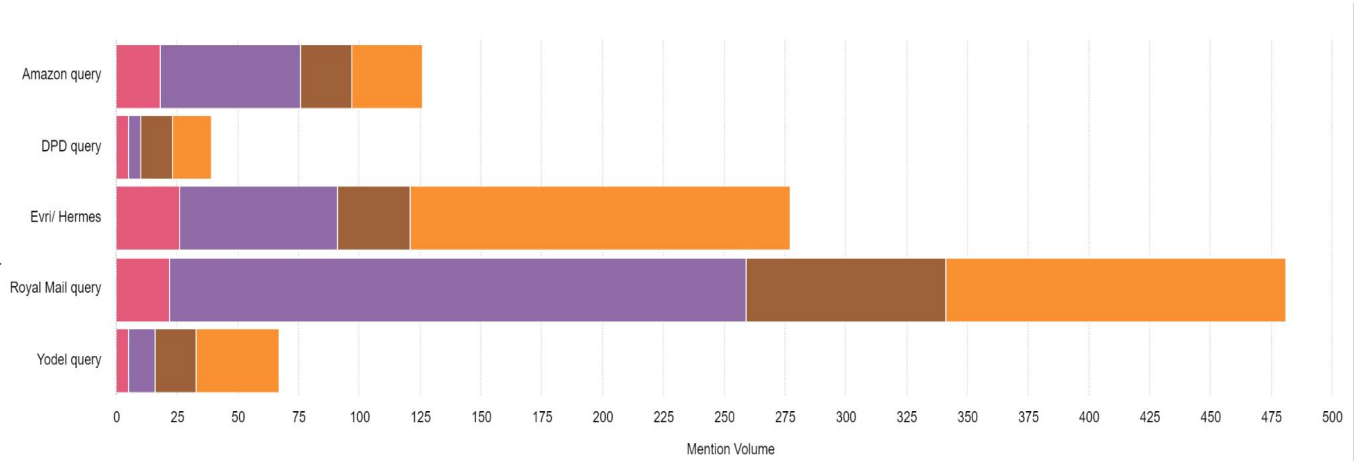
Queries broken down by categories

Evri had the most mentions for lost parcels, while Royal Mail dominated mentions concerning delays, with over half of the total volume.

Complaints broken down by tags

Royal Mail received the most negative mentions and complaints about customer service, followed by Evri.

Notes: For more information, click [here](#) to read our full methodology report.



● Customer service ● Negative

How have consumers' experience developed between 2021 and 2023?

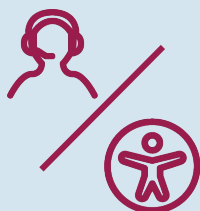
2021



1st annual parcel league table found consistent problems across the sector



Amazon came 1st with 2.75 stars out of 5, and Hermes (now Evri) came last with 1.5 out of 5



Accessibility and customer service were areas where all companies performed poorly

2022



None of the companies scored above a 3 out of 5 stars, and almost all scored below 3



Royal Mail came 1st with 3 out of 5 stars, and Evri (formerly Hermes) came last with 1.75 out of 5



There was some improvement on scores compared to the previous year

2023



This year, the scores are closer than ever, showing poor standards across the board



Royal Mail and Amazon came joint 1st with 2.75 out of 5 stars, whilst Yodel and Evri came joint last with 2 out of 5 stars



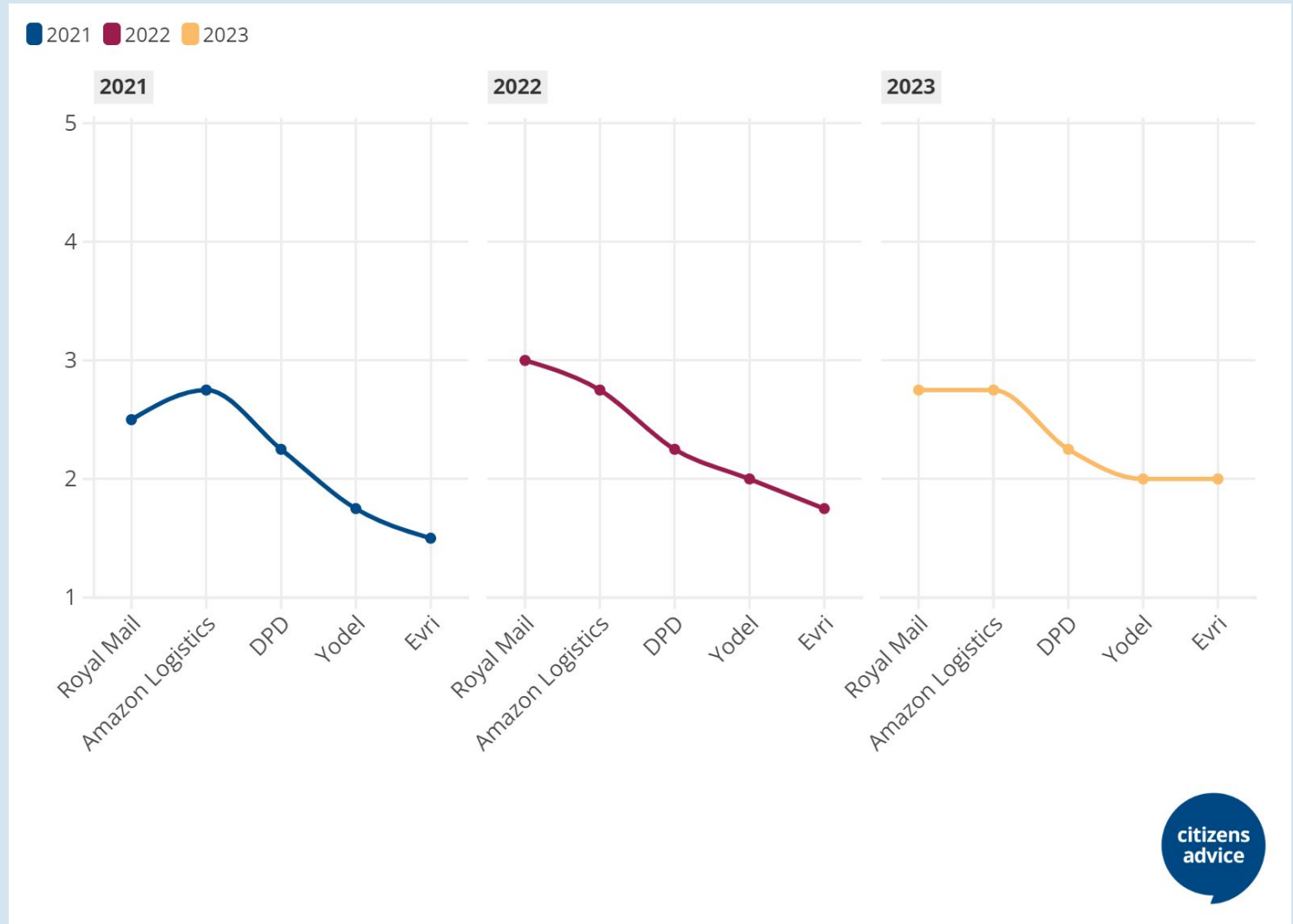
There was some slight improvement at the bottom end of the scale, but top scores have fallen or stayed the same

Overall scores from 2021 to 2023

3 years on the rate of parcel problems remains incredibly high and is showing no sign of letting up

For the third year in a row, no company scored higher than **3 out of 5 stars**

We have seen some **slight improvement** for the bottom end of the scale, but top scores have fallen



Looking forward



For the third year running, not one parcel company has scored more than 3 out of 5 stars. The fact that the gap is shrinking between the scores, with a drop in the highest ratings, makes it clear that consumers continue to face poor performance across the board.

Despite Ofcom's new guidance on improving complaints, we still see almost half of people who had a delivery problem, having a further issue when trying to resolve their problem. However, there are some improvements in this area, particularly at the bottom end of the table, which merit a fuller review.

In general, though, it's not only complaints and accessibility-related issues that need addressing. From late deliveries to parcels left in insecure locations, the rate of delivery problems consumers experience remains incredibly high and shows no signs of letting up.

Ofcom should expand its monitoring to include the full range of issues parcel consumers are having - and act on companies who show persistently high rates of problems. This is vital in a context of year on year poor performance and at a point when parcel delivery has become central to UK retail in recent years.

In the last month, a third of people had a delivery issue with the most recent parcel they received. This should not be seen as normal. Yet this figure has been largely static over the last 3 years, suggesting not nearly enough is being done to lessen the burden of delivery issues on consumers.

During this period, we also know that Ofcom has not carried out any investigations into parcel company performance, nor issued any fines. This clear gap needs to be addressed.

Our recommendations are:

- 1 Parcel companies should reduce the amount of delivery problems consumers face, with a particular focus on parcels being left in an insecure location.** Our results suggest this is one of the biggest factors driving poor consumer experience and is largely preventable.
- 2 Ofcom should conduct a review of the new complaints and accessibility guidance by April 2024** and consider enforcement action if there have been no significant improvements.
- 3 Ofcom should expand its monitoring processes, to fully capture the type and rate of delivery problems.** This should include issues consumers have when they both receive and send parcels. And results should be used to take action against companies with persistently high rates of problems.

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