Profitable Same-Day Grocery Delivery: Lessons from Rohlik Group and Veloq

Same-day delivery has stopped being a premium service and become the baseline customers judge a grocer against. This report sets out what the shift looks like in the numbers, then works through how Rohlik built an operation that makes money at it, and the part the platform plays in holding that together at scale.

The Case for Same-Day Grocery

Same-day grocery delivery is fast becoming a necessity for meeting today's consumer expectations. Rohlik, a European online grocery leader, provides a blueprint for profitability in a space where many operators have struggled.

The commercial challenge is not simply speed. The challenge is delivering a broad, fresh, accurate basket inside a reliable window while keeping labor, fulfillment, routing, and last-mile capacity under control.

Rohlik's Operating Model

Rohlik operates in five European markets with a full-assortment grocery proposition. The model depends on purpose-built fulfillment centers, tight capacity planning, precise delivery windows, and software that coordinates the whole operation rather than stitching together isolated tools.

1. Build around the full grocery basket, not quick-commerce convenience baskets.
2. Plan fulfillment and last-mile capacity together.
3. Use automation where it improves throughput and reliability.
4. Protect freshness, accuracy, and delivery promise as commercial drivers.
5. Treat the platform as an operating system, not a collection of point solutions.

The Veloq Technology Engine

Veloq is the technology platform built from Rohlik's operating experience. It connects ecommerce, warehouse management, warehouse execution, automation orchestration, routing, and last-mile capacity planning.

The platform helps grocers coordinate demand, inventory, labor, automation, and delivery slots in real time. That is what makes same-day delivery profitable rather than just possible.

Lessons for Retailers

Grocers evaluating same-day delivery should start with economics, not speed claims. The promise only works when the operation can keep availability, picking productivity, route efficiency, courier utilization, and customer reliability in balance.

- Broad assortment and basket economics matter.
- Delivery slots are a capacity product, not just a customer-facing feature.
- Automation needs grocery-specific orchestration to pay back.
- Store picking and generic warehouse tools struggle with the same-day grocery problem.
- The most valuable system is the one that keeps the end-to-end operation synchronized.

Conclusion

Profitable same-day grocery is an operating model. Rohlik proved it across European markets, and Veloq packages that operating model into a platform other grocers can adopt.