

Subscription Shipping

Consumers love the convenience of subscription services, but shipping quality can make or break loyalty. Here’s what brands need to know to keep subscribers engaged and willing to pay for premium experiences.

The Subscription Economy Is Sticky—But Only If Shipping Delivers

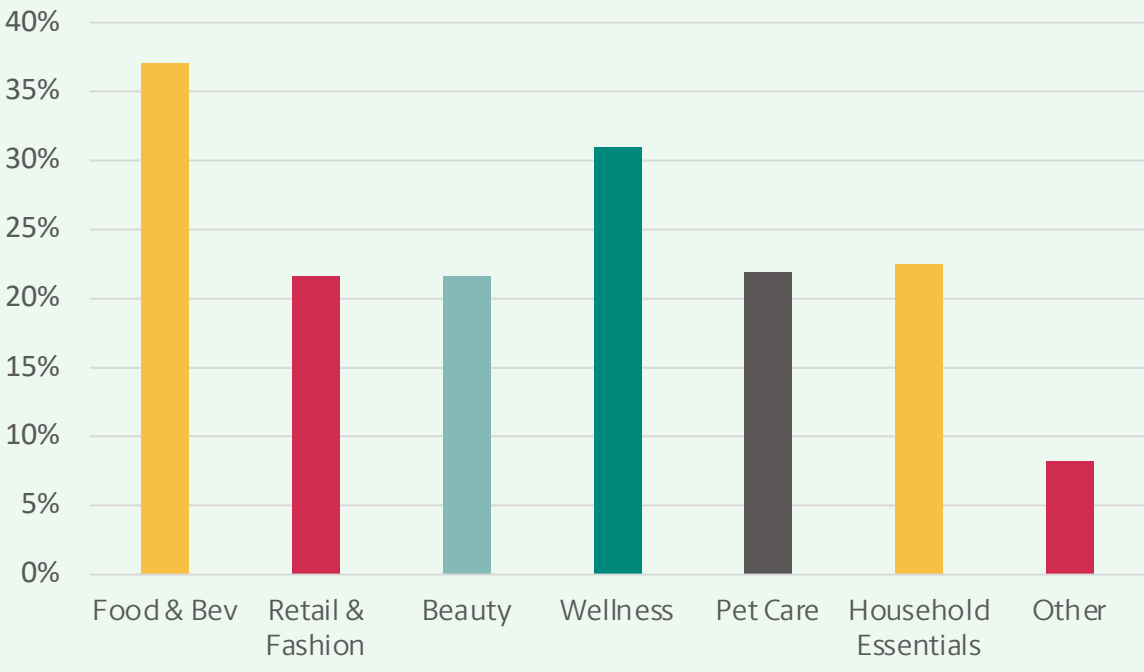
65% Say shipping quality is important to keeping a subscription

35% Would cancel if delays, lost items, or damage occur too often

Subscription services have become a staple in consumer spending, **with over half (57%) of shoppers holding at least one or two delivery subscriptions**. Another 20% have between three and five. But while consumers are sticking with their subscriptions—**60% maintained their subscriptions over the past year**—many will leave if shipping falls short.

Subscription brands must view shipping not just as a cost center but as a retention driver. Reliable fulfillment, fast deliveries, and protective packaging are essential to keeping subscribers engaged and preventing churn.

What type of product subscriptions do you use?



Fast Problem Resolution Is the Key to Subscriber Loyalty

Consumers expect subscription services to run smoothly, but when issues arise, speed is everything. **A slow response to a shipping problem can be the difference between a retained customer and a lost one.**

Brands that prioritize fast, hassle-free problem-solving—whether through responsive customer service, automated tracking updates, or proactive issue resolution—**can turn negative shipping experiences into loyalty-building moments.**



69%

Say quick resolution of shipping issues makes them more likely to stay subscribed

69%

Expect problems to be resolved within 24 hours for a great experience

27%

Say delayed or missed shipments are their biggest frustration

24%

Cite damaged or incomplete orders as a major pain point.

Consumers Are Willing to Pay for Premium Subscription Shipping—But Expectations Are High

For many consumers, faster and more reliable shipping is worth paying extra for—if it delivers on its promises.

But expectations are steep:

➔ **27% of consumers say delayed or missed shipments are their biggest frustration.**

➔ **24% cite damaged or incomplete orders as a major pain point.**

Subscription brands have an opportunity to upsell premium shipping options—**but only if they can guarantee faster speeds, better packaging, and greater reliability.**