

Why offering shipping insurance is no longer optional

Consumers are prioritizing package safety over free/two-day shipping and businesses must adapt

Control and Transparency Lead Consumer Shipping Preferences



Consumers have long valued personalization in their shopping experience, with **84% more likely to shop with merchants offering personalized options**. However, control and transparency are now emerging as the most critical personalization perks.

When asked about their top shipping priorities, consumers emphasized **real-time tracking (65%), the ability to select delivery dates (55%), and guaranteed shipping insurance (50%) as the most valuable features**.

This shift underscores that consumers are willing to prioritize reliability and protection over traditional perks like free or two-day shipping, with **43% stating that package safety is more important. Retailers that fail to meet these elevated expectations risk losing customers at checkout and beyond.**



Crowdsourcing: A Potential Future for Last-Mile Delivery?

Crowdsourced delivery—leveraging local gig economy drivers for last-mile fulfillment—is gaining traction, with **over half of consumers expressing interest in the model**.

The appeal is even stronger among younger generations, with **63% of Gen Z and 67% of Millennials open to this alternative**. While traditional carriers remain dominant, last-mile delivery remains a key pain point, with 75% of consumers citing late, missed, or unsecured deliveries as their biggest frustration.

Key Insights

- ✓ 52% are interested in crowd sourcing as a potential delivery option
- ✓ Younger generations (Gen Z and Millennials) that are more open to gig-economy delivery models, like crowdsourcing, as compared to older generations (Boomers & Gen X).

Additionally, **33% now expect retailers to provide premium last-mile services—including faster and safer delivery—at no extra cost**. As consumer expectations rise, businesses must explore innovative solutions to maintain competitive advantage in a rapidly evolving logistics landscape.

Adapting to Evolving Consumer Expectations

Retailers must rethink their shipping strategies to align with consumer demands for transparency, security, and flexibility.



Offering guaranteed shipping insurance is no longer optional, **as half of consumers prioritize coverage for lost, stolen, or damaged packages**. Personalization, such as selecting delivery dates and tracking shipments in real time, has also become a key driver in reducing cart abandonment.