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.

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.

When asked about their top

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.





Prioritize

package safety over free/ two-day shipping



50%

Value guaranteed

coverage on all packages



75%

Say their biggest

frustration with last-mile delivery experiences is late, missed, or packages left in unsafe locations



Expect retailers to

provide a premium last-mile delivery experience at no additional cost

Last-Mile Delivery?

Crowdsourcing: A Potential Future 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%**

Crowdsourced delivery—leveraging local gig economy drivers for

of Gen Z and 67% of Millennials open to this alternative. While

pain point, with 75% of consumers citing late, missed, or unsecured deliveries as their biggest frustration.

Key Insights

traditional carriers remain dominant, last-mile delivery remains a key

as a potential delivery option Younger generations (Gen Z and

52% are interested in crowd sourcing

- Millennials) that are more open to gig-economy delivery models, like crowdsourcing, as compared to older
- 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

Adapting to Evolving Consumer Expectations
Retailers must rethink their shipping strategies to align





Offering guaranteed shipping insurance is no longer optional, as half of



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