

2026 Delivery Experience Study | Power Shoppers

Power Shoppers Are the Biggest Loyalty Risk

Shopping frequency influences delivery preferences and, ultimately, loyalty.

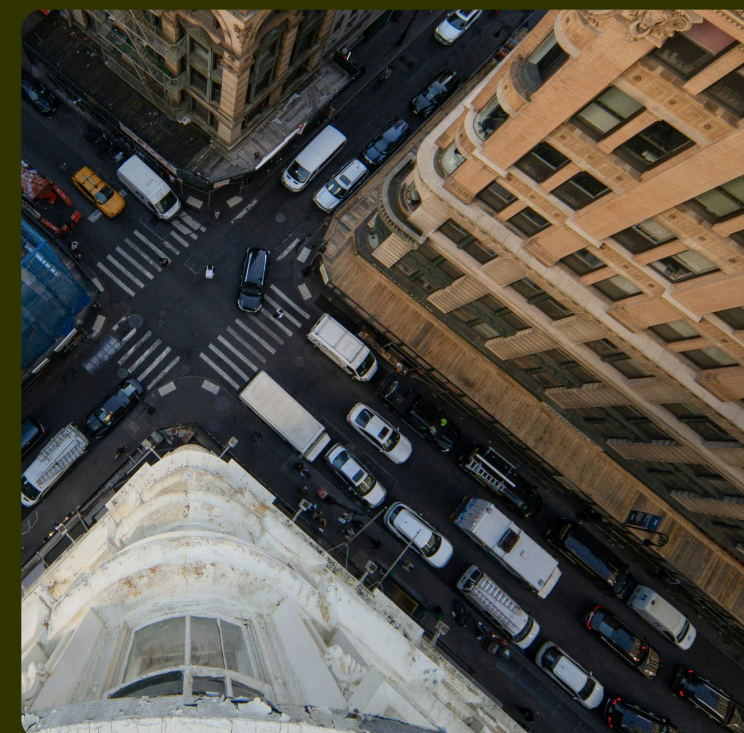


Table of contents

Executive summary	02
Power shoppers: smallest cohort, highest value	05
Great delivery goes farther with power shoppers	09
Power shoppers don't tolerate bad delivery experiences	13
Reliable, flexible delivery is critical for high-value shoppers	18
Conclusion	22
Methodology and demographics	23



Executive summary

Almost 3 billion people worldwide shopped online in 2025¹, and eCommerce sales are expected to grow from \$6.42 trillion in 2025 to \$7.89 trillion in 2028². Collectively, consumer expectations evolve as eCommerce sales grow, but not at the same rate.

The Bringg Delivery Experience Study found that buying behaviors, patterns, and preferences aren't one-size-fits-all. Shopping frequency plays an important role.

The study segmented shoppers into three distinct cohorts based on shopping frequency: **regular**, **frequent**, and **power shoppers**.

When segmented, the data shows that power shoppers represent the highest-impact delivery segment and have distinct expectations. Power shoppers are less impressed by delivery factors like free shipping, package condition, and easy returns compared to regular and frequent shoppers. Their loyalty is firmly rooted in reliability and flexibility—factors like on-time arrival, delivery window selection, and supportive customer service.

Shopper segments

Regular shoppers = 0–5 orders/month

Frequent shoppers = 6–10 orders/month

Power shoppers = 11+ orders/month

Key data insights

Delivery beats price. 81% of power shoppers will shop with a retailer again after a great delivery experience, even at a higher price. Regular shoppers are 22% less likely to do the same (59% total).

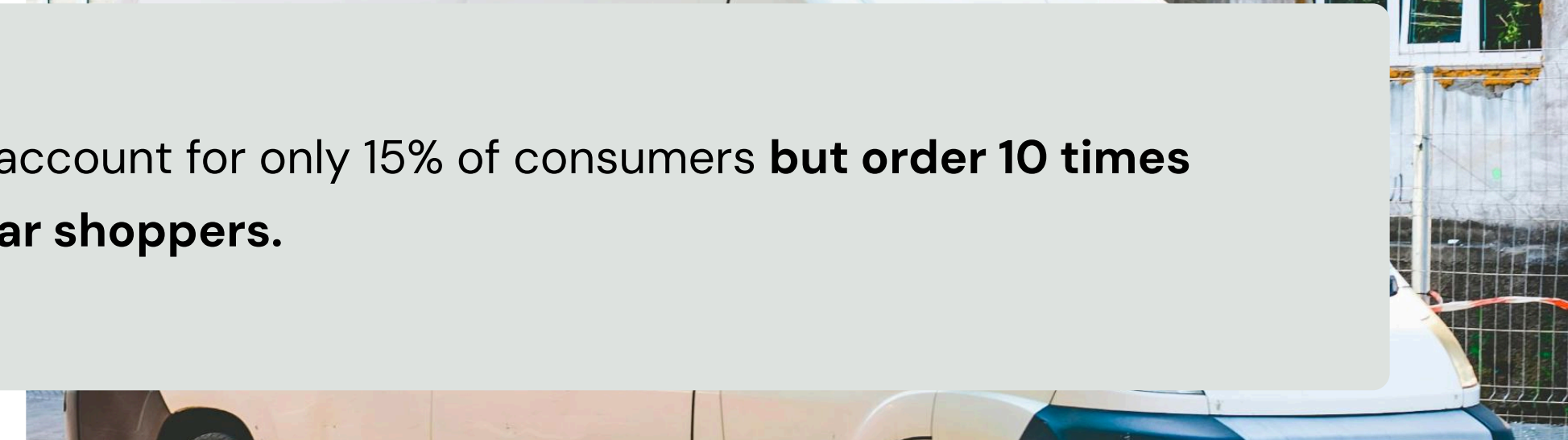
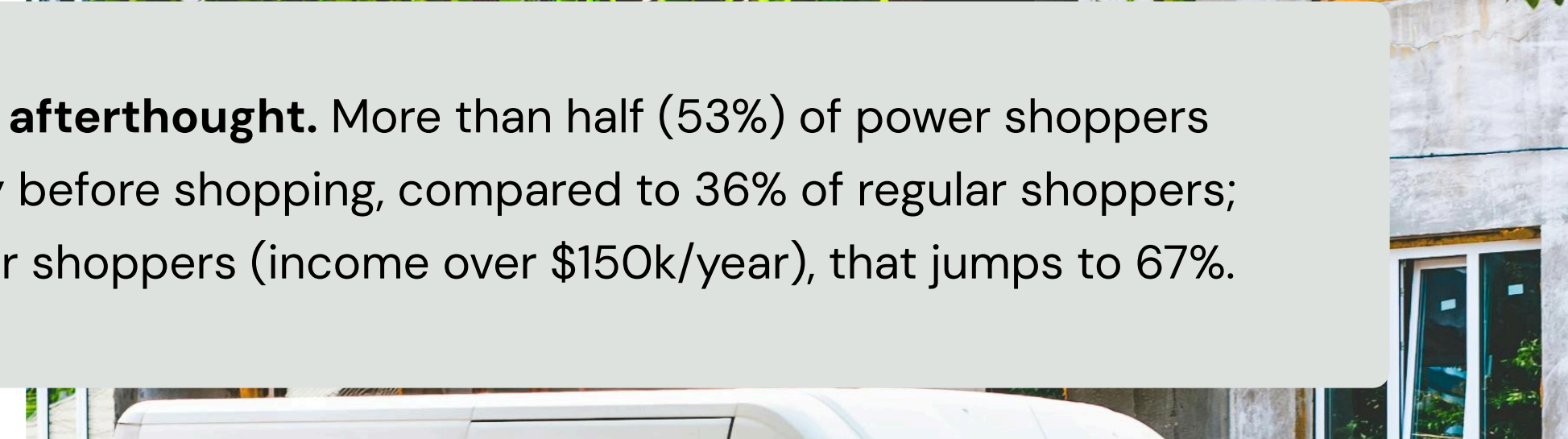
Churn risk rises with value. 68% of power shoppers stopped buying from a brand after a delivery failure compared to just 42% of regular shoppers.

White-glove installation is a premium differentiator. Half (50%) of power shoppers value setup or installation services, while only 28% of regular shoppers say the same, which makes white-glove service a loyalty lever, not a luxury.

Timeliness isn't negotiable, it's expected. Late delivery is the #1 factor behind a poor delivery experience for all cohorts, but 47% of power shoppers say it's their top concern compared to 36% of regular shoppers.

Delivery isn't an afterthought. More than half (53%) of power shoppers consider delivery before shopping, compared to 36% of regular shoppers; for affluent power shoppers (income over \$150k/year), that jumps to 67%.

Power shoppers account for only 15% of consumers **but order 10 times more than regular shoppers.**



Differences between shopper segments

Regular Shoppers

(0–5 orders/month)

- Prioritize low or no-cost shipping, returns, and item condition above all else
- No demand for real-time updates
- Speed is not a motivator; prefer 3–5 day standard delivery
- Precision and flexibility are not priorities

Frequent Shoppers

(6–10 orders/month)

- Value some flexibility, such as rescheduling, but don't require full control
- Real-time tracking and reliable delivery windows are nice, but not essential
- Low-cost shipping is still important, but delivery experience starts to matter
- Will tolerate minor delivery hiccups but churn with repeated failures

Power Shoppers

(11+ orders/month)

- Highly sensitive to precision, predictability, and post-purchase support
- Expect real-time tracking and proactive communication by default
- Flexible rescheduling and time-slot selection are loyalty drivers
- Price is less important than control and confidence

Affluent Power Shoppers

(\$150K+ and 11+/month)

- Demand exact ETA accuracy and control at every stage
- Delivery quality defines brand trust; precision failures trigger permanent abandonment
- Expect white-glove/installation for big-ticket items
- Most likely to reorder after great delivery—even when prices are higher

Power shoppers: smallest cohort, highest value

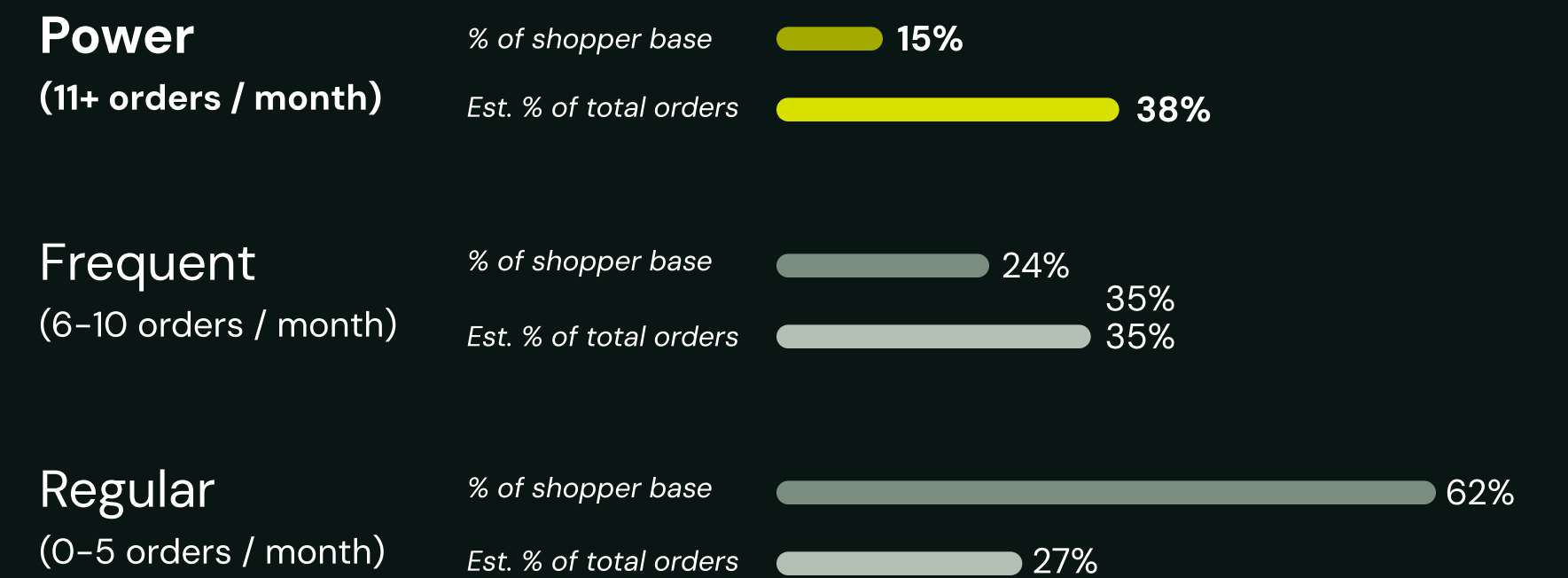
Profitability isn't driven by a small, elite customer group³, but buying power matters across different cohorts.

Though power shoppers may only account for 15% of consumers, they generate 10x the order number of regular shoppers. And, delivery performance significantly influences loyalty:

- They are more likely to reorder after a positive delivery experience
- They abandon brands faster after fewer issues
- They make delivery expectations a pre-purchase filter rather than a checkout detail

Affluent power shoppers (>\$150k income/annually) add another layer. They represent only 3% of total respondents but have even sharper expectations. This makes affluent power shoppers a key signal for where elevated delivery experiences drive the greatest long-term return.

Disproportionate value of power shoppers



Survey question: How often do you purchase items online each month?

Though they account for only 15% of shoppers, **power shoppers order 10 times more than regular shoppers.**



Power shoppers are the most delivery-conscious

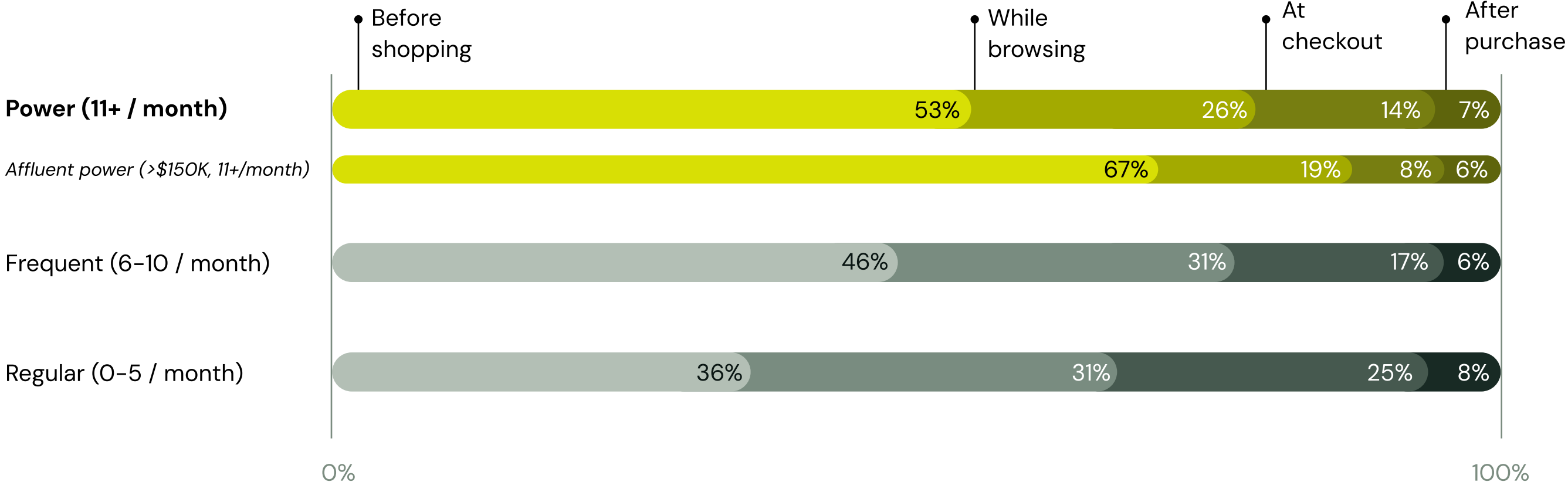
Delivery isn't an afterthought for power shoppers, it's top-of-mind before they shop and while they browse.

- 53% consider delivery before they even get to a retailer's website
- 26% think about delivery while browsing
- Combined, 79% factor delivery into their shopping experience before getting to checkout

Affluent power shoppers are even more delivery-conscious: in total, 86% think about delivery before checkout, and 67% before shopping.

When shoppers think about delivery during the shopping experience

Survey question: When shopping online, at what point do you start to think about delivery options?



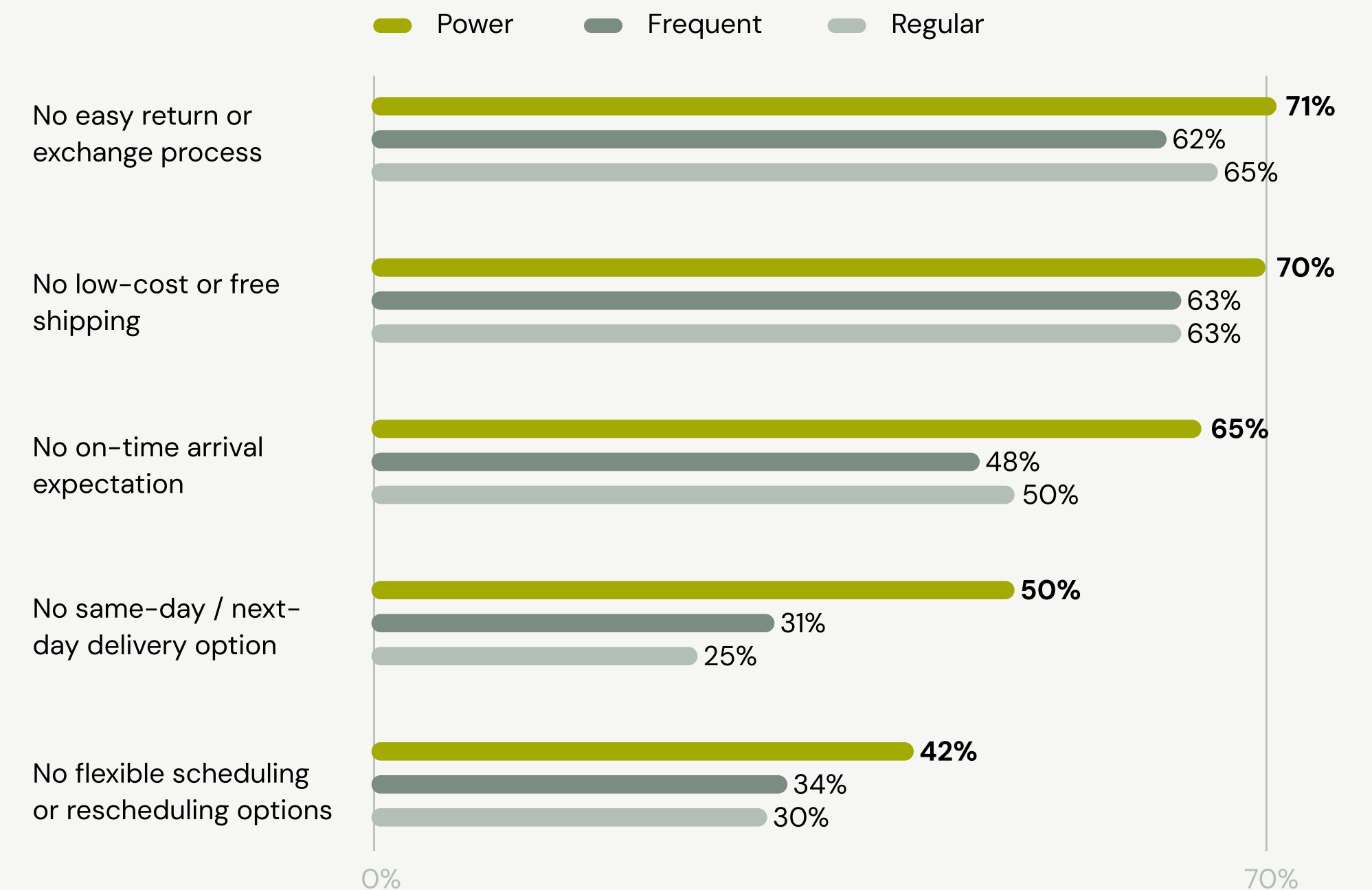
Cart abandonment across segments

Power shoppers are considerably more likely to abandon an online cart when delivery options are sub-par. When looking at the biggest preference shifts, it's clear that delivery control—not just price or speed alone—is what most strongly separates power shoppers from the rest of the market.

- **Lack of precision and predictability leads to higher cart abandonment rates:** 65% saying “no on-time arrival expectation” impacts their purchase decision.
- **Flexibility expectations increase with shopping frequency and are a key conversion lever:** 42% will abandon carts if they can't flexibly schedule or reschedule, compared to just 30% of regular shoppers.
- **Same- and next-day delivery influence conversion:** 50% are more likely to abandon a cart if these options aren't available, compared to just 25% of regular and 31% of frequent shoppers.

When combined with the demand for flexible rescheduling, this signals that power shoppers care more about control than speed alone.

Delivery-experience factors that lead to cart abandonment



Survey question: When thinking about a delivery experience outside of Amazon, Walmart, and Costco, how important are the following delivery factors?



› Key takeaways

- **Power shoppers are a small group with outsized impact.** They represent just 15% of shoppers but generate 10× the order volume—making their loyalty disproportionately valuable.
- **Small delivery failures compound quickly at high order volumes.** Nearly 1 in 4 deliveries miss the mark for frequent and power shoppers—translating to 2–3 negative experiences per month. At that pace, even minor issues erode trust and accelerate churn over time.
- **Delivery shapes the shopping decision before it even begins.** More than half of power shoppers factor delivery into their decision before visiting a retailer's site, making it a competitive advantage, not a back-end operation.
- **Free shipping and easy returns are table stakes.** These factors matter across every segment with little variation, meaning they're baseline expectations rather than differentiators.

Great delivery goes farther with power shoppers

Positive delivery experiences are a powerful driver of loyalty, and that impact grows with shopping frequency: 81% of power shoppers say a great delivery experience would bring them back to a retailer, even at a higher price.

Power shoppers also remember these experiences more vividly. When asked whether a positive delivery experience influenced a future buying decision, 20% of regular shoppers couldn't recall compared to just 6% of power shoppers.

The takeaway: not only do positive experiences drive stronger loyalty among power shoppers, they're also far less likely to forget them.



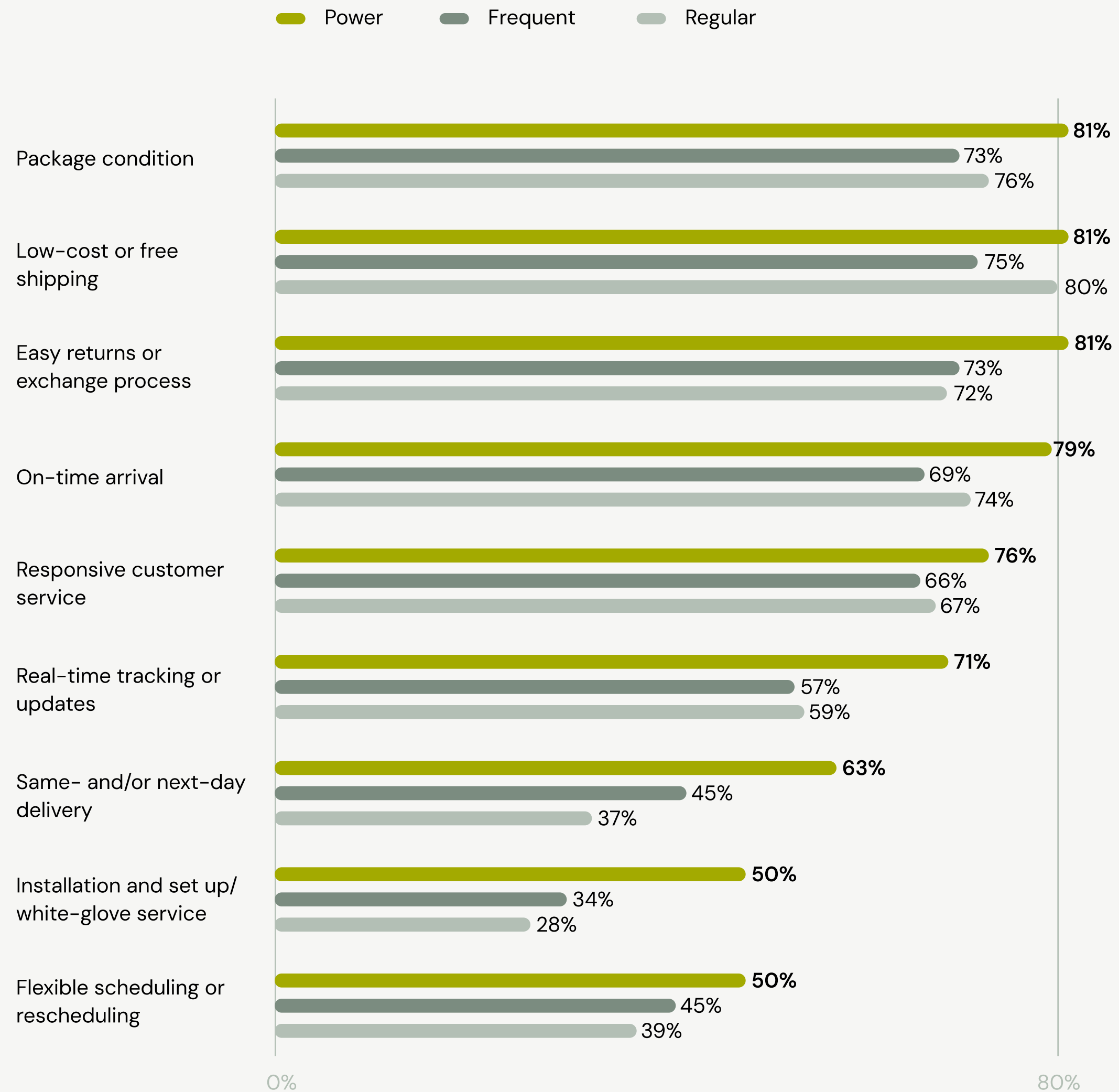
Great delivery experiences lead to loyalty, regardless of cost

Survey question: Has a good delivery experience ever convinced you to buy from a retailer again, even if the price was higher than competitors?





How shoppers value elements of a great delivery experience



Survey question: When thinking about a delivery experience outside of Amazon, Walmart, and Costco, how important are the following delivery factors?

How do power shoppers define a great delivery experience?

Compared to regular shoppers, power shoppers place significantly more value on speed, control, and premium services. They are nearly twice as likely to prioritize same- or next-day delivery and white-glove options like installation and setup. They also index notably higher on real-time tracking and flexible scheduling—reinforcing that for this segment, delivery isn't just about getting the package; it's about managing the experience on their terms.

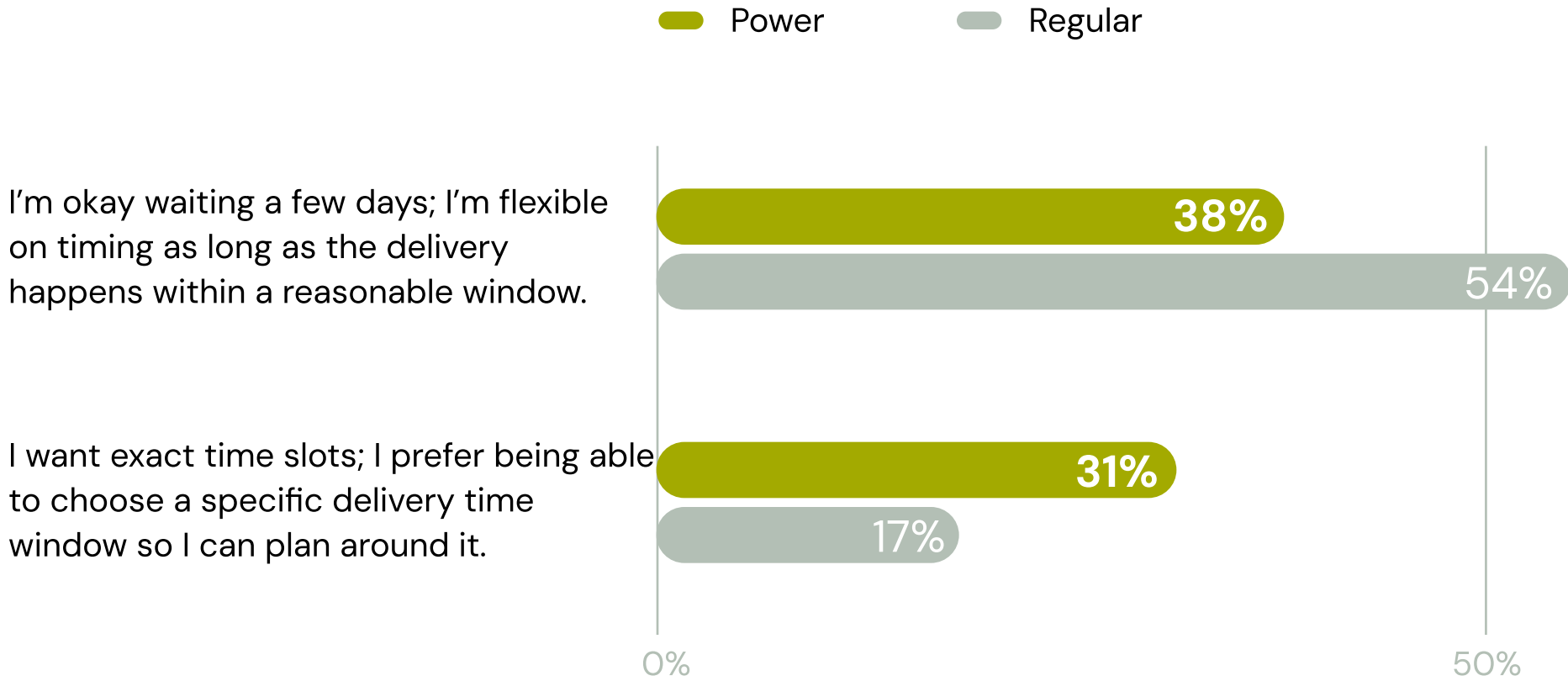
On-time arrival, however, is universally important. Every segment ranks it as a top priority. But power shoppers feel it most acutely—79% rate it as significantly important, and 41% call it "extremely important."



Power shoppers want reliable delivery experiences

Power shoppers show notably lower satisfaction with delivery experiences that involve multi-day wait times, while more than half of regular shoppers find such timelines acceptable. Power shoppers also tend to place greater importance on having specific delivery windows, suggesting a stronger desire to control when their orders arrive.

The value of exact delivery windows



Survey question: Thinking about delivery windows for retailers outside of Amazon, Walmart, and Costco, which of the following best describes your attitude when ordering online?



› Key takeaways

- **For power shoppers, delivery quality outweighs price.** A standout delivery experience is enough to earn repeat purchases—even at a premium. Regular shoppers are far less likely to let delivery alone drive loyalty.
- **On-time arrival is the universal benchmark for reliability.** Across every segment, delivering when expected is the single most important factor in a great experience—and it matters most to power and affluent power shoppers.
- **White-glove services are a competitive edge with premium buyers.** Power shoppers place nearly twice as much value on installation and setup as regular shoppers, which makes these offerings a meaningful differentiator for retailers competing for high-frequency buyers.
- **Power shoppers want precision, not just speed.** Fast delivery matters, but it's part of a bigger picture: power shoppers consistently prioritize real-time visibility, flexible scheduling, and the ability to manage delivery on their own terms.

Power shoppers don't tolerate bad delivery experiences

Power shoppers are nearly twice as likely as regular shoppers to abandon a retailer after a negative delivery experience: 68% of power shoppers and 79% of affluent power shoppers say they've stopped buying from a brand solely due to delivery.

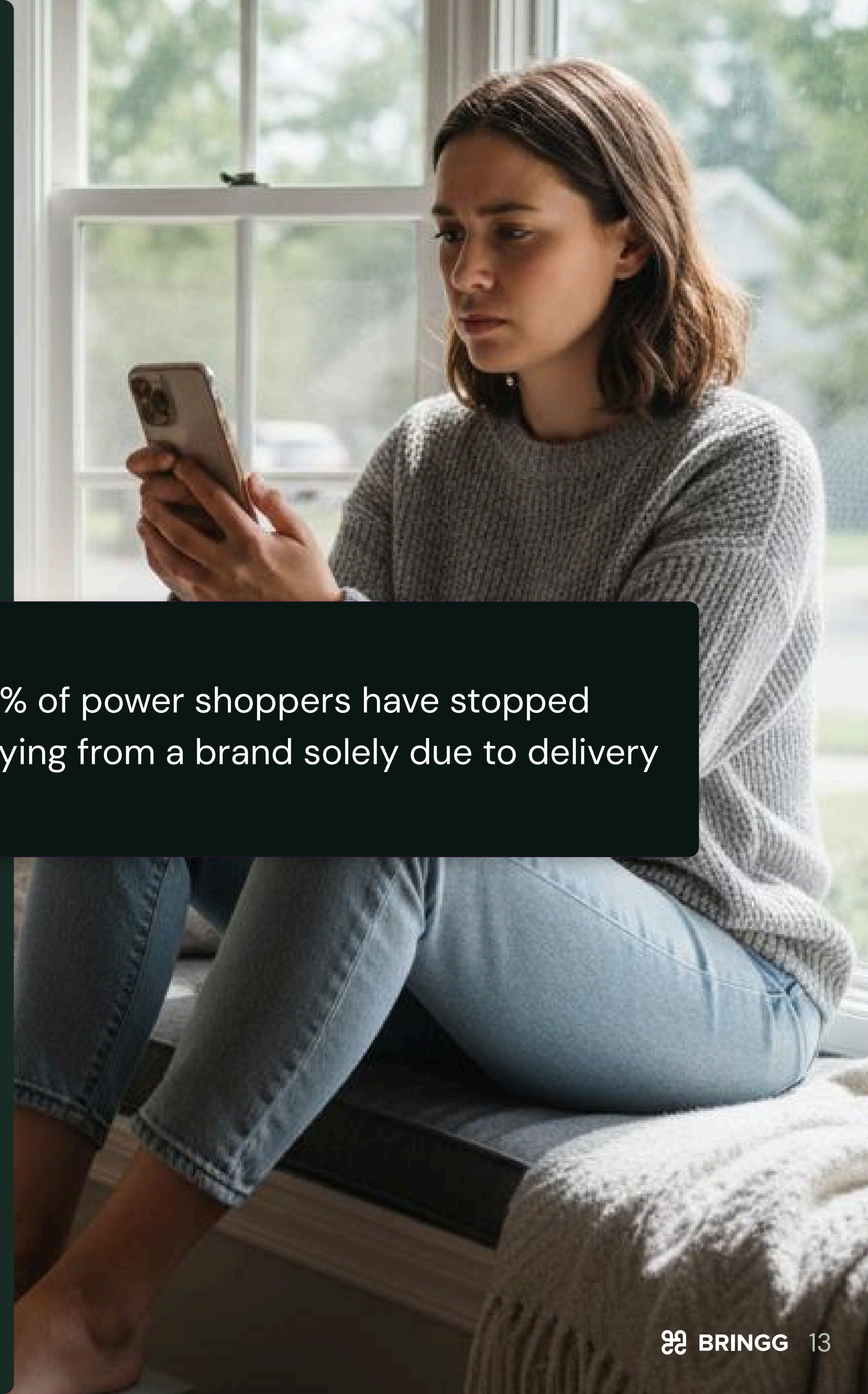
Bad delivery experiences also leave a stronger impression on power shoppers. When asked whether a negative experience influenced their future buying decisions, 24% of regular shoppers couldn't recall compared to just 10% of power shoppers. In other words, not only do power shoppers have stronger reactions to poor delivery, they remember it more clearly.

Whether bad delivery experiences caused retailer abandonment

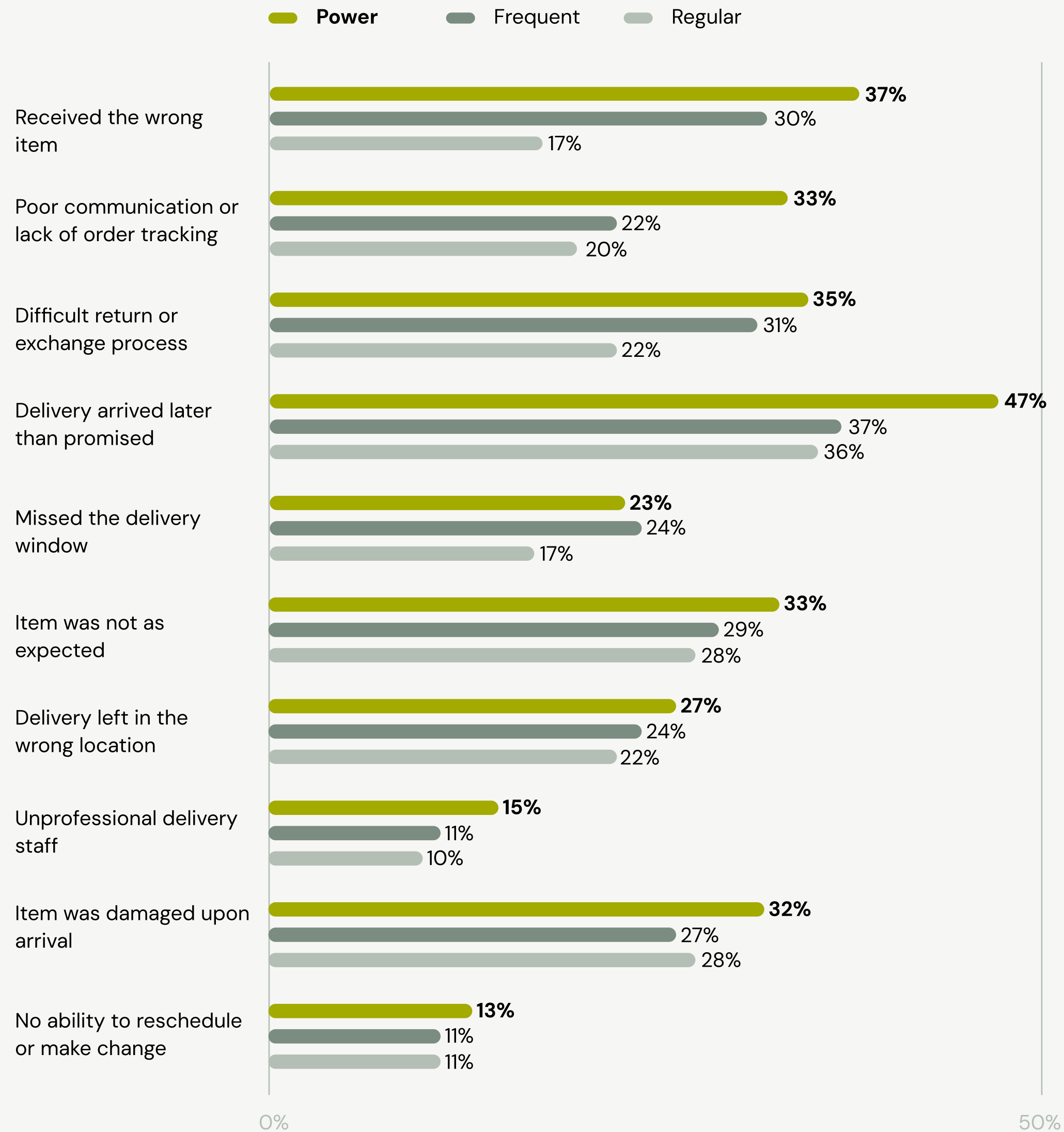
Survey question: Have you ever stopped buying from a brand solely because of the delivery experience?



68% of power shoppers have stopped buying from a brand solely due to delivery



Key drivers of negative delivery experience



Survey question: What are the biggest factors for negative delivery experiences with retailers outside of Amazon, Walmart, and Costco?

How power shoppers define a bad delivery experience

Across the board, late delivery is the #1 cause behind a negative delivery—even more than receiving the wrong item. Reliable delivery is a non-negotiable for most shoppers, but especially those that spend more and shop often.

Over other segments, power shoppers are more likely to scrutinize:

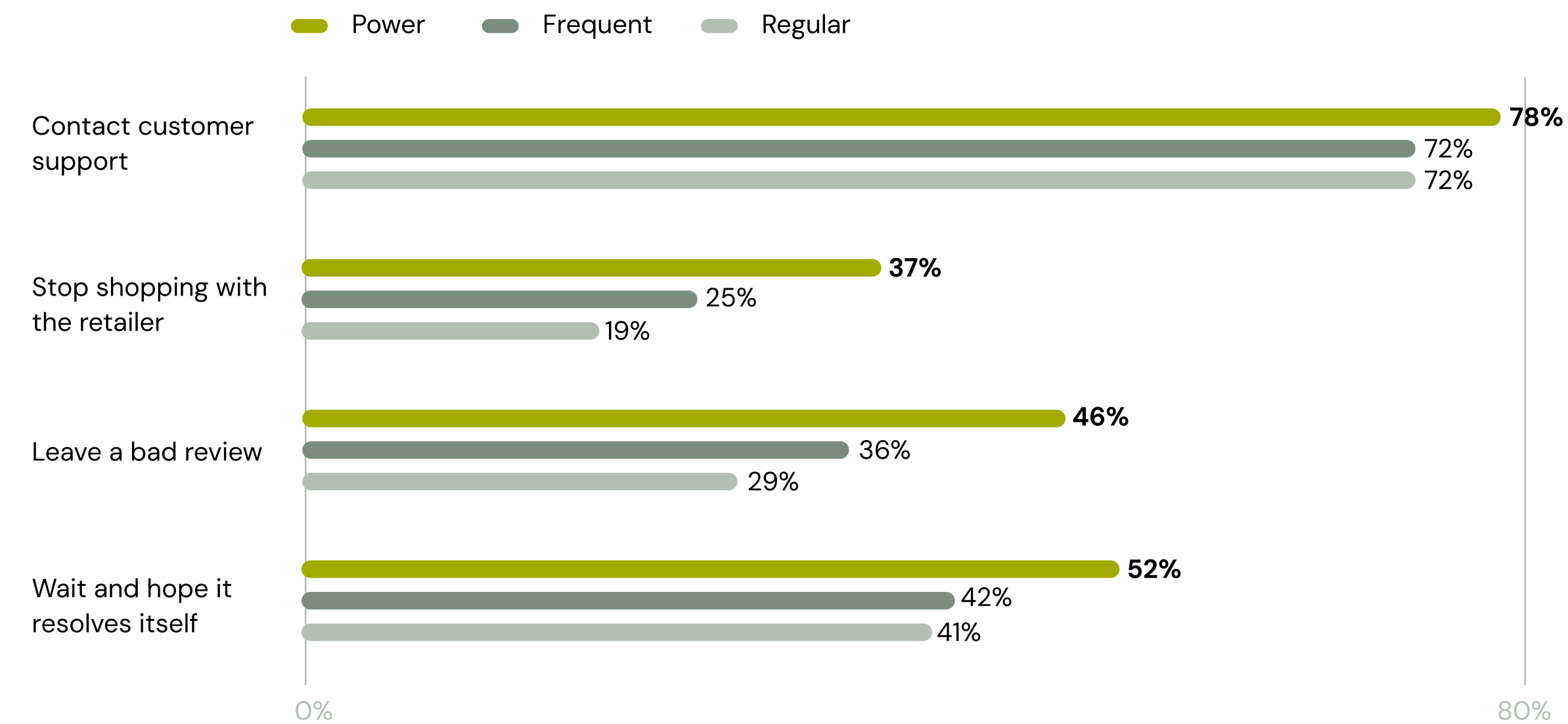
- Poor communication or lack of order tracking
- Difficult return processes
- Delivery arriving later than promised
- Missing the intended delivery window

Late delivery is the #1 cause of bad last-mile experiences

Shoppers respond to failed deliveries differently

Power shoppers take action after bad delivery experiences. They are more likely to contact customer support after a failed delivery than regular shoppers (78% vs 72% respectively). If issues aren't resolved, 52% will stop shopping with that retailer compared to just 41% of regular shoppers and that number jumps to 64% for affluent power shoppers.

Actions shoppers take after a missed or failed delivery



Survey question: How likely are you to do each of the following when dealing with a missed or failed delivery?
Ternary Split ("Most likely" = 8-10)

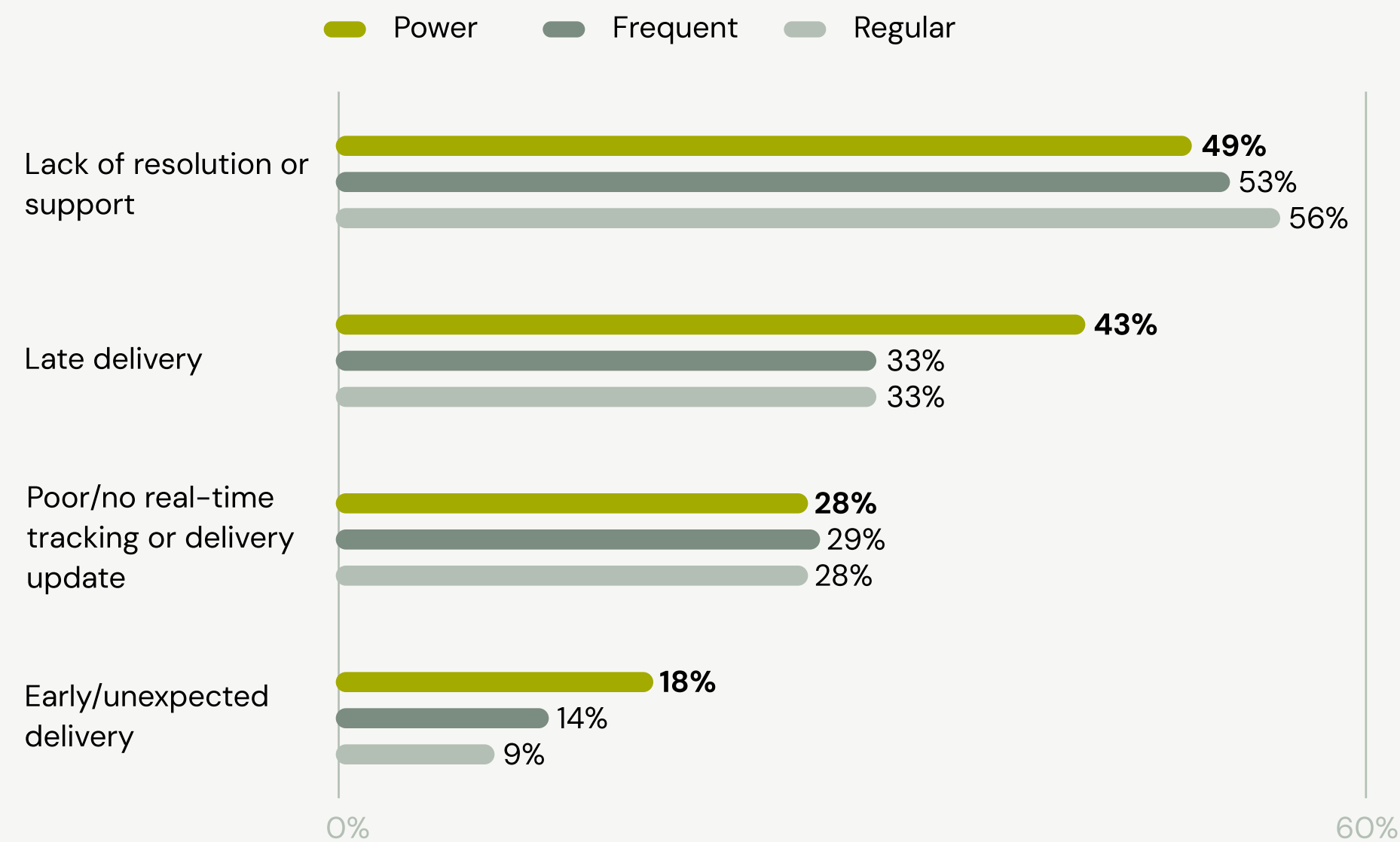


The delivery failures that cause churn across segments

Reliability is the make-or-break factor for power shoppers: 43% say they would permanently abandon a retailer after a late delivery, 10 percentage points higher than regular and frequent shoppers. Notably, even early delivery can trigger attrition, with 1 in 5 power shoppers saying an order arriving ahead of schedule is grounds for switching retailers.

For regular shoppers, the priorities look different. More than half (56%) cite poor customer service or issue resolution as the top reason for leaving a retailer. They may be more forgiving of delivery hiccups, but they expect responsive support when things go wrong.

Delivery failures that cause permanent churn



Survey question: What kind of delivery failure is most likely to make you abandon a retailer permanently?



› Key takeaways

- **Poor delivery is a direct path to churn, especially among high-value shoppers.** Power shoppers are nearly twice as likely as regular shoppers to stop buying from a brand after a negative delivery experience.
- **Late delivery is the biggest issue.** Across all segments, arriving late is the top reason shoppers lose trust, but power shoppers are especially unforgiving, with nearly half saying they'd abandon a retailer over it.
- **Power shoppers don't suffer in silence.** They're significantly more likely to escalate delivery issues through support channels, and if those issues aren't resolved, they're quick to leave. The stakes are even higher among affluent power shoppers, where unresolved problems carry the greatest churn risk.

Reliable, flexible delivery is critical for high-value shoppers

For most shoppers, delivery basics like good package condition and low costs are enough to meet expectations. But for power and affluent power shoppers, those baselines aren't enough. Earning their loyalty (and the customer lifetime value that comes with it) requires excelling in two areas: reliability and flexibility.

Reliability means delivering the right item, to the right place, at the right time. This outcome must also be supported by on-time arrival within a clear window, live tracking and proactive communication, responsive customer service, and installation or white-glove options where relevant.

Flexibility gives customers control over the experience through delivery window selection, easy rescheduling, and same- or next-day options.

When these two forces work together, each successful delivery reinforces the next. Trust builds, repeat purchases increase, and willingness to pay a premium grows. Reliability and flexibility create self-reinforcing cycle where strong delivery execution drives loyalty, and loyalty raises the stakes of every future interaction.



Reliability: value differences by shopper segment

Power shoppers and regular shoppers rate reliable and flexible factors differently.

Reliability factor	Regular shoppers	Power shoppers	Actions to consider
Installation/white-glove service	28%	50% +22%	Enable white-glove as an opt-in add-on during checkout for big/bulky or premium products
Exact time slots	17%	31% +14%	Offer tiered delivery slot options at checkout (e.g., free flex, paid precise) to serve all segments
Real-time tracking and proactive communication	59%	71% +12%	Provide live tracking with ETA updates via SMS/email and notify on delays before customers ask
Supportive customer service	67%	76% +9%	Equip support teams with delivery context to resolve issues fast and offer proactive outreach for VIPs
On-time arrival	74%	79% +5%	Guarantee delivery windows with ETA accuracy and accountability built into the experience

Flexibility: value differences by shopper segment

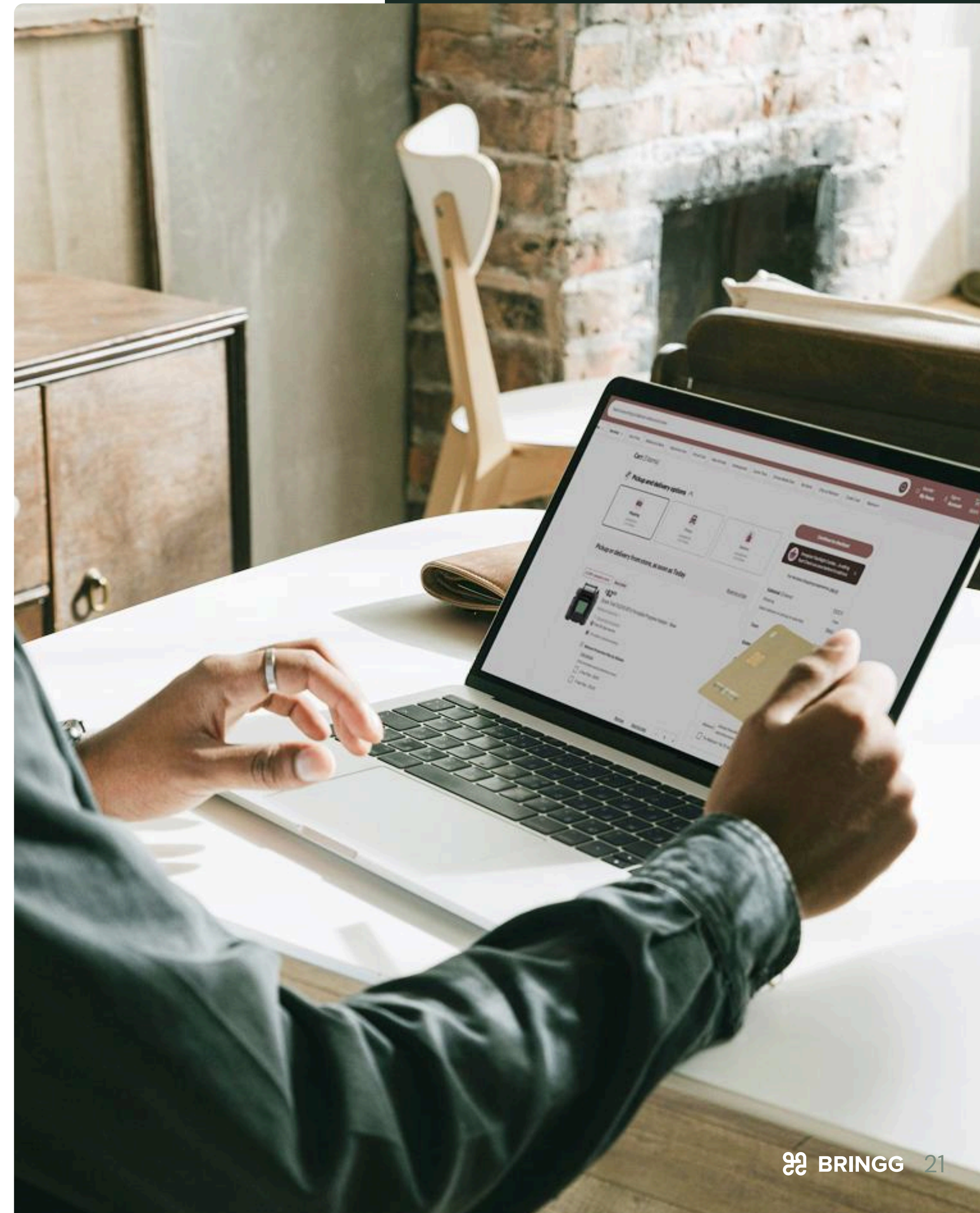
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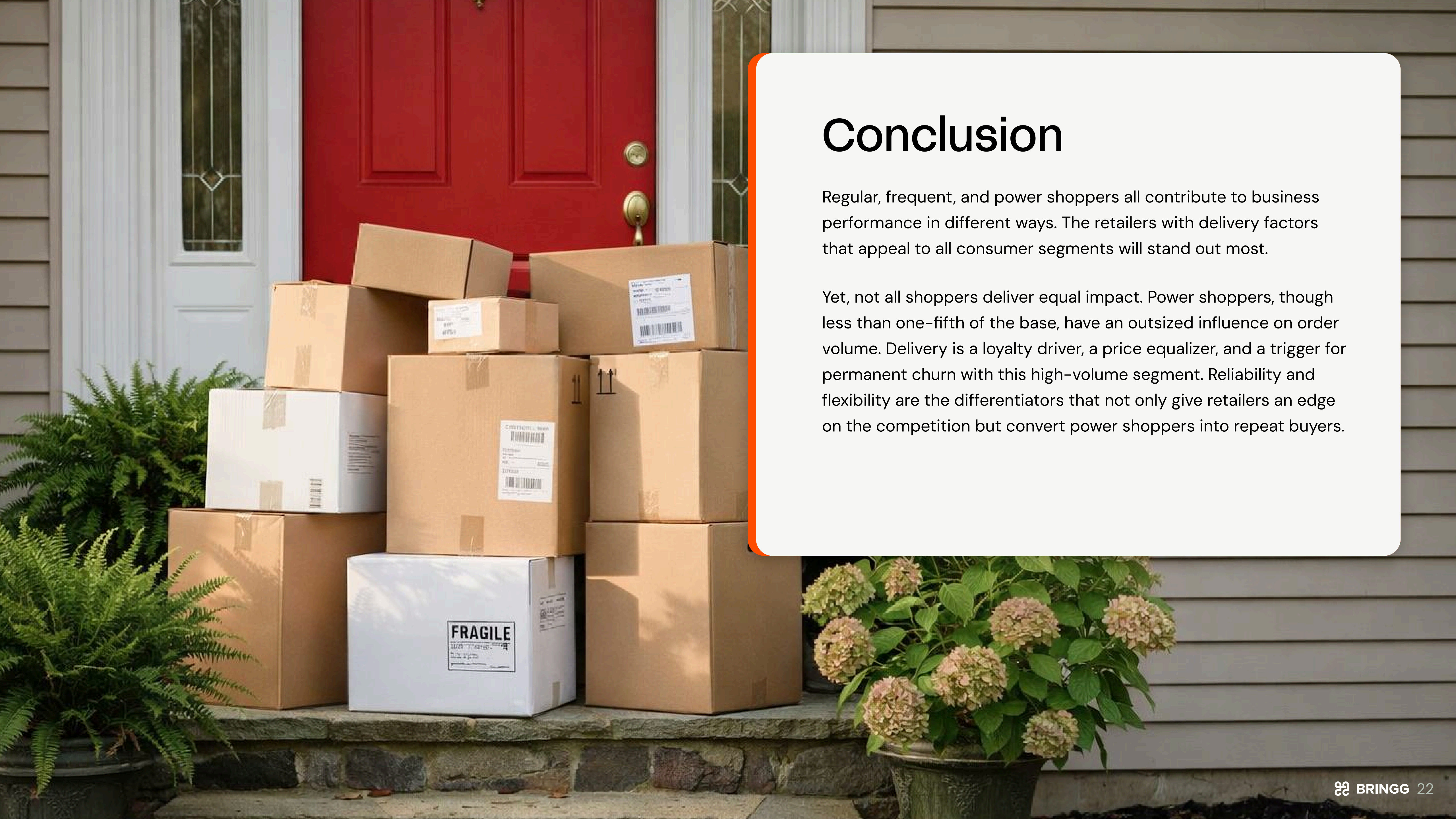
Flexibility factor	Regular shoppers	Power shoppers	Actions to consider
Same-/next-day delivery rated as highly important	37%	63% +26%	Use fast delivery as a flexibility enhancer rather than by default; offer when it adds convenience, not urgency
Would abandon if same-/next-day isn't offered	25%	50% +25% (62% for power affluent)	Highlight same-/next-day availability early in the browse journey; bundle with tracking and scheduling to maximize perceived value
Scheduling/rescheduling rated as highly important	57%	73% +16% (84% for power affluent)	Enable digital rescheduling tools pre- and post-dispatch with real-time availability
Would abandon if scheduling/rescheduling isn't offered	30%	42% +12%	Offer time-slot selection during checkout with clear availability and tiered pricing (free/flex vs. paid/premium)

How to provide segmented delivery experiences

Attracting and retaining high-value shoppers without alienating regular shoppers is the ultimate goal. A delivery strategy rooted in reliable, flexible tactics is key to securing that cohort.

- **Protect the basics.** Automate item scanning and delivery confirmation to reduce wrong or damaged orders. Identify processes across handoff, handling, and delivery that are prone to mistakes and correct them to cover the non-negotiables.
- **Offer control, not just speed.** Enable delivery time slot selection at checkout. Let shoppers reschedule from tracking pages without calling support. Layer in real-time tracking with live ETAs.
- **Provide premium service options.** Make white-glove setup and enhanced packaging visible during checkout based on cart value or item type to signal reliability and attention to detail.
- **Show reliability and flexibility across pre-purchase.** Highlight reliable delivery features in marketing and product pages, not just promotions. Add delivery filters to product search. Show service-level guarantees alongside shipping methods.
- **Simplify post-purchase.** Deploy proactive delivery notifications and embed support links into tracking flows. Offer chat or SMS support during delivery windows.





Conclusion

Regular, frequent, and power shoppers all contribute to business performance in different ways. The retailers with delivery factors that appeal to all consumer segments will stand out most.

Yet, not all shoppers deliver equal impact. Power shoppers, though less than one-fifth of the base, have an outsized influence on order volume. Delivery is a loyalty driver, a price equalizer, and a trigger for permanent churn with this high-volume segment. Reliability and flexibility are the differentiators that not only give retailers an edge on the competition but convert power shoppers into repeat buyers.

Methodology and demographics

Bringg-commissioned, nationwide survey of 1,040 U.S. online consumers, conducted in September 2025. Shopper segments were created after filtering data based on order frequency and income. Figures are rounded to the nearest number and may not equal 100%.

Gender	Age	Purchase frequency	Household income
47% Male	12% 18-29	9% Less than once a month	6% <\$9,999
53% Female	37% 30-44	24% 1-2 times/month	9% \$10,000-24,999
	26% 45-60	29% 3-5 times/month	17% \$25,000-\$49,000
	25% >60	24% 6-10 times/month	16% \$50,000-\$74,999
		7% 11-15 times/month	13% \$75,000-\$99,999
		7% 15+ times/month	10% \$100,000-\$124,999
		100% Total	6% \$125,000-\$149,999
			8% \$150,000-\$174,999
			5% \$175,000-\$199,999
			4% >\$200,000
			6% Prefer not to say





About Bringg

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