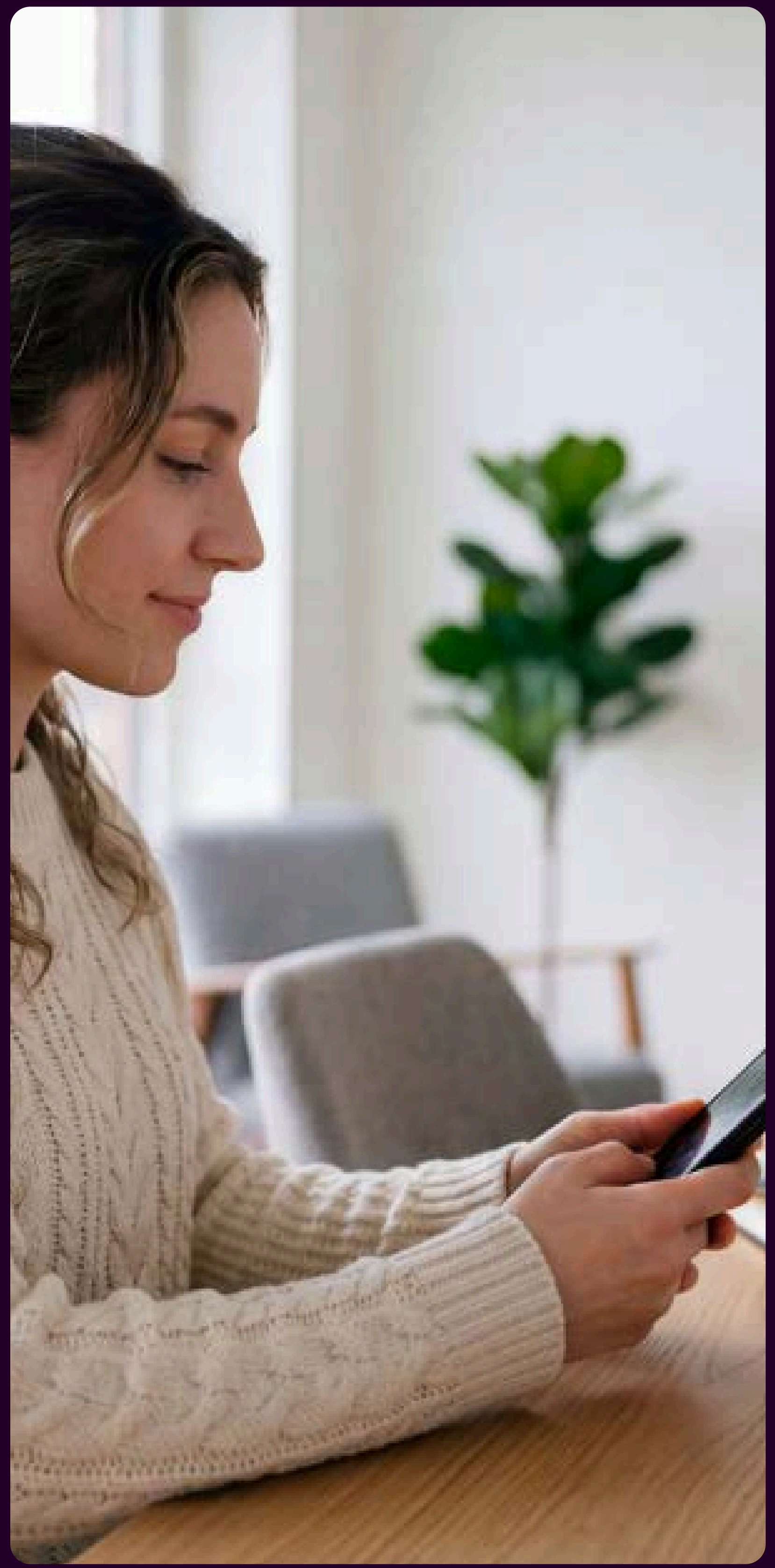
2026 Delivery Experience Study

Big and Bulky: The Delivery Retailers Can't Afford to Miss

How big and bulky delivery shapes conversion, loyalty, and lifetime value

BRINGG





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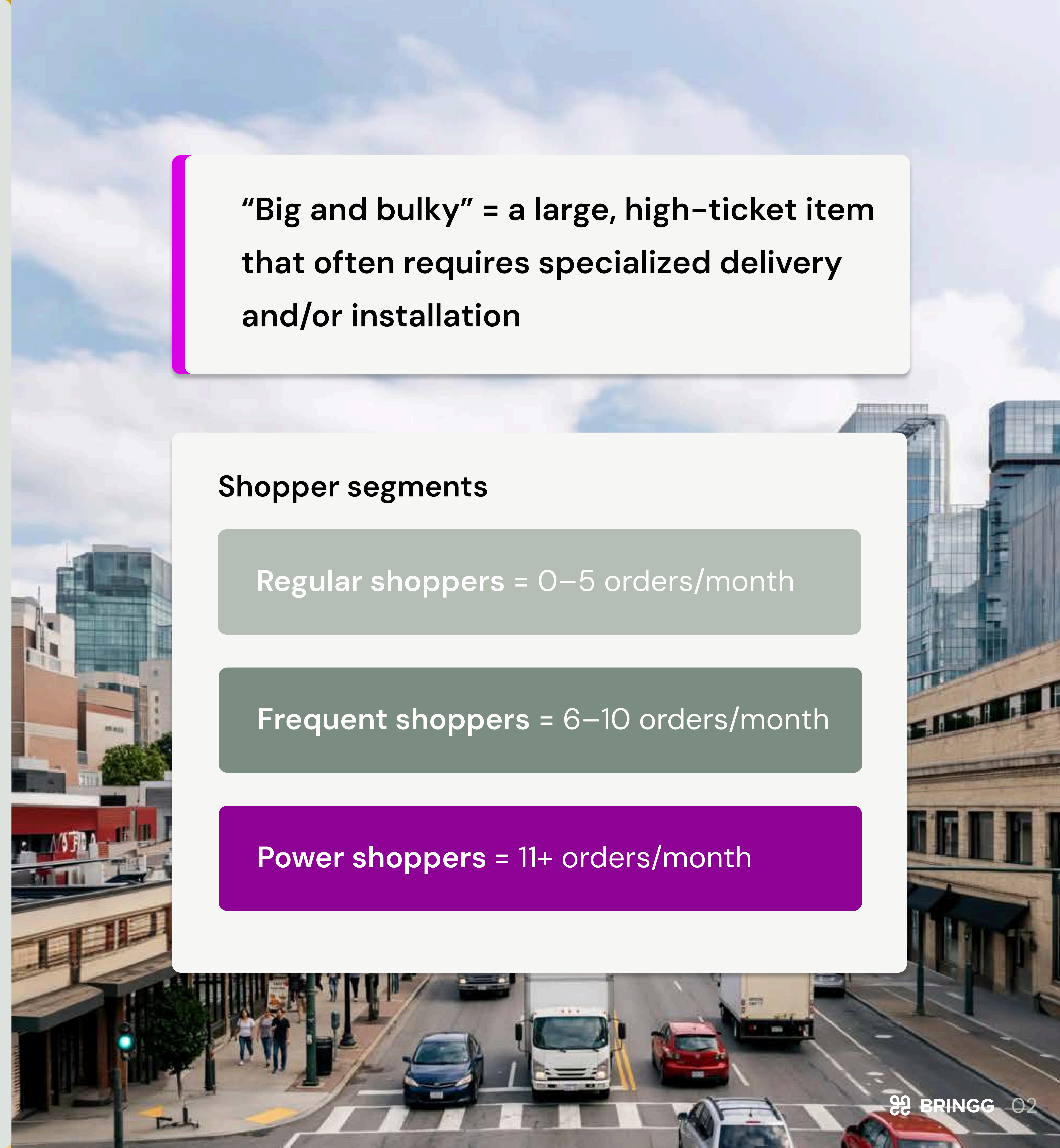
Executive summary

Big and bulky delivery plays by different rules than standard parcel. Purchases happen less often, order values run higher, and every delivery failure carries outsized consequences.

Data from the 2026 Bringg Delivery Experience Study reveals a critical gap between what consumers expect from big and bulky delivery and what most retailers provide. More than half of consumers (54%) hold big and bulky delivery to a higher standard than parcel.

The stakes rise for retailers' most valuable customers. Power shoppers, who order 11+ times per month across all eCommerce categories, also purchase big and bulky items more frequently: 41% buy big and bulky items two to six times per year, compared to just 6% of regular shoppers. They represent a concentrated source of revenue, but they also bring concentrated risk. Nearly 70% of power shoppers have abandoned a retailer over delivery failures.

This report examines three dimensions of big and bulky delivery in 2026: what consumers demand of big and bulky delivery, what delivery failures actually cost, and what separates reactive operations from those that turn delivery into competitive advantage.

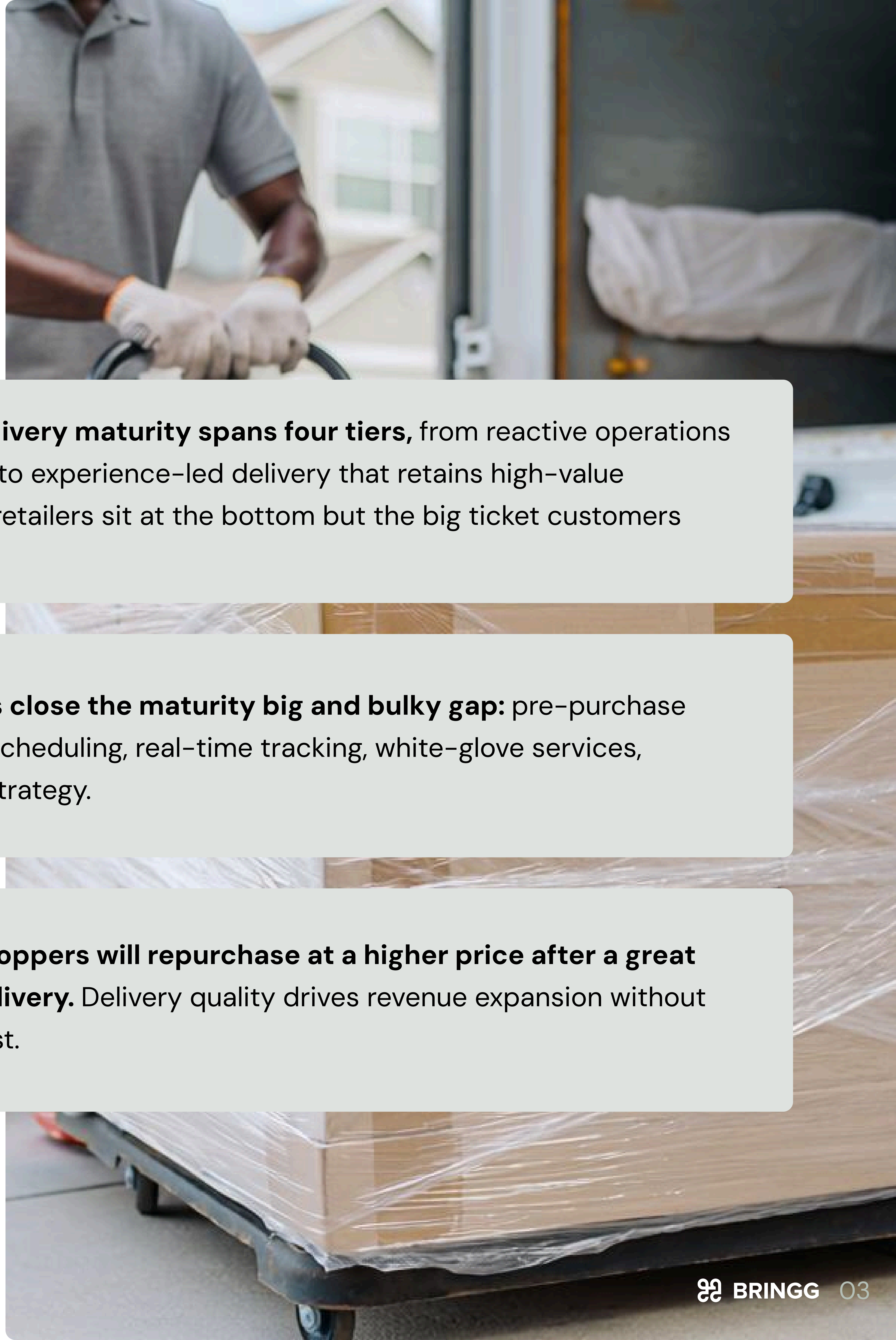


“Big and bulky” = a large, high-ticket item that often requires specialized delivery and/or installation

Shopper segments

- **Regular shoppers** = 0–5 orders/month
- **Frequent shoppers** = 6–10 orders/month
- **Power shoppers** = 11+ orders/month

Key data insights



54% of all consumers expect more from big and bulky delivery than parcel. Low purchase frequency and high order values mean every delivery carries outsized weight on loyalty and lifetime value.

Big and bulky delivery maturity spans four tiers, from reactive operations that don't satisfy to experience-led delivery that retains high-value customers. Most retailers sit at the bottom but the big ticket customers expect the top.

Damage (65%) and returns friction (50%) are the top consumer concerns. These reduce conversion before the sale and accelerate churn after a failure.

Five investments close the maturity big and bulky gap: pre-purchase visibility, flexible scheduling, real-time tracking, white-glove services, and hybrid fleet strategy.

Power shoppers buy big and bulky 2–6 times per year. That's 7x the rate of regular shoppers. They represent the highest-value segment for big and bulky retailers, and the highest-risk if delivery falls short.

65% of power shoppers will repurchase at a higher price after a great big and bulky delivery. Delivery quality drives revenue expansion without competing on cost.

Big and bulky vs. parcel delivery: a different game

Big and bulky delivery is structurally different from standard parcel in ways that amplify every gap in the last mile. When a $12 parcel arrives a day late and damaged, consumers are annoyed but possibly forgiving. When a $1,200 couch arrives late and damaged, they blacklist that retailer for good.

Dimension	Parcel	Big and bulky
Purchase frequency	Weekly or monthly	Once per year (56% of shoppers buy once a year or less)
Average order value	~$170[1]	$350+[1]
Emotional stakes	Low (replaceable)	High (a significant investment)
Delivery complexity	Automated, doorstep	2-person crew, room-of-choice, installation
Tolerance for failure	Moderate (2–3 chances)	Low (1 failure can trigger permanent churn)
Return logistics	Drop at carrier location	Pickup coordination, specialized handling, often total loss

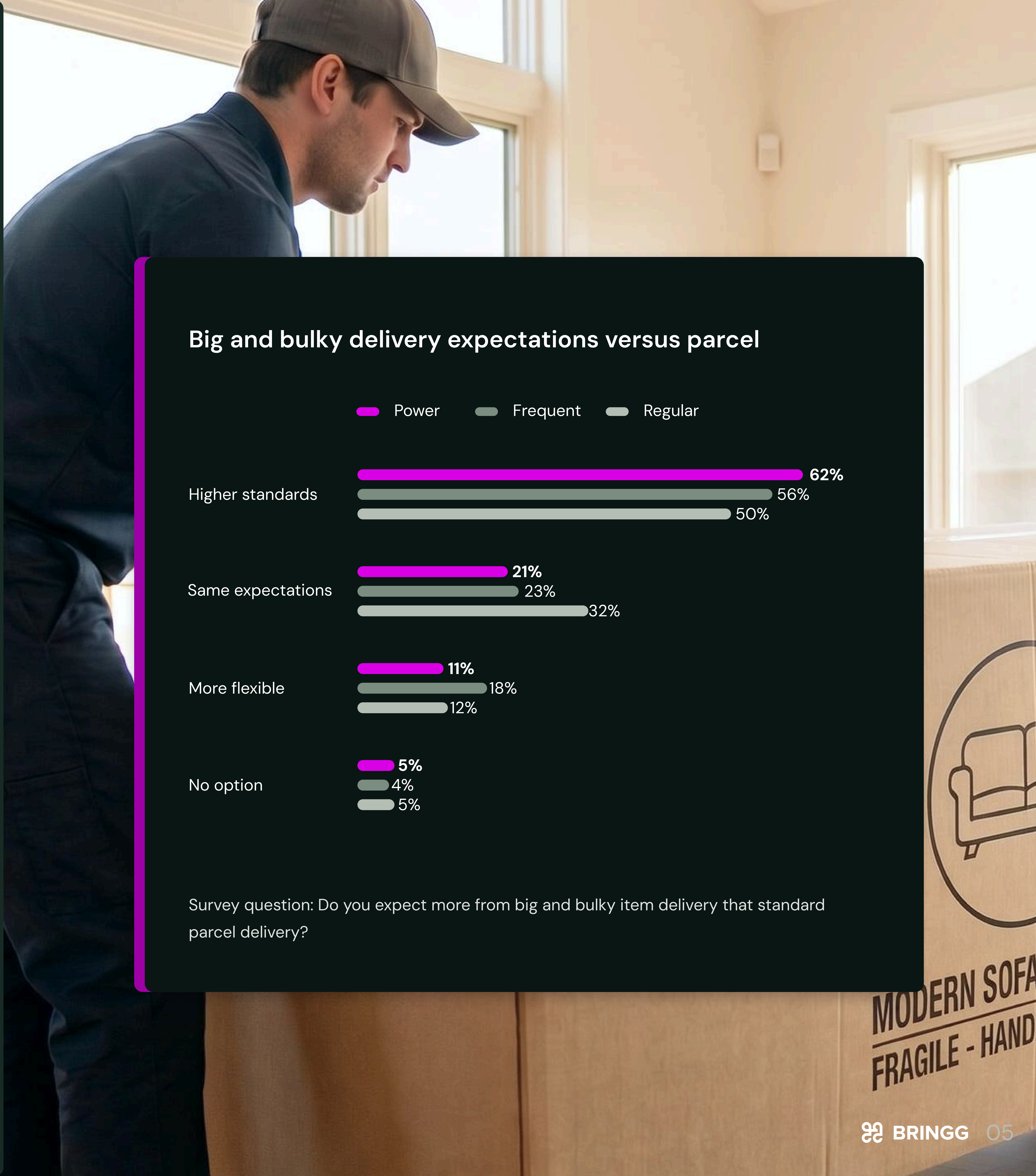
What do consumers expect from big and bulky delivery?

Higher stakes, higher standards

Big and bulky purchases come with high expectations and delivery standards rise with purchase frequency. Among regular shoppers, half hold big and bulky delivery to a higher standard than parcel. Among power shoppers, that figure climbs to 62%.

The flexibility gap tells the same story in reverse. Nearly 1 in 5 frequent shoppers say they're more lenient with big and bulky deliveries. Only 11% of power shoppers agree.

The consumers who buy most are also the most demanding. That's the segment retailers can least afford to disappoint.

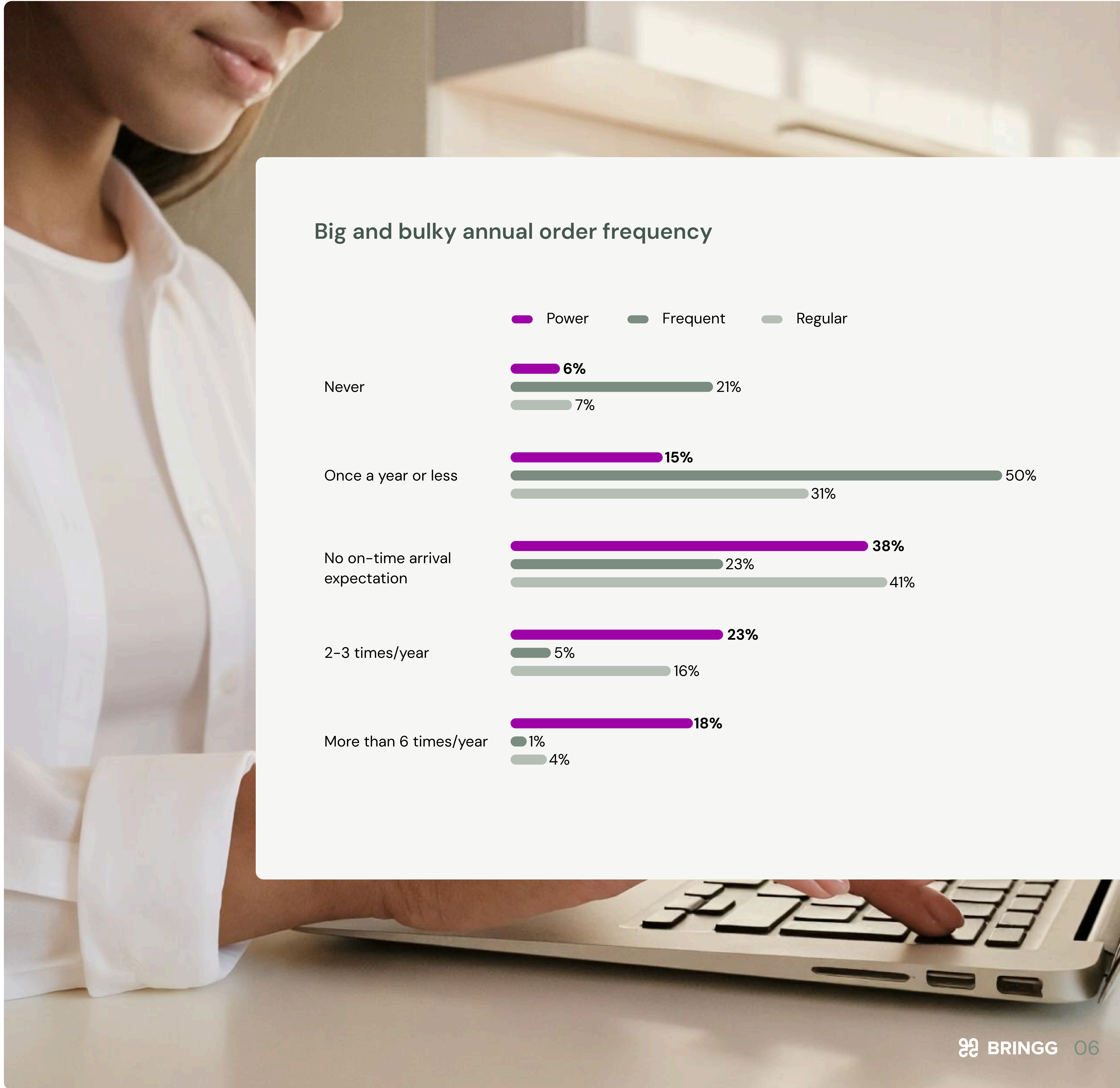


Power shoppers are the prize segment for big and bulky

Retailers generate significantly more lifetime value from power shoppers. 79% of power shoppers purchase big and bulky items at least twice per year compared to 29% of regular shoppers. They encounter more delivery touch points and form stronger opinions about their delivery experiences, which determines their loyalty.

The financial implications are also direct: 65% of all consumers and 81% of power shoppers say a great delivery experience would convince them to buy from a retailer again, even at a higher price. Additionally, 68% of power shoppers have stopped shopping with a brand after bad delivery.

Consistently good delivery can create years of repeat revenue with the highest-value cohorts; one poor delivery can do the opposite.



What consumers actually worry about

Big and bulky purchases trigger a unique emotional response: delivery anxiety. Consumers don't worry about speed. They worry about what can go wrong.

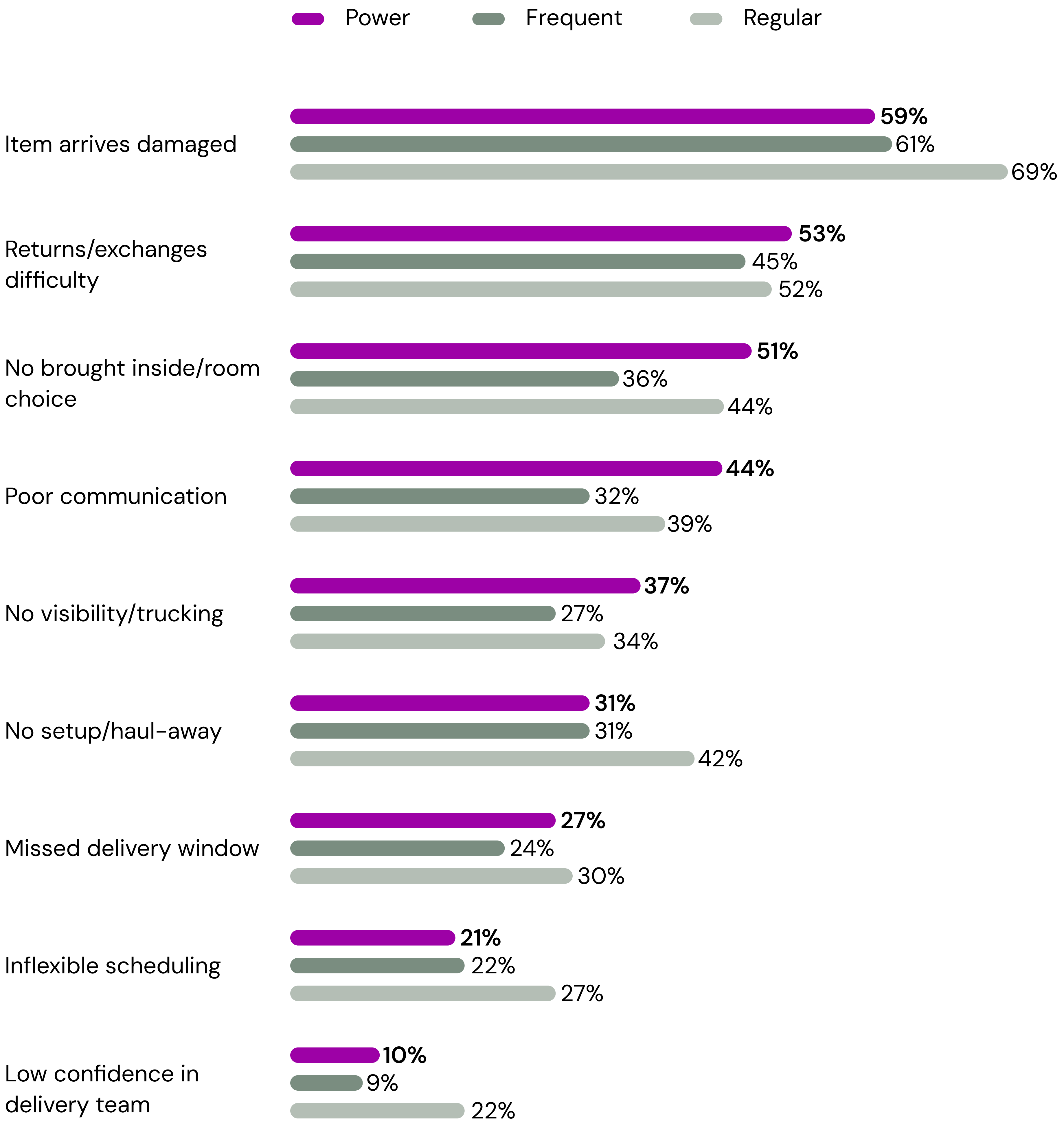
Anxiety operates at two levels. First, it reduces conversion before the sale. Consumers see a $900 sectional, consider the risk of it arriving damaged with no clear return process, and abandon the cart. Second, it accelerates churn after a failure. One bad experience confirms the fear and removes the retailer from future consideration.

The top concerns for all consumer groups:

- 65% — Item arrives damaged
- 50% — Difficulty with returns or exchanges
- 43% — No room-of-choice delivery
- 38% — Poor communication before or during delivery
- 37% — No setup, installation, or haul-away

Power shoppers show a different concern profile. They worry less about damage (59% vs. 69% of regular shoppers) and more about service gaps: 51% note lack of room-of-choice delivery as a concern and 37% cite lack of real-time tracking. Regular shoppers ask "will it arrive safely?" Power shoppers ask "will the experience match my standards?"

The greatest big and bulky delivery concerns

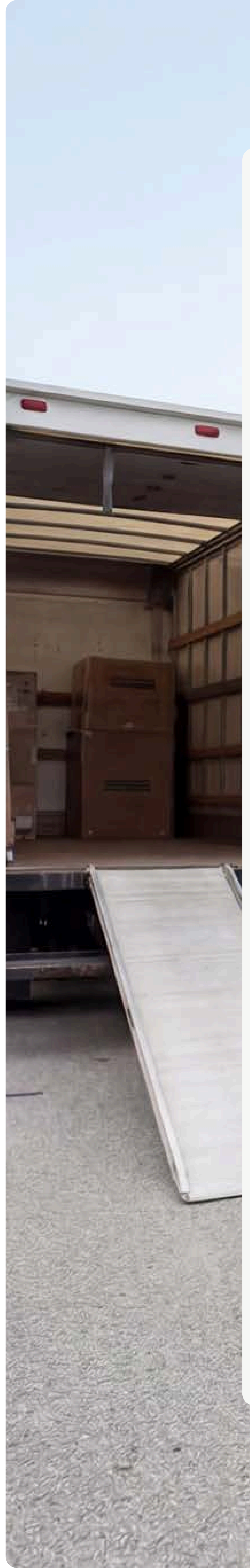


Survey question: What concerns you most about big and bulky item deliveries?

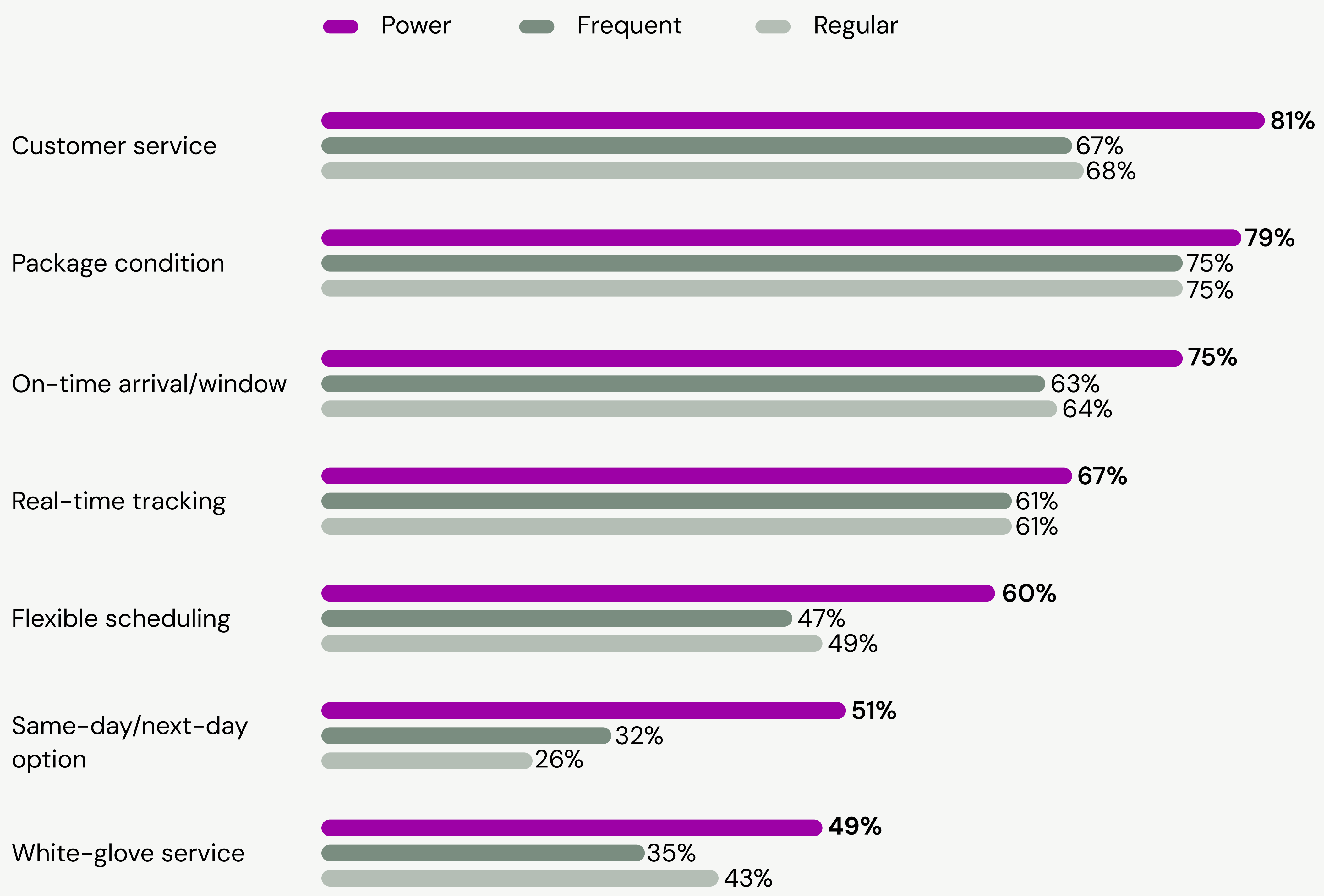
What "great" delivery actually means

Priorities for great big and bulky delivery differ from standard parcel and across shopper groups. About half of power shoppers rate white-glove services (installation, setup) as important (8+ out of 10), compared to 28% of regular shoppers. That gap is the clearest indicator of where differentiation lives in big and bulky delivery.

Power shoppers also index higher on convenience factors that give them reliable delivery on their terms. 75% rate on-time arrival as “important”, compared to 64% of regular shoppers. The gap widens on flexibility: 44% of power shoppers rate flexible scheduling as extremely important, versus 31% of regular shoppers. And 30% prioritize same-day or next-day delivery, almost double regular shoppers (17%).



The most important big and bulky delivery elements



Survey question: Thinking about the delivery or big and bulky items, how important are the following? (“Most important” 8-10)

Key takeaways

- **54% of consumers hold big and bulky to higher standards than parcel.** Among power shoppers, that rises to 62%.
- **Power shoppers make big and bulky purchases 2–6 times per year, which is 7x the rate of regular shoppers.** They represent both concentrated revenue and risk.
- **Damage and returns friction are the top concerns.** Addressing these before the sale reduces abandonment; addressing them after failure reduces churn.
- **Care, condition, and convenience differentiate big and bulky retailers.** Speed does not.

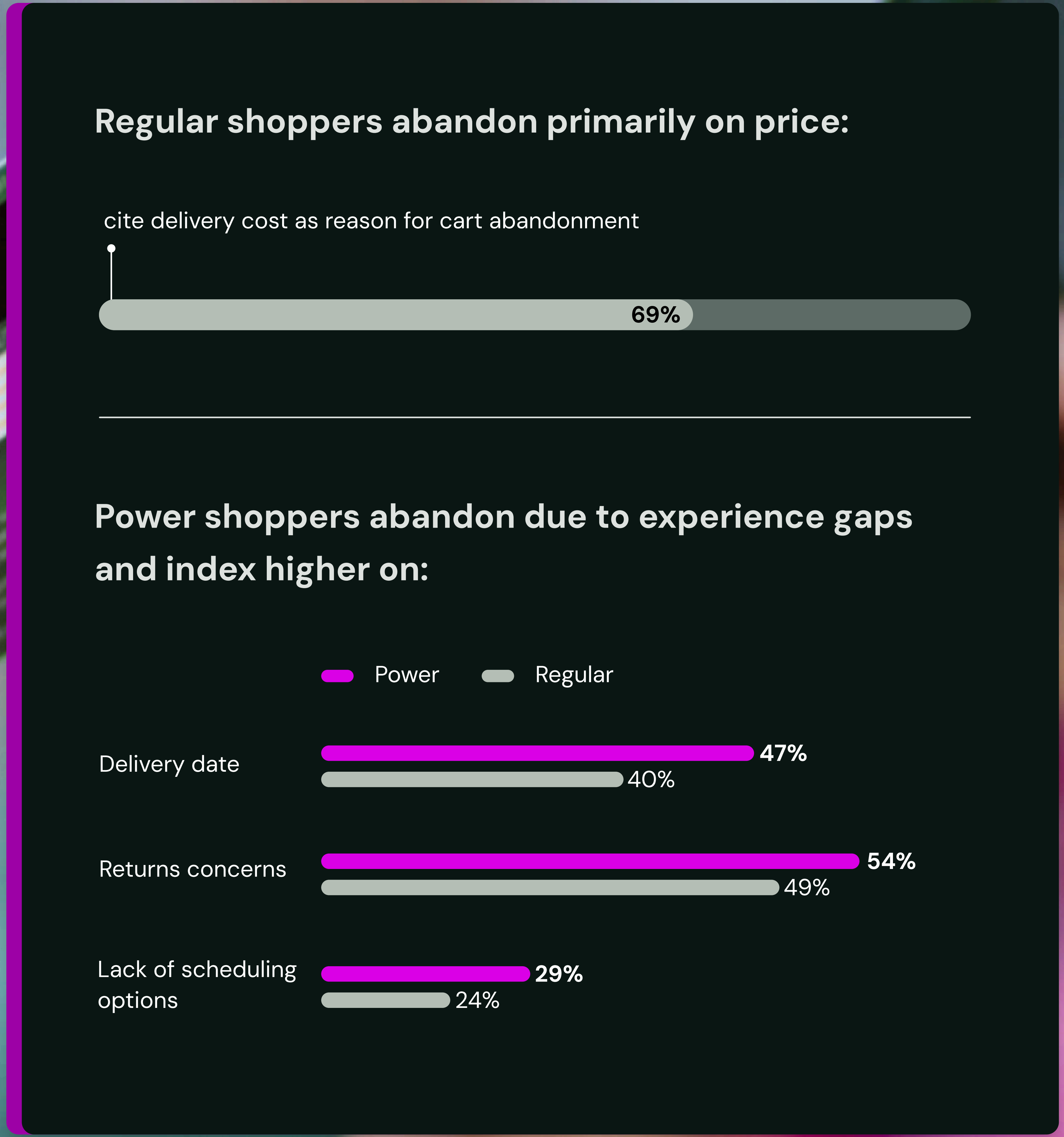
The true cost of big and bulky delivery failures

Big and bulky delivery failures compound across three stages and each stage multiplies the damage from the one before.

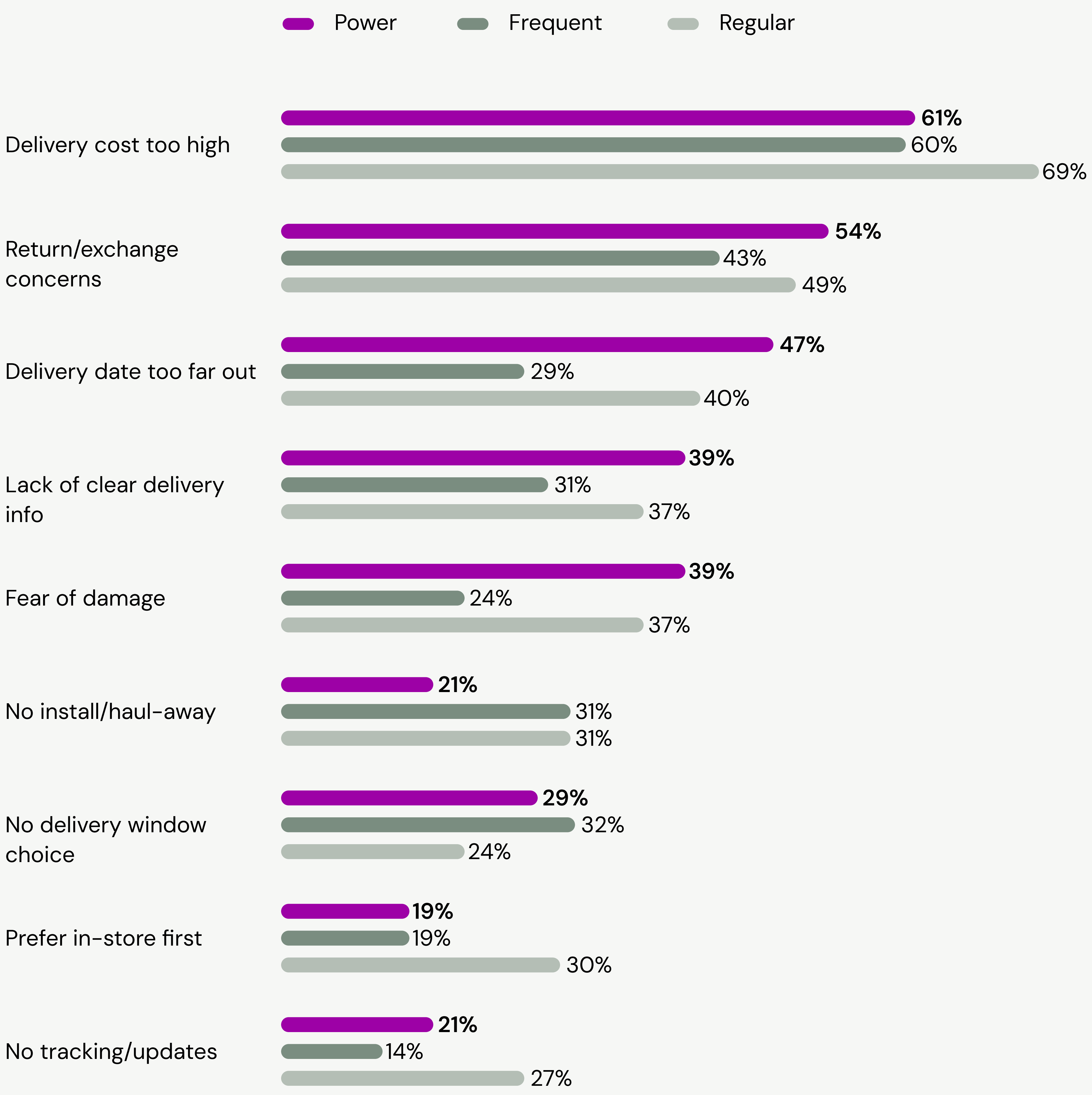
Stage 1: Cart abandonment before checkout

The first failure happens before the sale. And the data reveals key differences between how shopper cohorts see delivery pre-purchase.

Consumers evaluate delivery signals early: 71% of all shoppers think about delivery before they reach checkout. That number rises to 79% for power shoppers and more than half (53%) consider delivery before they even start shopping.



What causes big and bulky cart abandonment



Survey question: When shopping for big and bulky items, which of the following factors would cause you to abandon an online purchase?

What causes big and bulky cart abandonment

Retailers that don't surface scheduling, return policies, and delivery timing early lose sales without ever knowing why—the consumer simply leaves.

Delivery is a customer conversion lever for businesses that invest in pre-purchase last-mile infrastructure.

1 in 3

shoppers will abandon a purchase with no clear delivery info

Stage 2: The cost of failure compounds

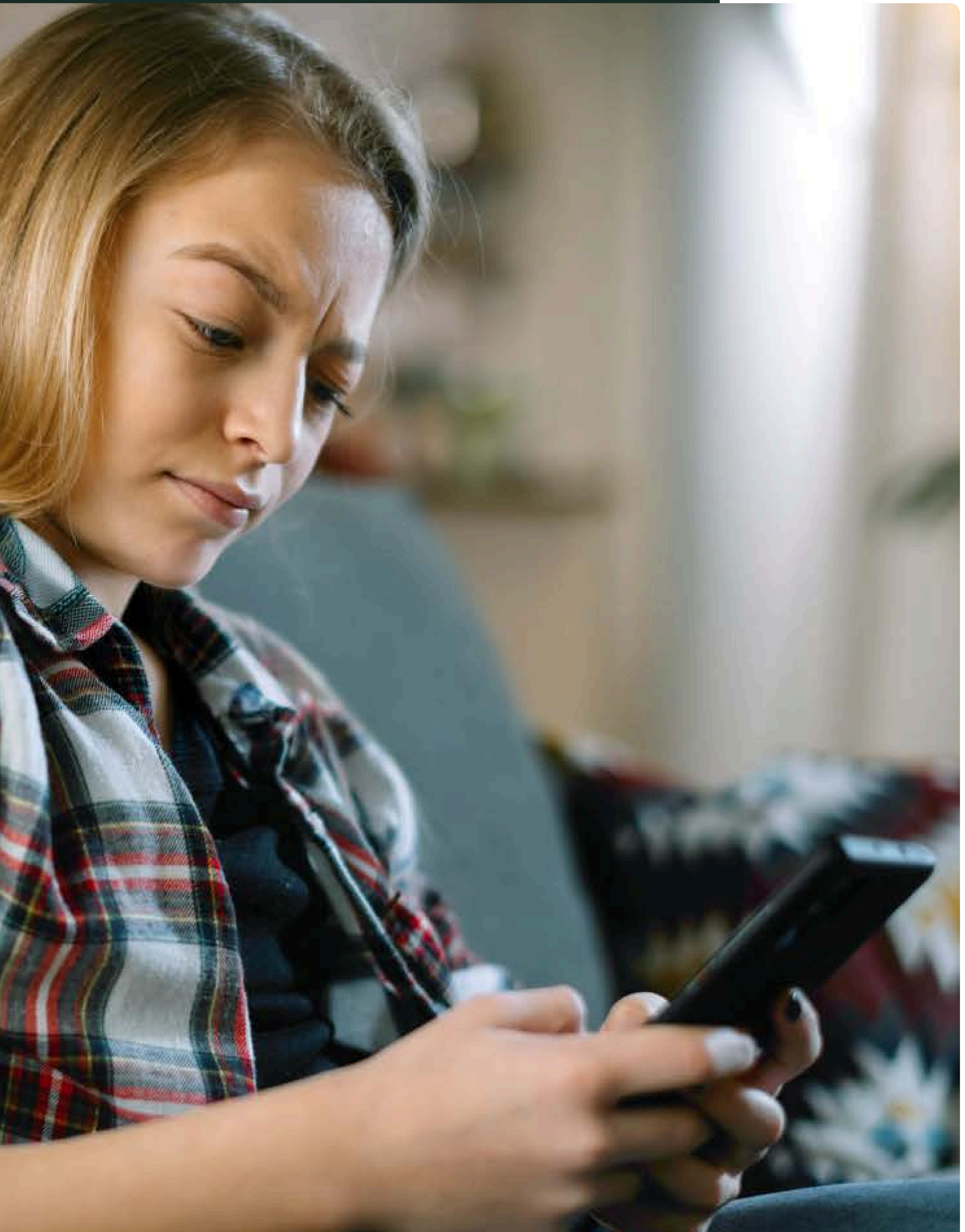
Financial impacts multiply when deliveries fail. Big and bulky deliveries often require two-person crews, specialized vehicles, and scheduled appointment windows. A single failed attempt can approach the cost of the original delivery once redelivery coordination, crew redeployment, and customer service escalation are factored in.

But the direct cost is only part of the picture. The survey data reveals the downstream impact.

65% **cite damage on arrival as their top concern**, and damaged items frequently require full replacement or refund

50% **cite returns difficulty as a top concern**, which means that even recoverable failures feel unrecoverable to the consumer

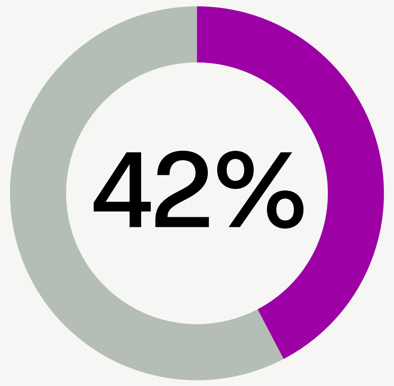
For power shoppers, these failure points compound faster because they make big and bulky purchases more often. A regular shopper who has one bad couch delivery may not buy another couch for years. A power shopper may have another big and bulky purchase planned within the quarter and they'll take their business to a competitor.



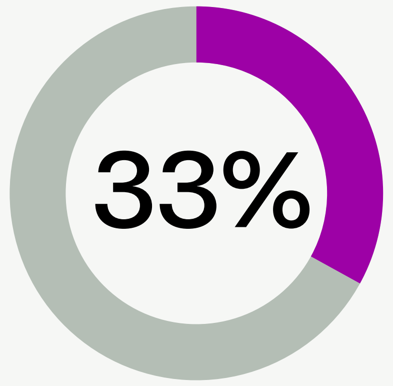
Stage 3: Churn runs ahead of complaints

The most damaging stage never shows up in feedback data.

The 2026 Bringg study measured two separate consumer behaviors: how likely shoppers are to stop buying after a failed delivery, and how likely they are to leave a negative review. The results reveal a disconnect.



of all shoppers say they're likely to stop buying after a failed delivery



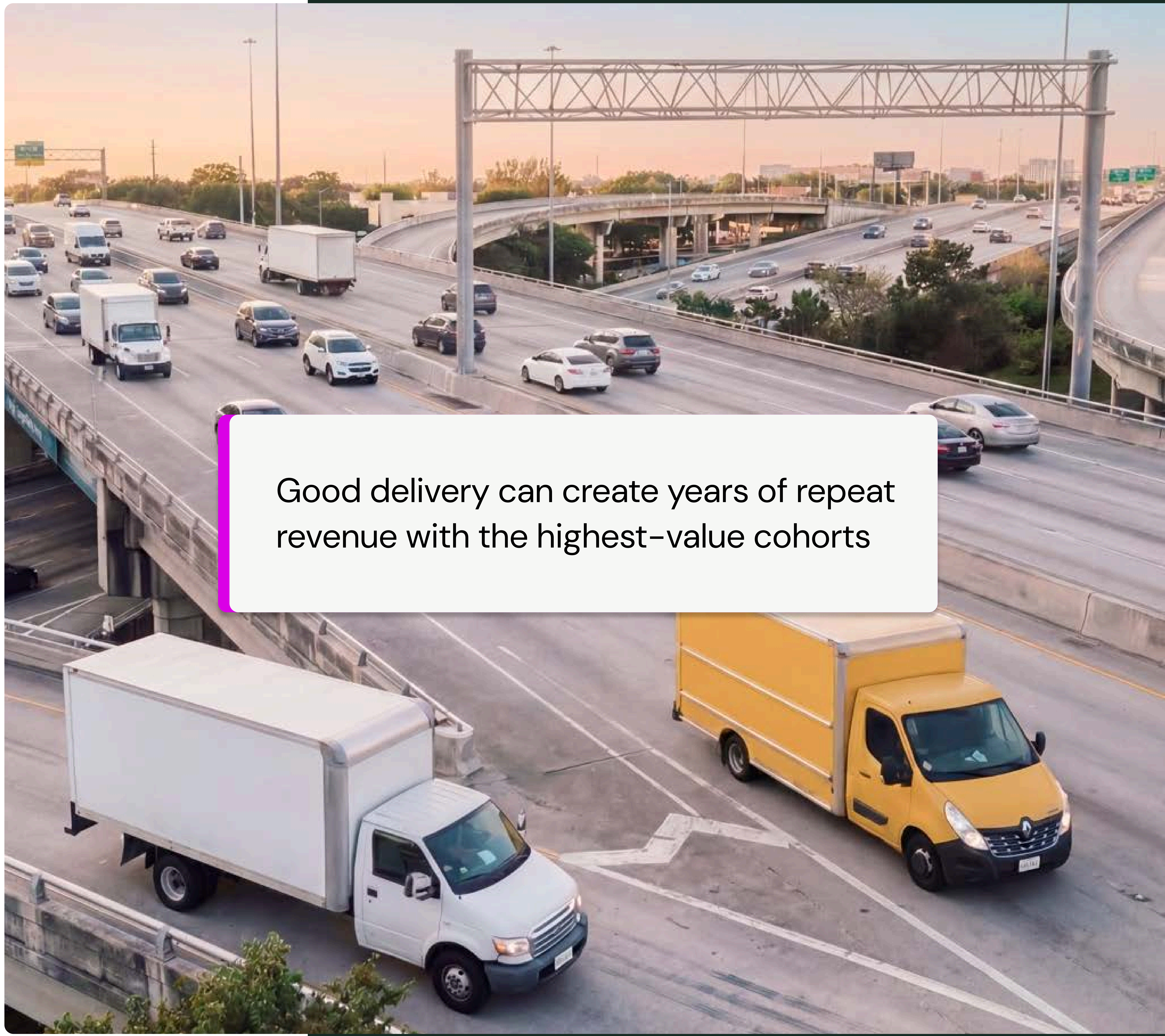
of all shoppers say they're likely to leave a negative review

These are independent measures. They don't overlap neatly. But the pattern shows that defection runs ahead of complaint. Dissatisfied customers walk away before they speak up. Retailers that rely on reviews, NPS scores, and support tickets to gauge delivery performance measure the smaller signal and miss the larger one.

Big and bulky purchases are rare by design. When a delivery fails, the next opportunity to win that customer back may not come for years, if it comes at all.

The churn gap widens among power shoppers. Nearly 70% have stopped buying from a retailer solely because of delivery. And 90% said they remember negative delivery experiences.

Power shoppers notice and act when retailers fail their delivery promises. Given their purchase frequency and lifetime value, losing a one to undetected churn carries a financial impact that's several times higher than losing a regular shopper.



> Good delivery can create years of repeat revenue with the highest-value cohorts

Key takeaways

- **Delivery anxiety drives cart abandonment before checkout.** Regular shoppers abandon on price; power shoppers abandon on experience gaps with delivery timing and returns.
- **42% of consumers are likely to stop buying after a failed delivery.** More defect than complain, leaving retailers blind to the true cost.
- **Power shoppers compound the failure cost.** They buy big and bulky more often, so each failure risks multiple future purchases, not just one.

The maturity framework: Turn big and bulky delivery into a revenue engine

The investment case

It’s clear that delivery quality drives revenue expansion without competing on cost, given that 65% of consumers will repurchase at a higher price after a great big and bulky delivery.

The data also shows where premium services create separation. Almost half (49%) of power shoppers rate installation and setup as important, compared to just 28% of regular shoppers. White-glove service isn't a cost burden for high-value customers; it dictates loyalty.

Market leaders like Best Buy, Walmart, Wayfair, IKEA, and Home Depot invest heavily in big and bulky fulfillment infrastructure for exactly this reason. They understand that delivery is a brand experience, not a back-office function.

The big and bulky delivery maturity framework

This framework maps four stages of big and bulky delivery maturity. Not every retailer needs to reach the highest tier over night. But every retailer should understand where it sits on the maturity curve and what the next level requires.

The consumer data maps directly to these tiers. Power shoppers, who represent the highest lifetime value, expect tier 3 or tier 4 experiences. However, most retailers operate between tier 1 and tier 2. The gap between where operations sit and where high-value customers expect them to be is where long-term revenue is won or lost.

Delivery factors

Tier 1 **Reactive**	No scheduling or real-time visibility	Single carrier	Reactive exception handling	Delivery is a black box for both the retailer and consumer
Tier 2 **Operational**	Multi-carrier basics	Standard delivery windows	Some tracking	Delivery is generic and disconnected from the customer experience
Tier 3 **Customer-aware**	Real-time tracking and flexible scheduling	Proactive communication	Carrier allocation based on performance data	Delivery is managed as a key customer touchpoint
Tier 4 **Experience-led**	White-glove as a standard option	Dynamic scheduling with narrow windows	Predictive exception management	Delivery is core to the brand promise and customer experience

Results

Tier 1 **Reactive**	High cart abandonment	High damage and return rates	No churn visibility	Satisfies no consumer segment well
Tier 2 **Operational**	Functional but commoditized	Regular shoppers tolerate it	No basis for premium pricing	Power shoppers notice the gaps and consider alternatives
Tier 3 **Customer-aware**	Measurably lower churn	Higher conversion	Improved satisfaction scores	Meets power shopper expectations
Tier 4 **Experience-led**	Delivery becomes a competitive moat	Retains the most demanding power shoppers	Justifies premium pricing	Turns a cost center into a growth engine

5 key areas where market leaders invest

Closing the gap between a reactive and experience-led operation requires investment in key five areas that range from pre-purchase to white-glove services at the front door.

Pre-purchase delivery visibility. Delivery options, scheduling windows, and service levels appear on the product page and in the cart, not just at checkout.

Flexible scheduling and rescheduling. Consumers can select time windows at checkout and modify them post-purchase without calling support.

Real-time tracking and proactive communication. Live order tracking with accurate ETAs, combined with proactive notifications when windows are at risk.

Hybrid fleet strategy. Owned fleets where order density justifies it; third-party carriers where it doesn't. Performance visibility across both.

White-glove service expansion. Professional two-person delivery, room-of-choice placement, installation, assembly, packaging removal, and haul-away.

Conclusion

Big and bulky delivery amplifies every gap in the last mile. Consumers expect more. Failures cost more. And the most valuable customers are the least forgiving.

The expectation gap is measurable. Over half (54%) of consumers demand more from big and bulky delivery, which increases to 62% for power shoppers. The top concerns—damage, returns, communication—directly reduce conversion and accelerate churn. Failures compound across stages: from lost conversions that never appear in analytics, to delivery failures that destroy margin, to departing customers who never say why they left.

And delivery maturity determines who wins. The retailers that treat delivery as a brand experience, not a logistics afterthought, retain their highest-value customers and justify premium pricing.

Now, the question for every big and bulky retailer and logistics provider isn't whether delivery matters. It's whether their current operation is built for the customers it can't afford to lose.

Methodology and demographics

Bringg-commissioned, nationwide survey of 1,048 U.S. online consumers, conducted in September 2025. Shopper segments were created by filtering data based on order frequency: regular shoppers (0–5 orders/month), frequent shoppers (6–10 orders/month), and power shoppers (11+ orders/month). Big and bulky questions (Q26–Q30) were asked of all respondents. Figures are rounded to the nearest whole number and may not sum to 100%.

Gender

47%	Male
53%	Female

Age

12%	18-29
37%	30-44
26%	45-60
25%	>60

Purchase frequency

9%	Less than once a month
24%	1-2 times/month
29%	3-5 times/month
24%	6-10 times/month
7%	11-15 times/month
7%	15+ times/month
100%	Total

Household income

6%	<$9,999
9%	$10,000-24,999
17%	$25,000-$49,000
16%	$50,000-$74,999
13%	$75,000-$99,999
10%	$100,000-$124,999
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

Global retailers and logistics providers reduce costs and deliver differentiated customer experiences with Bringg Last-Mile Solutions. Through Bringg's modular technology platform, integrated fleet network, and services suite, business leaders automate processes, optimize order delivery, and invent new business models. Unlock flexibility at scale.

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Citations: 1, 2026, DYNAMIC YIELD BY MASTERCARD, "Average order value benchmarks for eCommerce."