



A Ryder 2025 Consumer Study: Big and Bulky Delivery Experience

# WINNING THE FINAL MILE: HOW SERVICE QUALITY DRIVES LOYALTY

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ABOUT RYDER SYSTEM, INC.





# EXECUTIVE SUMMARY

In 2025, the final mile experience remains a defining factor in how consumers evaluate retailers. To better understand the expectations and behaviors shaping the big and bulky space, in January and February of 2025, Ryder contracted a third-party research company to survey 1,000 U.S. consumers of various final mile service providers who received big and bulky deliveries in the preceding three months. The findings point to strong performance in core areas, while also highlighting opportunities to align more closely with what consumers expect.

Consumers in the two youngest age brackets (18-24 and 25-34) are driving demand across nearly every major product category, particularly furniture, appliances, and electronics. And while most respondents report a generally smooth experience, satisfaction is far from universal. Many consumers did not describe their delivery as damage-free, and a significant portion said the delivery team did not perform a final walkthrough, highlighting missed opportunities to leave a positive lasting impression. Communication and flexibility also emerged as pain points, with many consumers reporting they were not informed of delays or offered convenient delivery time slots.

Technology is playing an important role in how consumers schedule their deliveries. Nearly one-third of respondents reported scheduling their delivery online, just behind in-person scheduling at the point of sale. Meanwhile, a strong majority of consumers express a willingness to pay for premium services such as installation, haul-away, rush delivery, and setup. This signals the growing demand for a delivery experience that is not only reliable but also personalized and convenient.

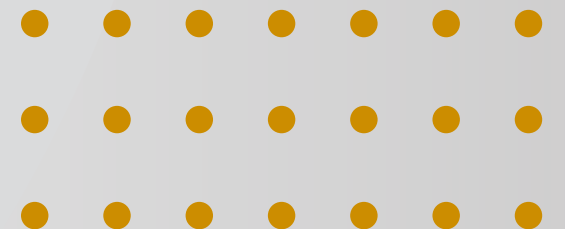
As consumer expectations continue to evolve, brands that prioritize investments in technology to offer visibility, choice, and control, while focusing on consistent service execution, will be well positioned to build customer loyalty in an increasingly competitive final mile landscape.



**Joel Eigege**  
Vice President,  
Supply Chain Operations  
Ryder System, Inc.



# PURCHASE TRENDS AND PRODUCT CATEGORY INSIGHTS



# PURCHASE TRENDS AND PRODUCT CATEGORY INSIGHTS

## KEY TAKEAWAYS

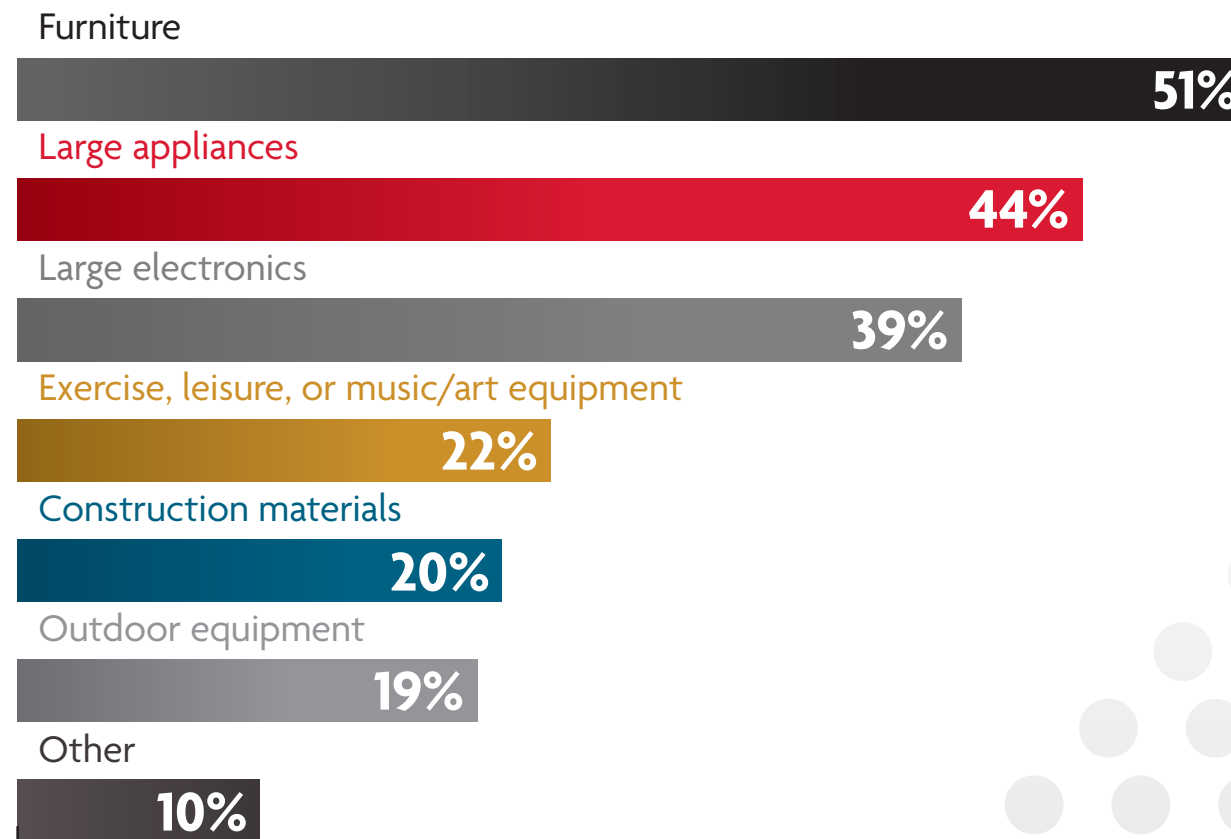
- Furniture and large appliances lead big and bulky deliveries.
- Consumers aged 18–34 lead purchasing across nearly every big and bulky product category.
- Appliances are typically replaced out of necessity, while furniture and electronics are more often upgraded by choice.
- Large appliances are the most likely to require installation, followed by electronics and furniture.



# Top categories driving big and bulky delivery volume.

Consumers reported furniture, large appliances, and large electronics as the most frequently purchased big and bulky items requiring delivery.

*“Have you purchased any of the following big and bulky products that required delivery in the past 3 months?”*

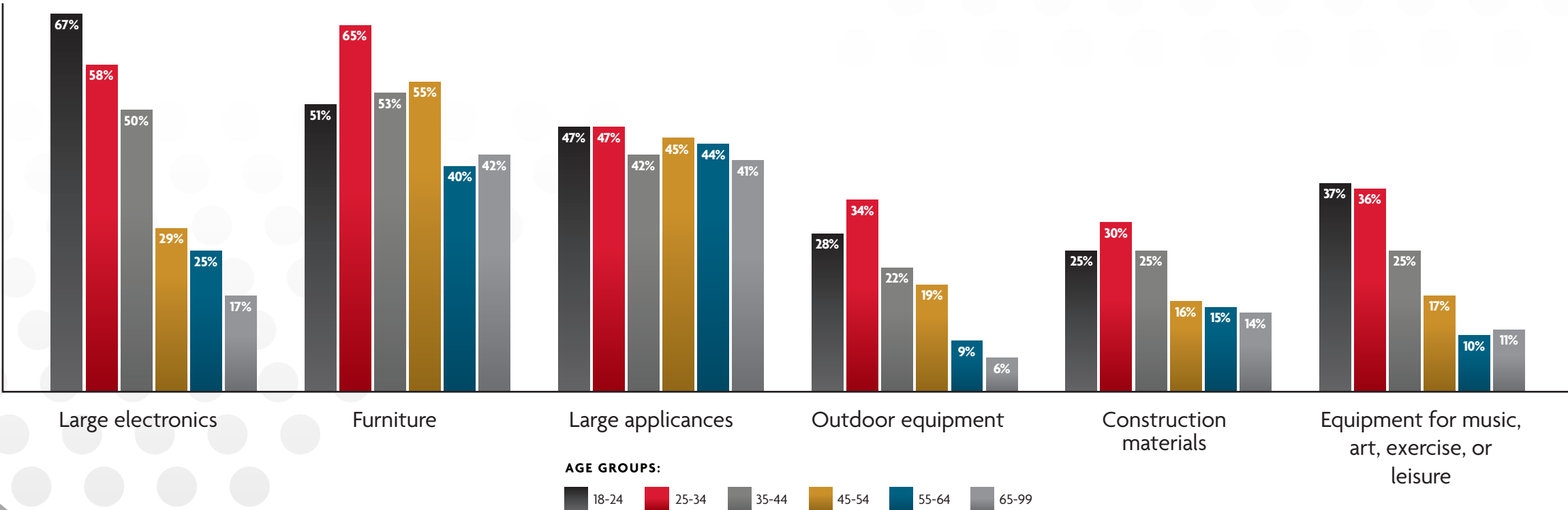


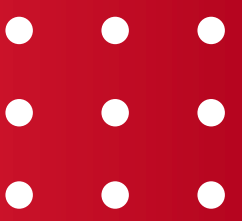


# Understanding purchasing behavior by demographic.

Consumers aged 18–34 lead purchasing across nearly every big and bulky product category. These age groups report the highest purchase activity for delivered items like electronics, furniture, and appliances.

*“Have you purchased any of the following big or bulky products that required delivery in the past three months? Please select all that apply.”*

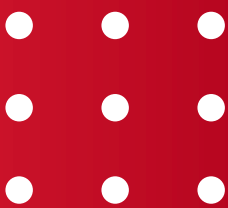




# Understanding purchase motivation by product category.

Appliances are typically replaced out of necessity, while furniture and electronics are more often upgraded by choice.

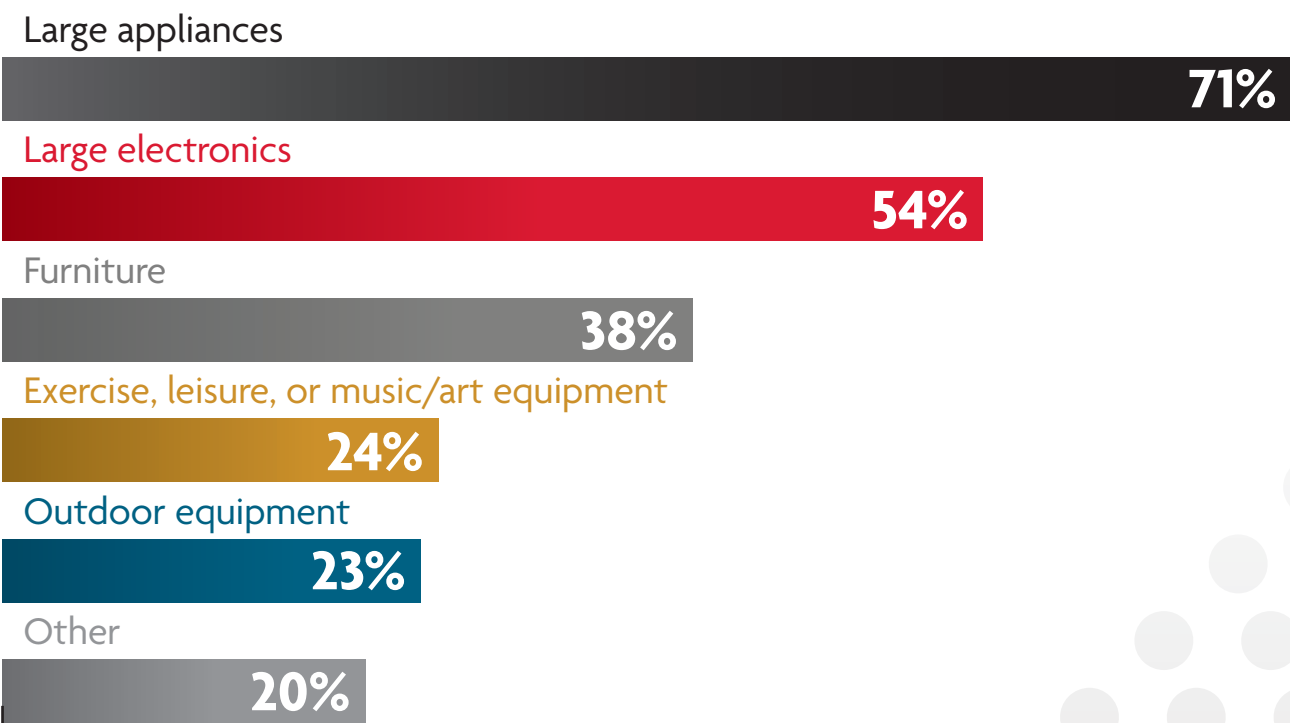
<i>“What motivated you to make your big and bulky purchase?”</i>	
Replacing broken large appliance	65%
Upgrading large electronics	57%
Upgrading furniture	51%



Understanding  
which product  
categories are  
most likely  
to require  
installation.

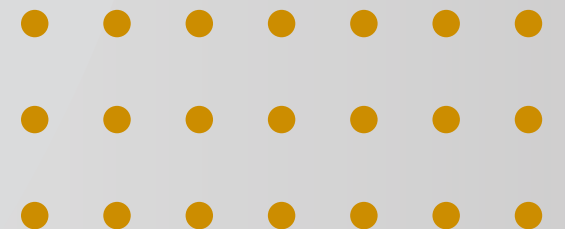
Consumers reported that large appliances are the most likely to require installation, followed by large electronics and furniture.

*“Did any of these recent big and bulky deliveries require installation (wall-mounted TVs, appliances, etc.)?”*





# CUSTOMER SATISFACTION AND PROBLEM SOLVING





# CUSTOMER SATISFACTION AND PROBLEM SOLVING

## KEY TAKEAWAYS

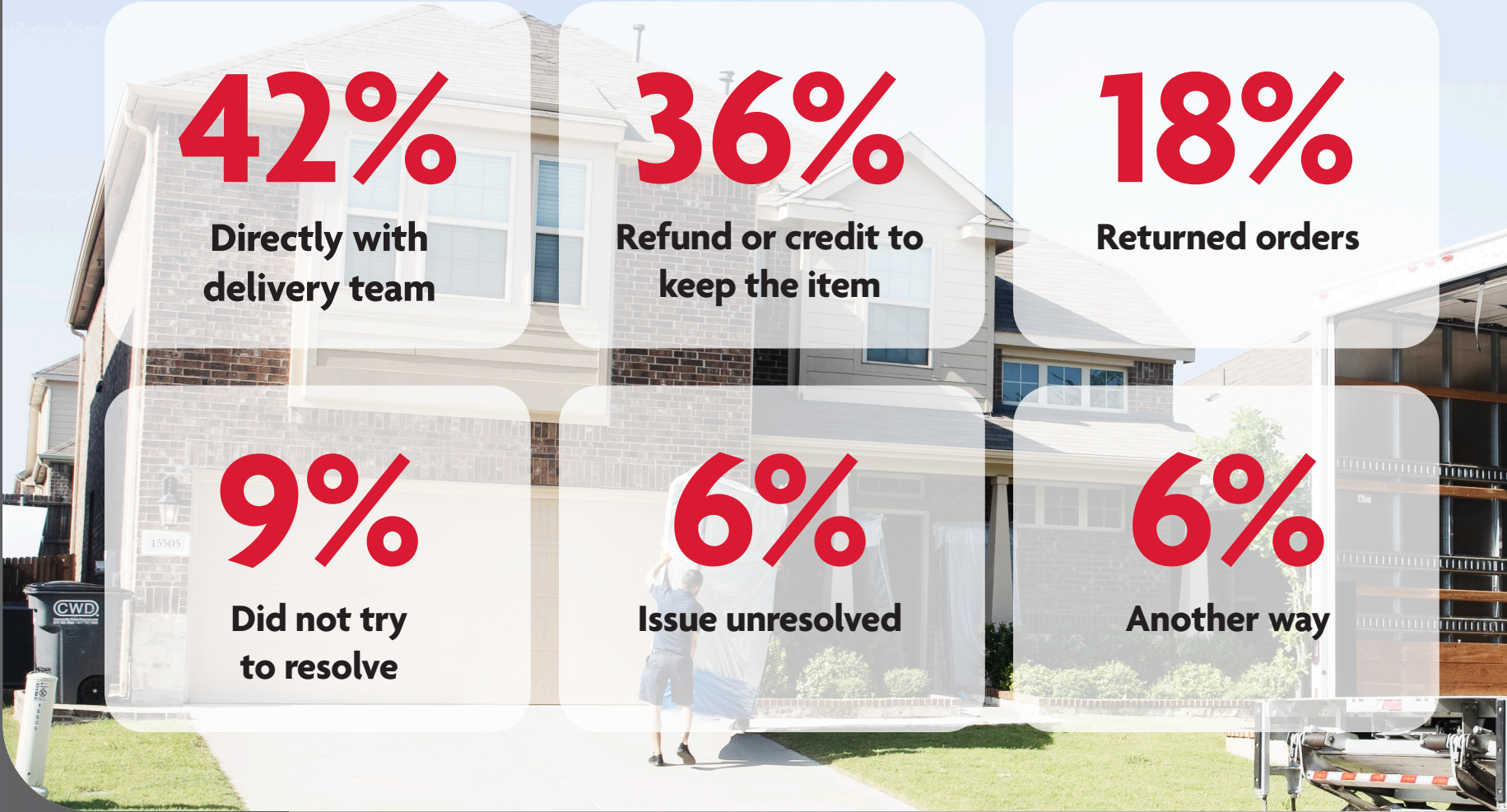
- Delivery teams play a pivotal role in issue resolution.
- Delivery experience drives future purchases.
- Delivery time slot choice and communication are weak links in the big and bulky experience.
- Gaps in communication, professionalism, and follow-through limit the delivery experience.



Delivery teams  
play a pivotal  
role in issue  
resolution.

Among consumers who experienced problems with their orders, the most common resolution was handled directly with the delivery teams, more often than refunds or returns.

*“How was the problem with your order resolved?”*

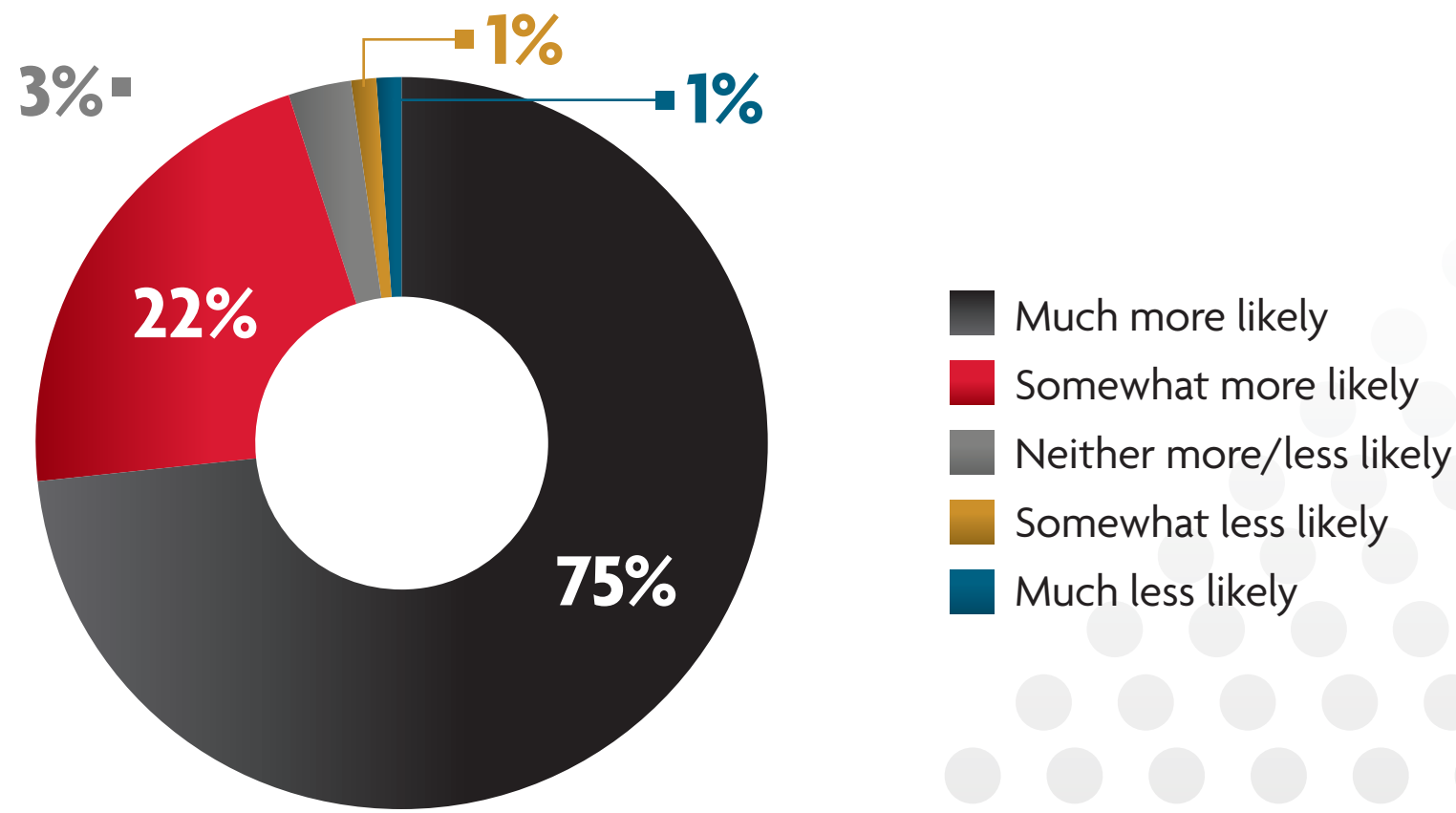




Delivery  
experience  
drives future  
purchases.

Among consumers who reported positive delivery experiences, 96% indicated that they are more likely to shop with the retailer again.

*“How likely are you to shop with this retailer again, given your delivery/installation experience?”*



Percentages Rounded



# Big and bulky delivery experiences fall short of consumer expectations across multiple areas.

Less than two-thirds of consumers described their deliveries as damage-free, quick, or seamless, revealing gaps in perceived service quality.

*“Consider the words provided below. Which words best describe your recent delivery experience?”*

**37%**

**Seamless**

**59%**

**Quick**

**64%**

**Damage free**

**65%**

**Efficient**

**67%**

**Friendly**

# Core delivery performance is strong, but 2025 expectations go further.

While most consumers find scheduling easy and say deliveries arrive on time, communication about late deliveries and scheduling flexibility stand out as key opportunities for improvement.

## Among all respondents:

**41%** Agreed they were informed if their delivery was running late.

**86%** Agreed that there were convenient delivery times available for them to choose from.

**92%** Agreed that it was easy to schedule their delivery.

**94%** Received clear instructions about their delivery.

**95%** Agreed delivery arrived within scheduled window.

## Among respondents who reported a negative delivery experience:

**19%** Agreed they were informed if their delivery was running late.

**60%** Agreed that there were convenient delivery times available for them to choose from.

**81%** Agreed that it was easy to schedule their delivery.

**76%** Received clear instructions about their delivery.

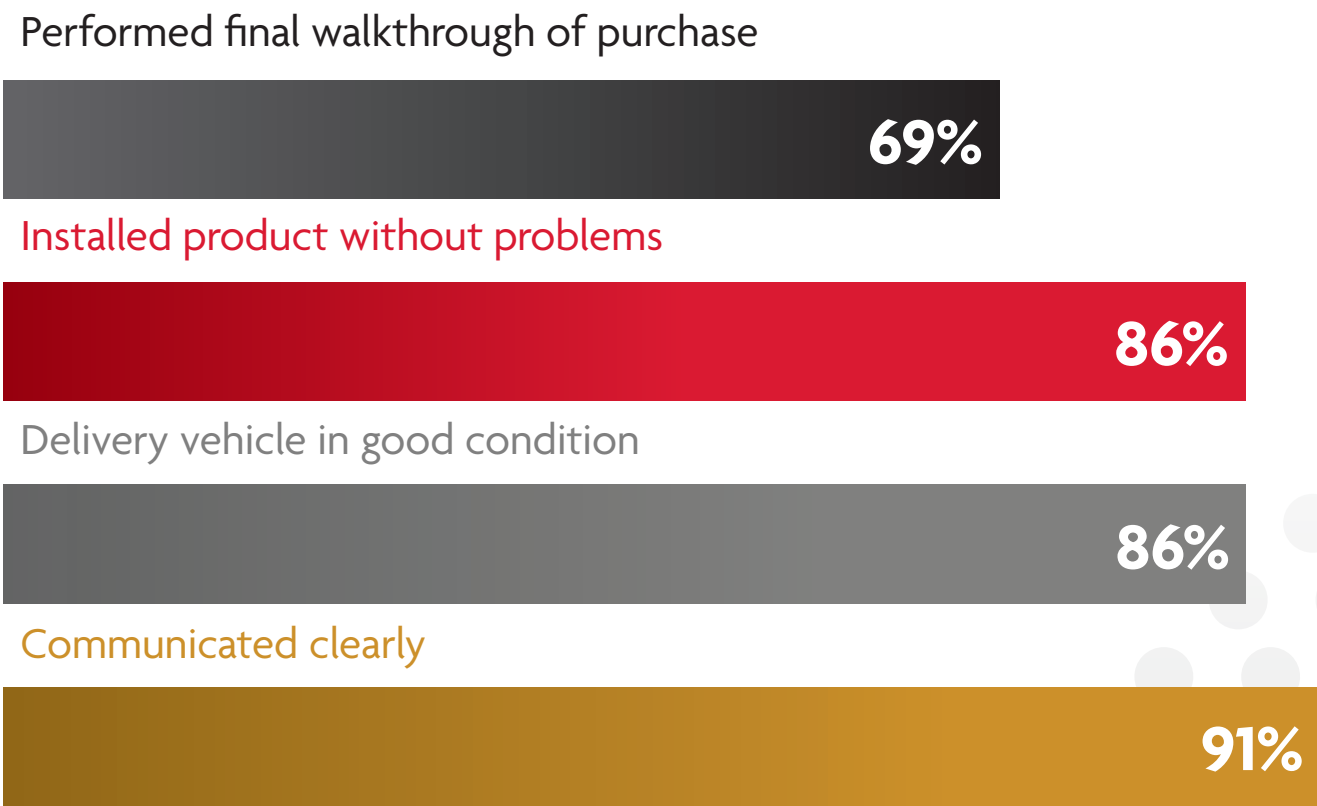
**78%** Agreed delivery arrived within scheduled window.



Expectations  
of today's  
consumers  
should define  
the role of the  
delivery team.

The customer experience extends past the doorstep, yet key delivery behaviors still fall short of what today's consumers expect.

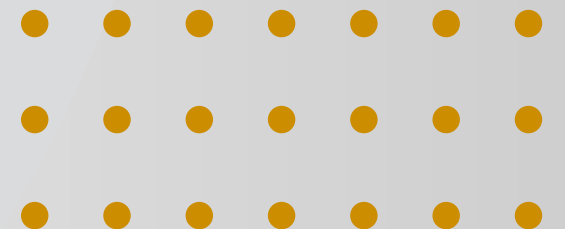
*“To what extent do you agree with the following statements about the delivery team?”*







# CONSUMER EXPECTATIONS

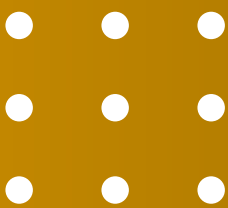


# CONSUMER EXPECTATIONS

## KEY TAKEAWAYS

- Consumers want choice and flexibility in delivery scheduling.
- Online delivery scheduling rivals in-person delivery scheduling.
- Consumers will pay for control and confidence.
- Premium delivery services have strong consumer appeal.

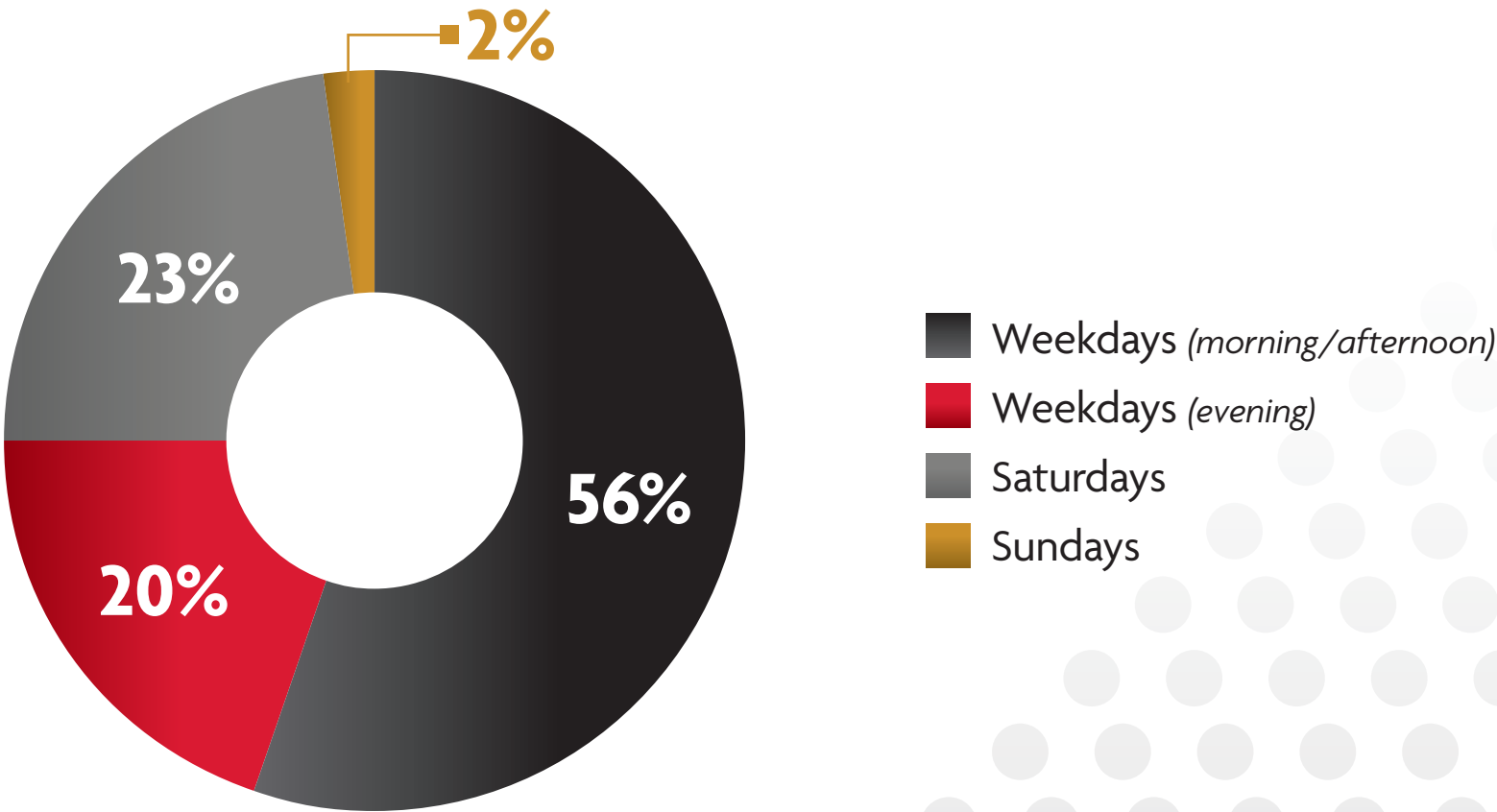




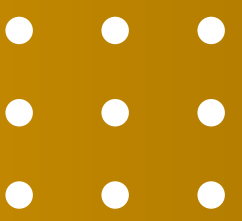
Most consumers prefer deliveries during the workday.

More than half of consumers prefer deliveries during weekday business hours, surpassing demand for evening or weekend options.

*“When do you prefer to receive deliveries for large items (e.g., TVs, furniture, etc.)?”*



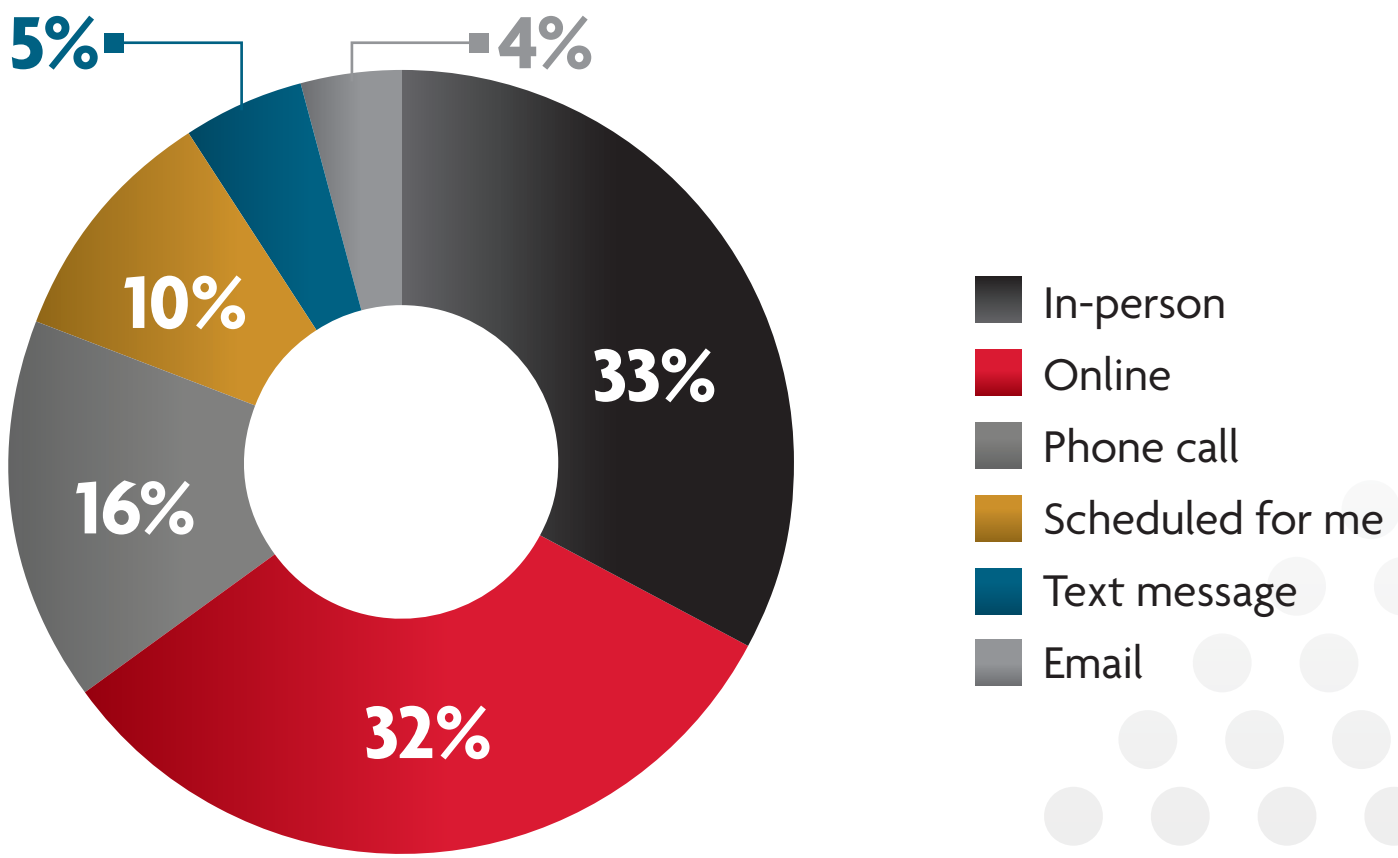
Percentages Rounded



Online delivery  
scheduling  
rivals in-person  
delivery  
scheduling.

Nearly one-third of consumers report scheduling their deliveries online—just behind in-person scheduling.

*“How did you schedule your most recent delivery?”*

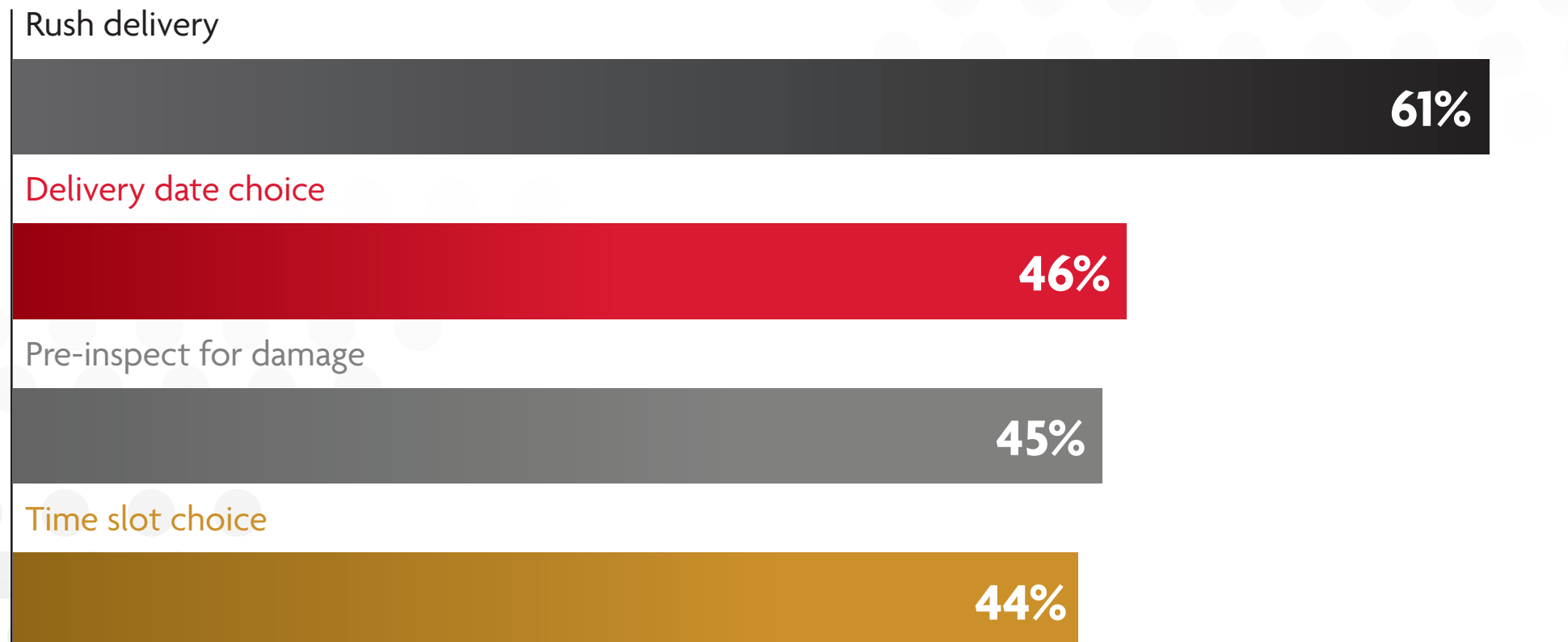


Percentages Rounded

# Consumers will pay for control and confidence.

Consumers are most likely to pay for rush delivery, and nearly half would also pay for scheduling control and peace of mind through pre-inspections for damage.

*“How likely are you to pay a reasonable fee for each of the following upgraded delivery features?”*



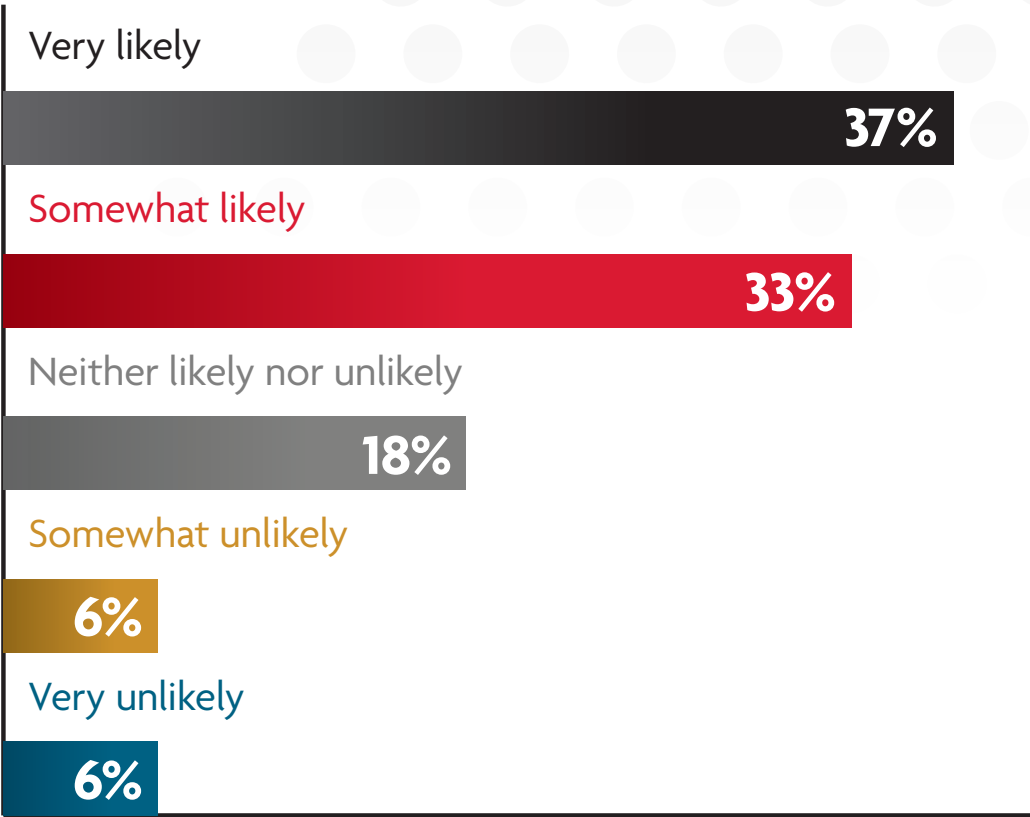
# Premium delivery services have strong consumer appeal.

**70%**

of consumers say they're likely to pay for premium services like installation, setup, or haul-away, underscoring demand for high-touch delivery experiences.

*“Consider the premium service delivery options shown below. How likely is it that you would pay an additional fee for one of these premium services?”*

- Set up / connect exercise equipment
- Product demonstration
- TV mounting
- Hook up appliances to utilities
- Furniture assembly / installation
- Connecting product to Wi-Fi
- Haul away old item



# METHODOLOGY

In January and February of 2025, Ryder contracted a third-party research company to survey 1,000 U.S. consumers of various final mile service providers who received big and bulky deliveries in the preceding three months. The survey topics included delivery experience, customer service, returns, key performance indicators, delivery service ratings, and upgrades. The breakdown of those surveyed was:

Gender :	Region:
Male: <b>50%</b>	South: <b>42%</b>
Female: <b>50%</b>	West: <b>19%</b>
	Midwest: <b>22%</b>
	Northeast <b>17%</b>

Age:	
18-24: <b>12%</b>	45-54: <b>16%</b>
25-34: <b>18%</b>	55-64: <b>16%</b>
35-44: <b>16%</b>	65-99: <b>22%</b>





# ABOUT RYDER SYSTEM, INC.

Ryder System, Inc. (NYSE: R) is a fully integrated port-to-door logistics and transportation company. It provides supply chain, dedicated transportation, and fleet management solutions, including warehousing and distribution, contract packaging and manufacturing, e-commerce fulfillment, last-mile delivery, managed transportation, professional drivers, freight brokerage, cross-border solutions, full-service fleet leasing, maintenance, commercial truck rental, and used vehicle sales to some of the world's most recognized brands. Ryder provides services to businesses across more than 20 industries throughout the United States, Mexico, and Canada. In addition, Ryder manages nearly 250,000 commercial vehicles, services fleets at approximately 760 maintenance locations, and operates nearly 300 warehouses encompassing more than 100 million square feet. Ryder is regularly recognized for its industry-leading practices; technology-driven innovations; environmental management; safety, health and security programs; and recruitment and hiring initiatives. [www.ryder.com](http://www.ryder.com)

