



AMERICAN CUSTOMER SATISFACTION INDEX

ACSI® Retail and Consumer Shipping Study 2023-2024

January 30, 2024

Customer satisfaction is a driving force that impacts the financial outlook of individual firms and the health of the U.S. economy at large. New results from the American Customer Satisfaction Index (ACSI®) provide customer satisfaction benchmarks for six retail industries—general merchandise retailers, specialty retailers, online retailers, supermarkets, drugstores, and gas stations—as well as consumer shipping and the U.S. Postal Service. The ACSI also captures consumer opinions about critical elements of the customer experience, tailored specifically to individual industries. Overall, customer satisfaction with the Retail Trade sector gains 4% to an ACSI score of 78.0 (100-point scale).

The **ACSI Retail and Consumer Shipping Study 2023-2024** is based on interviews with 40,264 customers, chosen at random and contacted via email from January to December 2023. Customers are asked to evaluate their recent experiences with the largest companies in terms of market share, plus an aggregate category consisting of “all other”—and thus smaller—companies in each industry. For gas stations, customer satisfaction is aggregated at the industry level. ACSI scores are reported on a scale of 0 to 100.

Key Takeaways

General Merchandise Retailers

- Macy’s takes first among department stores, climbing 4% to an ACSI score of 82 by helping consumers stretch their dollars with improved sales and promotions and greater value.
- Warehouse clubs Costco (82) and Sam’s Club (81) maintain strong ACSI scores as more shoppers gravitate toward their private-label offerings. In close pursuit, BJ’s Wholesale Club (80) rounds out the segment.
- Discounters up their game across the board, with leader TJX (Marshalls, TJ Maxx) rising 3% to 79 and Big Lots leaping 7% to grab second place at 78.

Specialty Retailers

- ACSI newcomer Tractor Supply Company and Ace Hardware share first place in the hardware and home improvement segment with top-tier ACSI scores of 82 and strong ratings for staff performance.
- In a market where rising used car prices drive consumers to maintain vehicles longer, auto parts standout O’Reilly gets ahead of the competition, surging 5% to a leading score of 82.
- In the competitive pet care segment, Pet Supplies Plus (82) debuts in the number-one slot, with shoppers appreciating its value proposition and rating it best in class for sales and promotions.

Online Retailers

- With an ACSI score of 84, Chewy backs up its impressive 2023 debut with a second consecutive first-place finish and top marks for quality and value.
- While placing second overall, Amazon (83) leads the competition for both ease of navigation and the checkout process.
- For the industry, mobile app performance continues to deliver as online sales via smartphones surpass desktop-based purchases.

Supermarkets

- Satisfaction soars 4% to an ACSI score of 79 for supermarkets as food inflation slows and consumers perceive stronger value through better sales and promotions.
- A three-way tie at 85 among Costco, H-E-B, and Publix at the industry's top ends Trader Joe's multiyear winning streak.
- Publix sets the bar across much of the in-store experience, including staff courtesy and store cleanliness and layout, while Costco and H-E-B win on value. All three benefit from the popularity of their private-label brands.

Drugstores

- Overall satisfaction for drugstores ticks up 1% to an ACSI score of 77, receiving a boost from an 11% increase for Walmart's pharmacy business.
- There is little differentiation in customer satisfaction among standalone chains CVS, Walgreens, and Rite Aid, with scores nearly stable compared to a year ago.
- Walmart's satisfaction gain is supported by industry-leading value and strong ratings for key factors such as merchandise variety and pharmacy services.

Gas Stations

- Better prices at the pump send consumer perceptions of value skyrocketing, driving satisfaction up 15% to an ACSI score of 75—its highest level in more than five years.

Consumer Shipping

- Customer satisfaction with the consumer shipping industry overall is stable for a second straight year, maintaining its highest ACSI score (77) since 2019.
- FedEx retakes the industry lead with a 5% gain to 80 as customers see improvements in the shipping experience from range of shipping options through delivery.
- The U.S. Postal Service's Express and Priority Mail (73) offers better service compared to a year ago but still lags the private sector carriers, falling behind on timeliness of delivery.

AMERICAN CUSTOMER SATISFACTION INDEX: GENERAL MERCHANDISE RETAILERS

COMPANY	2023	2024	% CHANGE
General Merchandise Retailers	75	77	3%
All Others	77	78	1%
DEPARTMENT STORES			
Macy's	79	82	4%
Belk	75	79	5%
Kohl's	79	79	0%
JCPenney	76	77	1%
Dillard's	75	74	-1%
DISCOUNT STORES			
TJX (Marshalls, TJ Maxx)	77	79	3%
Big Lots	73	78	7%
Burlington	74	76	3%
Dollar Tree	71	74	4%
Dollar General	70	72	3%
HYPERMARKETS			
Target	78	81	4%
Meijer	75	76	1%
Fred Meyer (Kroger)	73	75	3%
Walmart	70	73	4%
WAREHOUSE CLUBS			
Costco	82	82	0%
Sam's Club (Walmart)	81	81	0%
BJ's Wholesale Club	80	80	0%

0-100 Scale

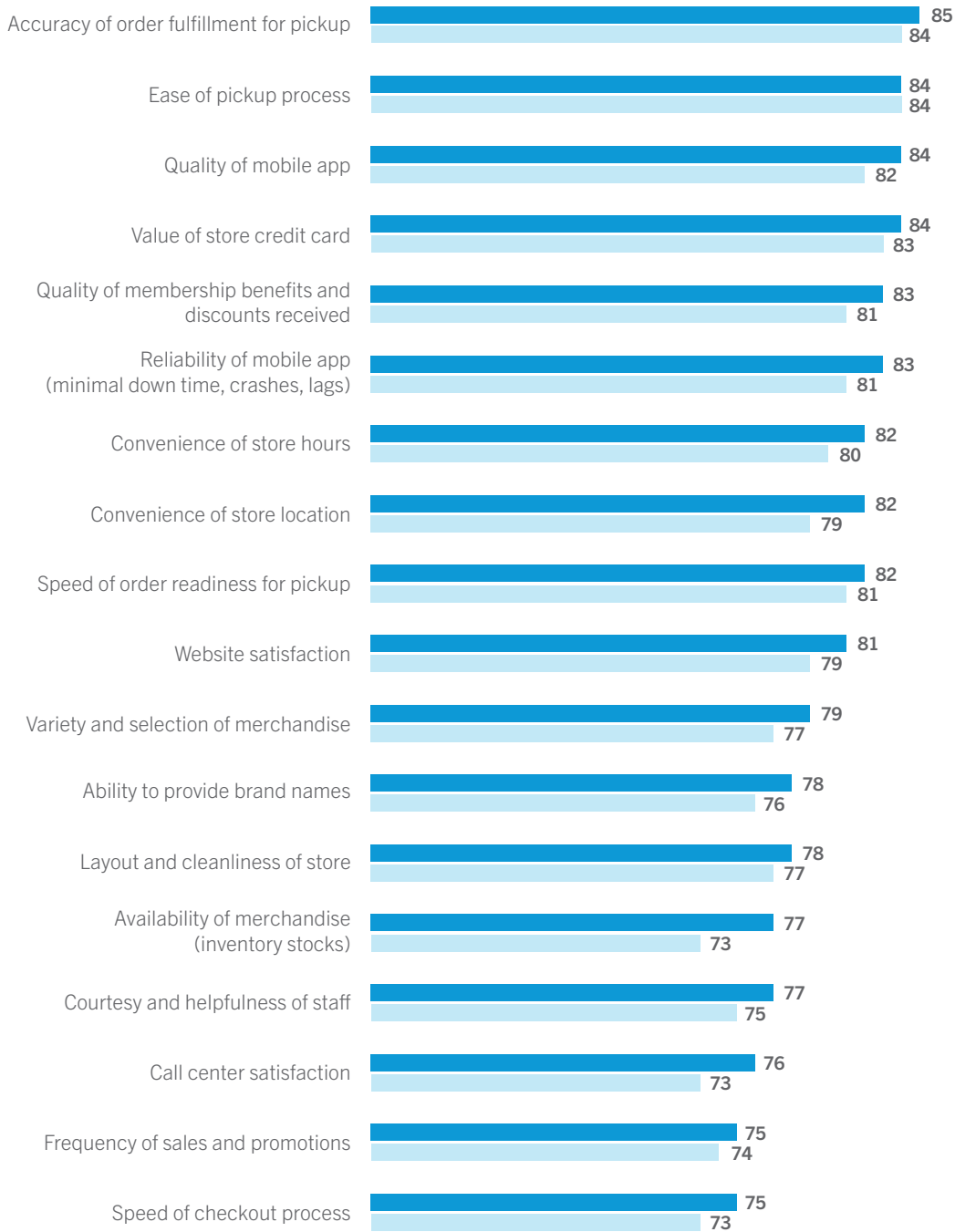
Source: ACSI Retail and Consumer Shipping Study 2023-2024.

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AMERICAN CUSTOMER SATISFACTION INDEX: GENERAL MERCHANDISE RETAILERS Customer Experience Benchmarks Year-Over-Year Industry Trends

2024 2023



0-100 Scale

Source: ACSI Retail and Consumer Shipping Study 2023-2024.

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AMERICAN CUSTOMER SATISFACTION INDEX: SPECIALTY RETAILERS

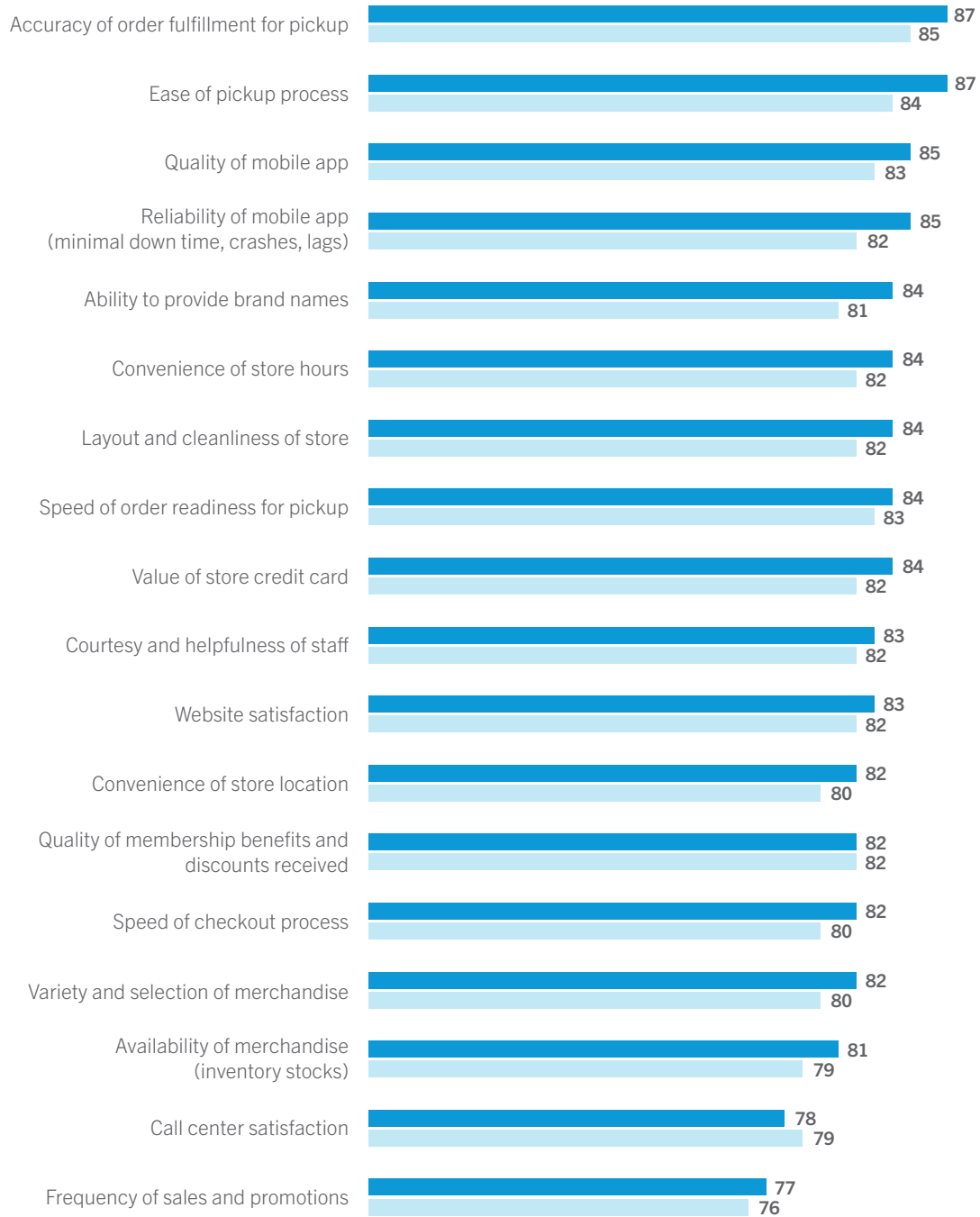
COMPANY	2023	2024	% CHANGE
Specialty Retailers	79	79	0%
All Others	79	79	0%
APPAREL			
American Eagle Outfitters	83	81	-2%
Gap	80	79	-1%
Abercrombie & Fitch	79	78	-1%
AUTOMOTIVE			
O'Reilly Auto Parts	78	82	5%
AutoZone	75	79	5%
Advance Auto Parts	77	78	1%
HARDWARE AND HOME IMPROVEMENT			
Ace Hardware	80	82	3%
Tractor Supply Company	NM	82	NA
Menards	80	81	1%
Home Depot	78	80	3%
Lowe's	78	79	1%
HOBBY AND HOME			
Hobby Lobby	81	80	-1%
TJX (HomeGoods)	83	79	-5%
Williams-Sonoma	79	78	-1%
Michaels	77	77	0%
Joann	NM	76	NA
PERSONAL CARE AND ACCESSORIES			
Bath & Body Works	82	80	-2%
Sephora	78	80	3%
Ulta Beauty	81	80	-1%
Signet Jewelers	77	78	1%
PET CARE			
Pet Supplies Plus	NM	82	NA
PetSmart	80	80	0%
Petco	76	79	4%
SPORTING GOODS AND SPORTS APPAREL			
Bass Pro Shops	80	79	-1%
Dick's Sporting Goods	77	79	3%
Foot Locker	77	79	3%
TECHNOLOGY AND OFFICE			
Apple Store	81	81	0%
Best Buy	79	79	0%
Staples	75	78	4%
ODP (Office Depot, OfficeMax)	76	75	-1%
GameStop	74	74	0%

0-100 Scale
 NM=Not Measured
 NA=Not Available

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AMERICAN CUSTOMER SATISFACTION INDEX: SPECIALTY RETAILERS Customer Experience Benchmarks Year-Over-Year Industry Trends

2024 2023



0-100 Scale

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AMERICAN CUSTOMER SATISFACTION INDEX: ONLINE RETAILERS

COMPANY	2023	2024	% CHANGE
Online Retailers	80	80	0%
All Others	78	79	1%
ONLINE APPAREL AND SHOES			
Nike	77	80	4%
Nordstrom	79	80	1%
Kohl's	79	79	0%
Macy's	79	78	-1%
Gap	80	77	-4%
ONLINE HOME IMPROVEMENT AND DÉCOR			
BedBathandBeyond.com*	76	79	4%
Lowe's	76	78	3%
Home Depot	77	77	0%
Wayfair	79	77	-3%
ONLINE MULTIMARKET			
Amazon	84	83	-1%
Costco	79	81	3%
eBay	76	81	7%
Target	79	78	-1%
Walmart	73	76	4%
ONLINE SPECIALTY			
Chewy	85	84	-1%
Etsy	80	80	0%
Groupon	74	79	7%
Walgreens	69	74	7%
ONLINE TECHNOLOGY AND OFFICE			
HP Store	76	81	7%
Best Buy	78	79	1%
Staples	74	79	7%
Apple Store	75	78	4%
Dell	77	78	1%
Newegg	78	78	0%
GameStop	75	76	1%

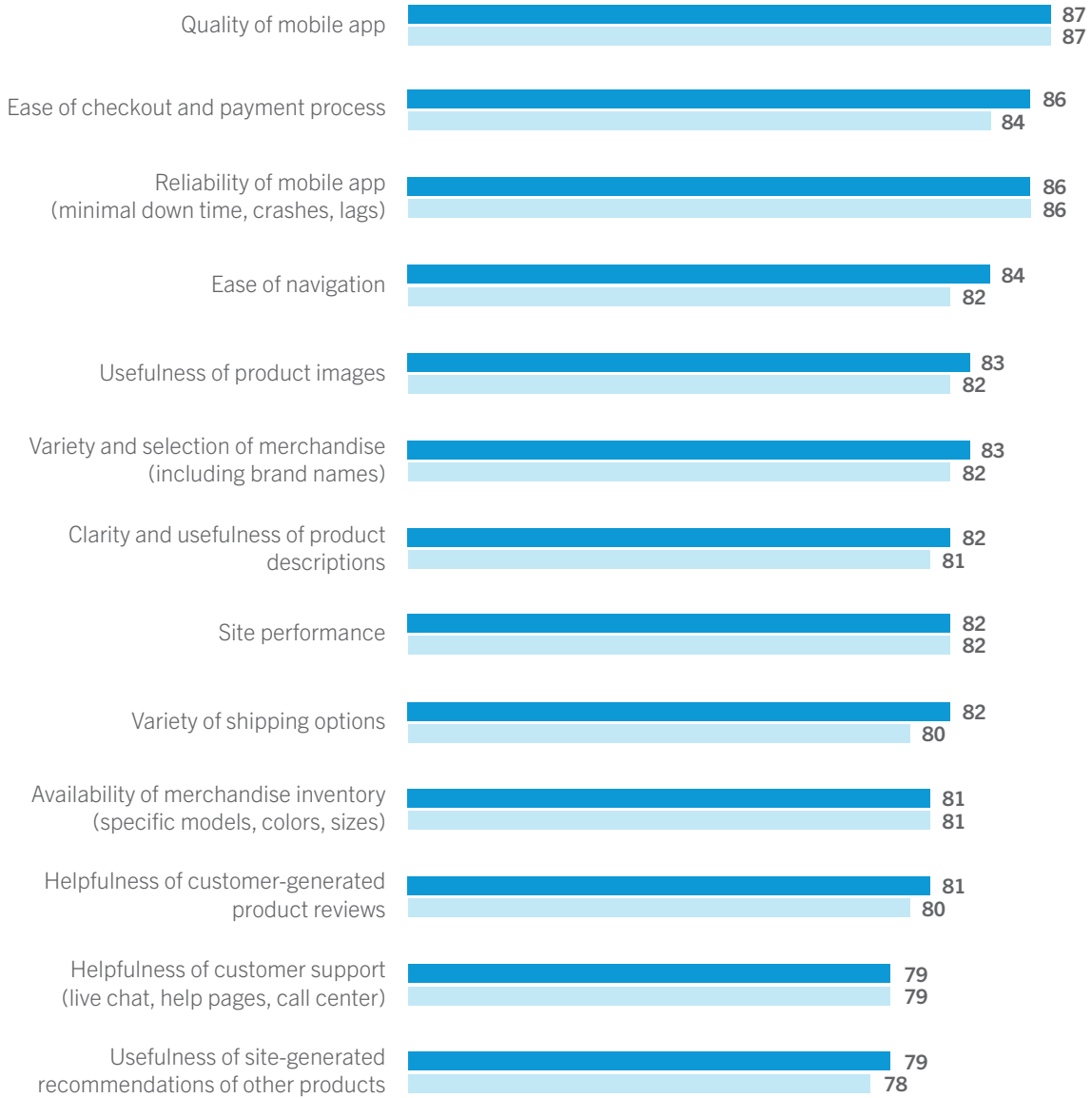
0-100 Scale
*Formerly Overstock.

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AMERICAN CUSTOMER SATISFACTION INDEX: ONLINE RETAILERS Customer Experience Benchmarks Year-Over-Year Industry Trends

2024 2023



0-100 Scale

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AMERICAN CUSTOMER SATISFACTION INDEX: SUPERMARKETS

COMPANY	2023	2024	% CHANGE
Supermarkets	76	79	4%
Costco	82	85	4%
H-E-B	81	85	5%
Publix	82	85	4%
Trader Joe's	84	84	0%
Sam's Club (Walmart)	79	83	5%
BJ's Wholesale Club	79	82	4%
Target	79	82	4%
Wegmans	80	82	3%
Whole Foods (Amazon)	79	82	4%
Aldi	80	81	1%
Meijer	75	80	7%
ShopRite	75	80	7%
All Others	76	79	4%
Albertsons Companies	74	78	5%
Hy-Vee	76	78	3%
Ahold Delhaize	74	77	4%
Kroger	76	77	1%
Giant Eagle	73	76	4%
Save A Lot	75	75	0%
Walmart	71	74	4%

0-100 Scale

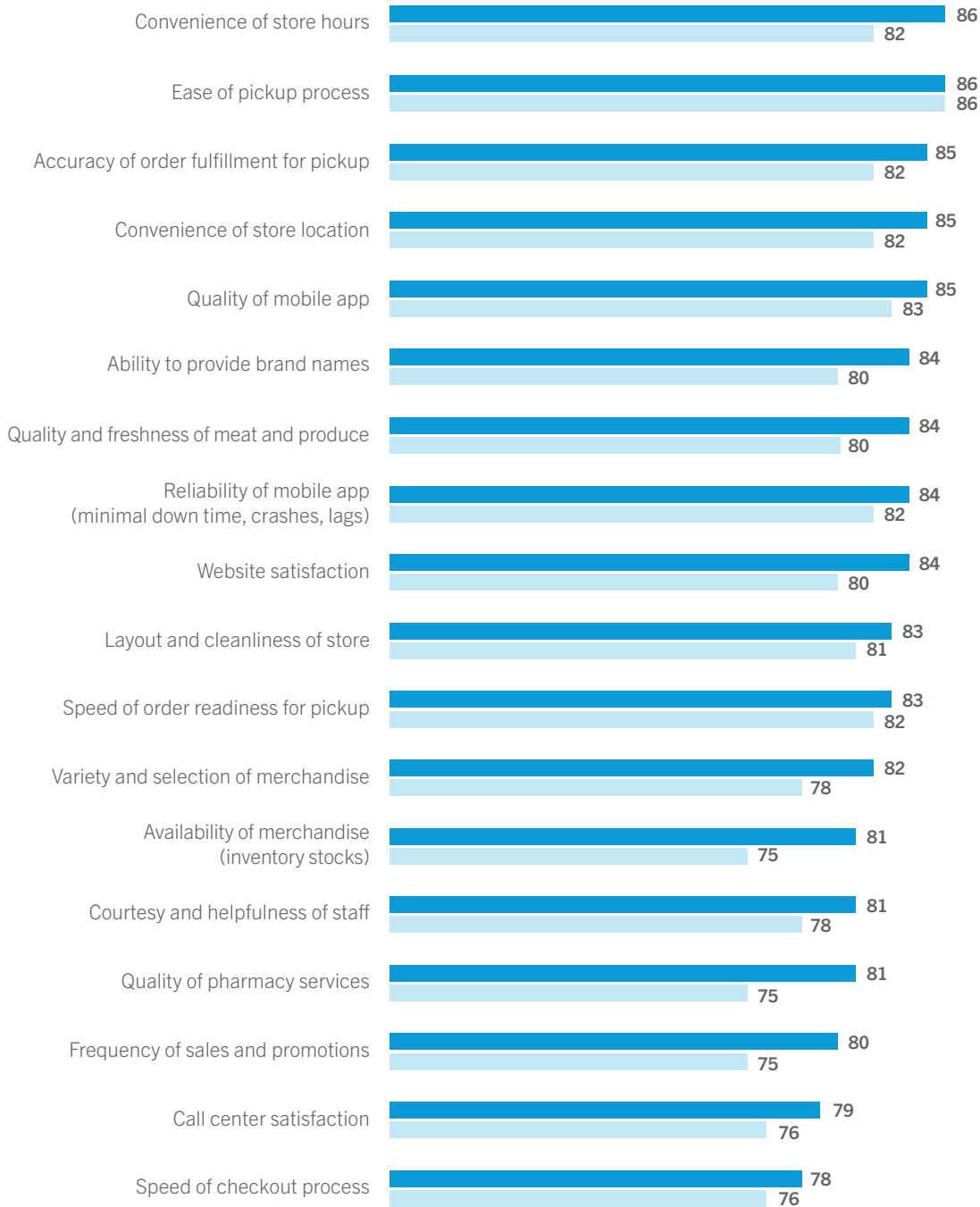
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AMERICAN CUSTOMER SATISFACTION INDEX: SUPERMARKETS Customer Experience Benchmarks Year-Over-Year Industry Trends

2024 2023



0-100 Scale

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AMERICAN CUSTOMER SATISFACTION INDEX:
DRUGSTORES

COMPANY	2023	2024	% CHANGE
Drugstores	76	77	1%
All Others	80	82	3%
Walmart	74	82	11%
Rite Aid	75	76	1%
Walgreens	75	75	0%
CVS	75	74	-1%

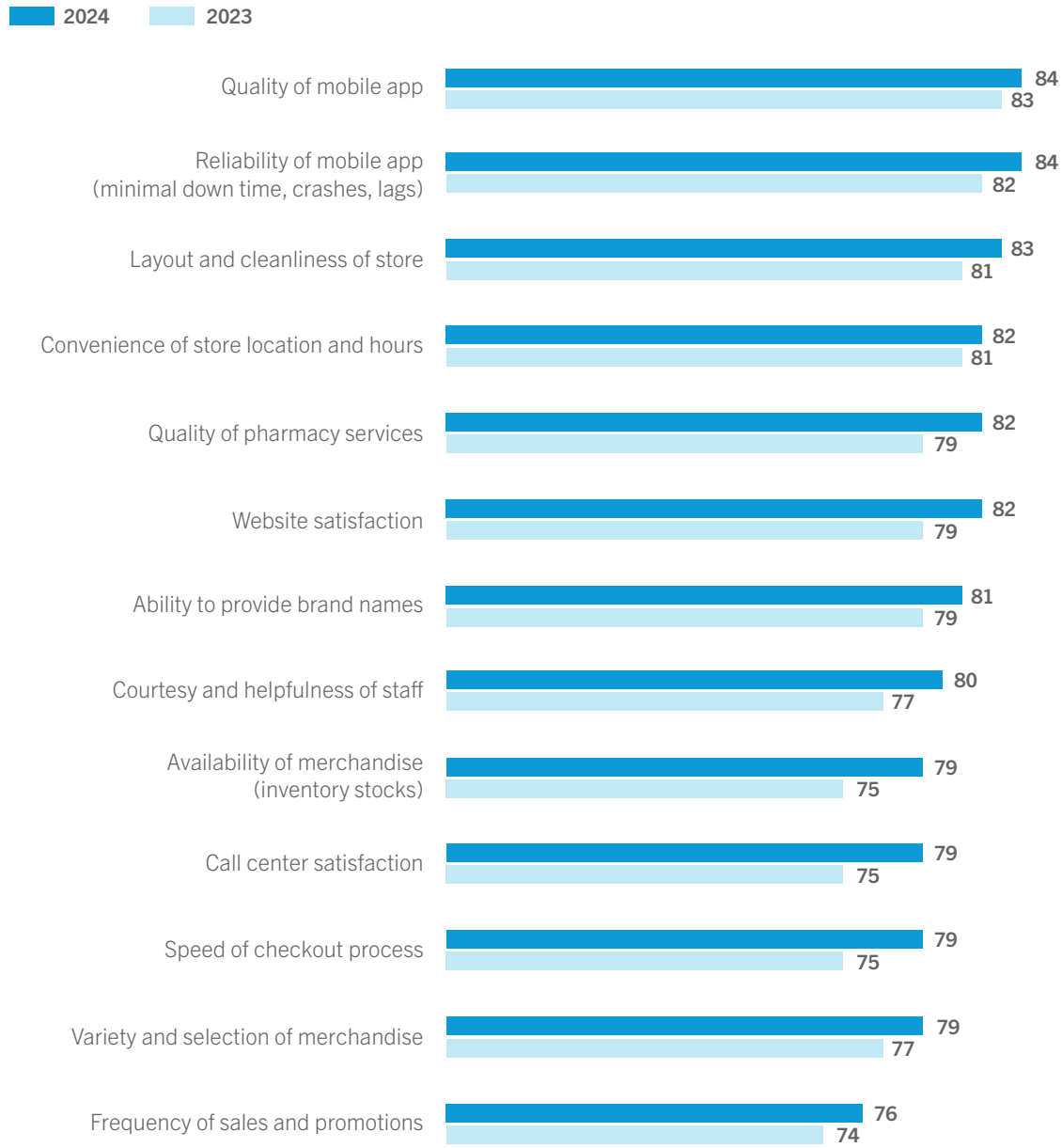
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AMERICAN CUSTOMER SATISFACTION INDEX: DRUGSTORES Customer Experience Benchmarks Year-Over-Year Industry Trends



0-100 Scale

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AMERICAN CUSTOMER SATISFACTION INDEX: GAS STATIONS

INDUSTRY	2023	2024	% CHANGE
Gas Stations	65	75	15%

0-100 Scale

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AMERICAN CUSTOMER SATISFACTION INDEX: CONSUMER SHIPPING

COMPANY	2023	2024	% CHANGE
Consumer Shipping	77	77	0%
FedEx	76	80	5%
UPS	78	78	0%
U.S. Postal Service (Express & Priority Mail)	71	73	3%

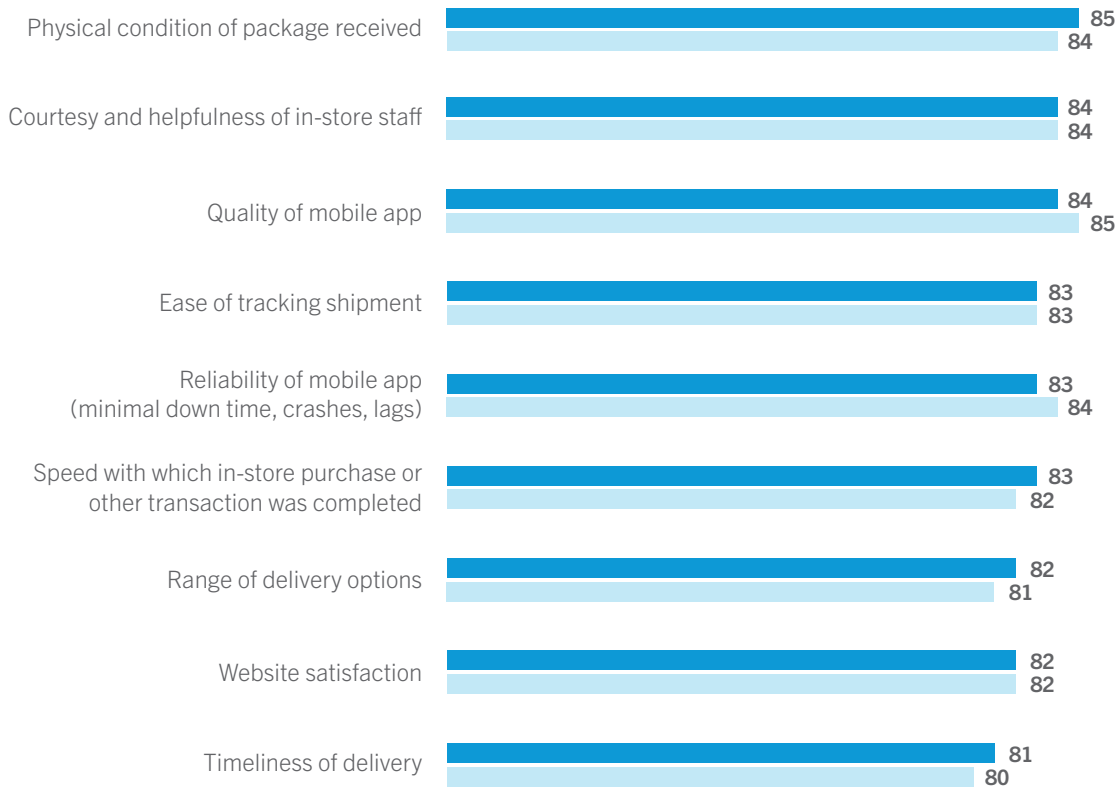
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AMERICAN CUSTOMER SATISFACTION INDEX: CONSUMER SHIPPING Customer Experience Benchmarks Year-Over-Year Industry Trends

2024 2023



0-100 Scale

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AMERICAN CUSTOMER SATISFACTION INDEX:
U.S. POSTAL SERVICE

INDUSTRY	2023	2024	% CHANGE
U.S. Postal Service	70	74	6%

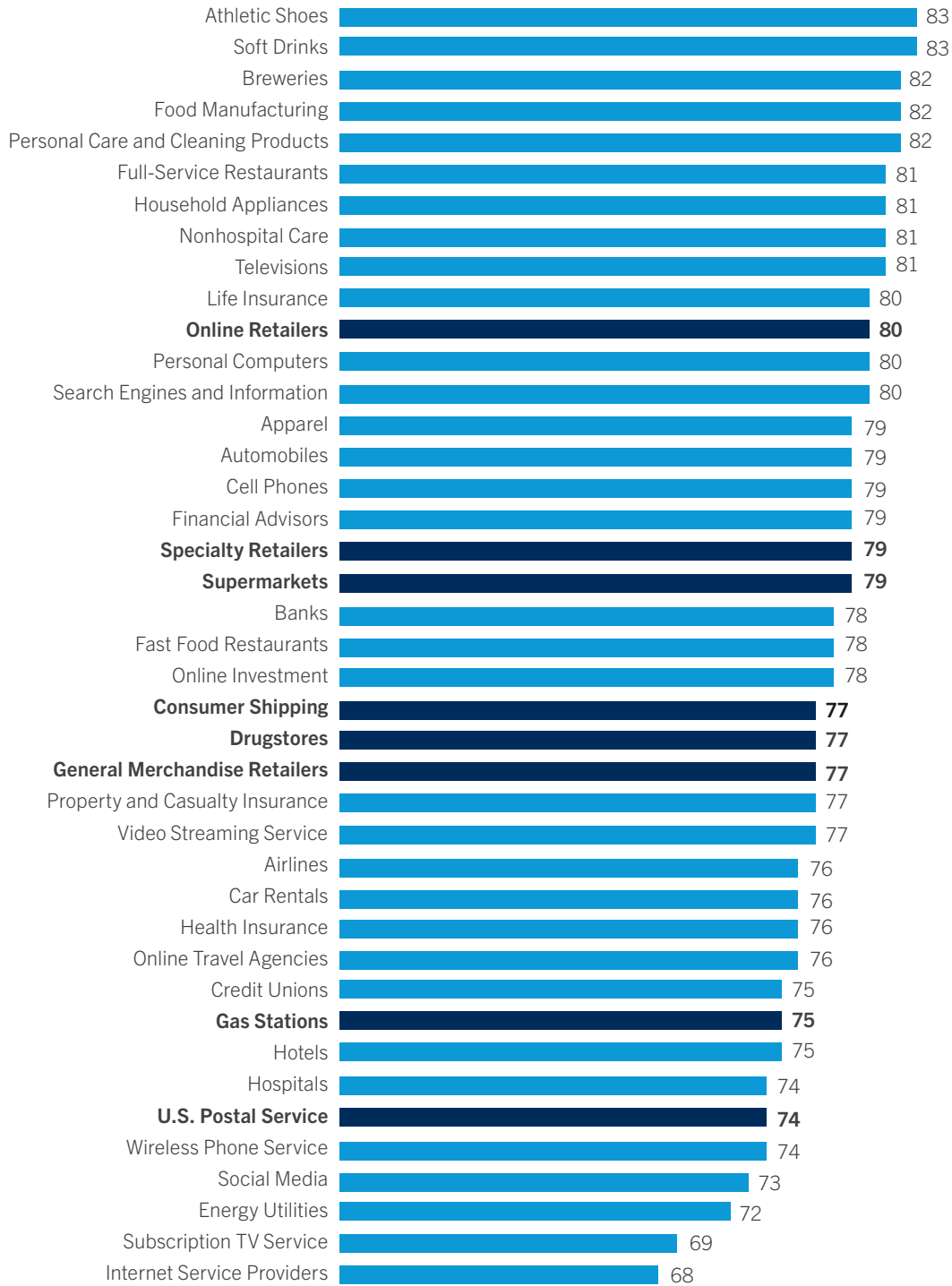
0-100 Scale

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AMERICAN CUSTOMER SATISFACTION INDEX (ACSI®): CUSTOMER SATISFACTION BENCHMARKS BY INDUSTRY



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ACSI survey data are used as inputs to the Index's cause-and-effect econometric model, which estimates customer satisfaction as the result of the survey-measured inputs of customer expectations, perceptions of quality, and perceptions of value. The ACSI model, in turn, links customer satisfaction with the survey-measured outcomes of customer complaints and customer loyalty. ACSI clients receive confidential industry-competitive and best-in-class data on all modeled variables and customer experience benchmarks.

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