

ACSI® Retail and Consumer Shipping Study 2026

January 27, 2026



Retail Environment Again Challenged as Customers Look for Convenience but Increasingly Focus on Value

In an uncertain economic environment, customer satisfaction with the retail sector overall again rises slightly as it did a year ago. The general merchandise and specialty retailer industries each gain 1%, online retailers are unchanged, and supermarkets decline 1% year over year. While holiday shopping increased overall in 2025, much of that gain was due to inflation and changes in shopping patterns were evident. It was a strong season for discounters like Walmart and TJX. Warehouse clubs leaned into their store labels to offer good deals. Generation Z customers reported plans to cut holiday spending by 34% while turning to thrift stores and handmade gifts. Customers in general were sticking more closely to their shopping lists instead of making add-on purchases. Traditional holiday stalwarts like clothing and electronics struggled to grow. The slow end to the season was noteworthy. Department store traffic the week before Christmas was down 13.2% from 2024 while thrift store traffic climbed 11%.

GENERAL MERCHANDISE RETAILERS

79 ▲ 1%

SPECIALTY RETAILERS

80 ▲ 1%

ONLINE RETAILERS

79 □ 0%

SUPERMARKETS

78 ▼ -1%

GAS STATIONS

75 □ 0%

CONSUMER SHIPPING

78 ▲ 1%

U.S. POSTAL SERVICE

72 ▲ 1%

As customers focus on value, they also seek convenience. Satisfaction improvements for general merchandise and specialty retailers relate at least partially to gains with in-store pickup, including process ease, order fulfillment accuracy, and mobile app performance. This will be important going forward as “Buy Online Pickup In-Store” (BOPIS) sales are projected to grow by 13.6% annually through 2030. It also creates opportunities as 85% of U.S. BOPIS customers have made additional purchases when collecting an order.

ACSI results are based on surveys conducted over a 12-month period ending in December 2025. ACSI scores are reported on a 0 to 100 scale.

Key Takeaways

GENERAL MERCHANDISE RETAILERS

- General merchandise retailer customer satisfaction improves again, up 1% to an ACSI score of 79. Increased convenience related to technology, pickup/checkout efficiency, and merchandise availability, along with delivering value via sales and promotions, helps drive the gain.
- Although down 2% to 83, Sam's Club's efficiency helps it stay atop general merchandise overall and the highly competitive warehouse club segment.
- Customers report widespread improvement across their experiences, including gains for in-store pickup metrics such as ease of process and accuracy of order fulfillment, as well as strong mobile app performance.

SPECIALTY RETAILERS

- Customer satisfaction with specialty retailers overall is up 1% to an ACSI score of 80, with all aspects of the customer experience showing improvement.
- The gap between the highest- and lowest-scoring brands narrows for 2026, with several tied for the lead at 81: Home Depot (up 1%), Lowe's (up 3%), Menards (down 2%), and ODP (up 11%).
- Top-scoring metrics reflect in-store pickup and digital experiences, including ease of pickup process, accuracy of order fulfillment, quality of mobile app, reliability of mobile app, and website satisfaction.

ONLINE RETAILERS

- Amazon, Nordstrom, and Chewy converge for a three-way tie with ACSI scores of 82 atop the leaderboard for online retailers. For the industry overall, customer satisfaction is stable at 79.
- Budget-minded shoppers aided by AI-driven assistants offering personalized experiences help boost Walmart's customer satisfaction by 3% to 77, its highest rating to date.
- Home Depot and Lowe's see satisfaction fall amid ongoing inflation concerns exacerbated by higher costs and supply chain disruptions associated with tariffs.

SUPERMARKETS

- The supermarket industry experiences a modest downturn in customer satisfaction this year as its ACSI score falls 1% to 78.
- Despite this slight decline, supermarket satisfaction remains higher than the consistently lower score of 76 reported throughout the 2021-2023 period.
- Trader Joe's moves into the top spot with a 2% jump to 86, surpassing Publix, which holds steady at 84.
- Beyond the industry leader, only two supermarket chains improve year over year: Save A Lot (climbing 4% to 78) and H-E-B (up 1% to 83).
- Hy-Vee and Albertsons Companies both see their scores fall by 3%, while Wegmans posts the steepest decline, dropping 6% from 83 to 78.
- In the regional rankings, the leaders in the Northeast lag their counterparts in other regions for satisfaction, which is a shift from last year's results.

GAS STATIONS

- As retail gasoline prices continue to decline, customer satisfaction with gas stations remains at an ACSI score of 75 for the third year. This is 15% higher than 2023, which reflected gas prices hitting a post-pandemic high in 2022.

CONSUMER SHIPPING AND MAIL

- Customer satisfaction with consumer shipping gains 1% to an ACSI score of 78, with improvements for mobile apps (both quality and reliability), ease of shipment tracking (likely related to app improvements), and delivery timeliness.
- Amazon Shipping (down 1%) and FedEx (up 1%) lead all delivery companies with scores of 80.

Study Findings

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 general merchandise retailers, specialty retailers, online retailers, supermarkets, and gas stations—as well as consumer shipping and the U.S. Postal Service. In addition, the ACSI captures consumer opinions about critical elements of the customer experience, tailored specifically to each industry.

GENERAL MERCHANDISE RETAILERS

General merchandise retailers build on last year's gain as customer satisfaction improves 1% to an ACSI score of 79. Retailers offered increased convenience related to technology, pickup/checkout efficiency, and merchandise availability, while delivering value via sales and promotions. Sam's Club's efficiency has helped it stay atop general merchandise overall, including the highly competitive warehouse club segment, despite a 2% decline to 83. Store labels continue to drive high satisfaction for Costco (down 1% to 81) and BJ's Wholesale Club (up 3% to 80).

Kroger brand Fred Meyer undertook a series of store renovations in 2025 and enjoys gains for its in-store experience that help propel a 9% increase to 82, the top score among hypermarkets. Close behind, Meijer jumps 7% to 81. Meijer's investments in technology to expand home delivery and simplify in-store pickup help improve the accuracy of order fulfillment for customers, as well as their perceptions of checkout and mobile app performance. Customers are responding favorably to Walmart's redesign efforts including new signage, more selection, and expanded online pickup and delivery, with its ACSI climbing 4% to 76.

With so many customers focused on value, discount retailers are meeting their needs. Although down 1% to 81, TJX (Marshall, TJ Maxx) maintains its lead among discount stores, offering value paired with good service. Burlington increases 4% to 76 as customers respond favorably to store redesigns. Both Dollar General and Dollar Tree are unchanged at 73. This can be considered a success as both discounters report attracting more higher-income shoppers who might have different expectations. They also report improved same-store sales growth.

With the expected focus on value, the ACSI asked customers in December about their intentions to spend more/about the same/less during the holiday season. A total of 42% of general merchandise customers said they intended to spend a lot more (19%) or a little more (23%), with only 17% planning to spend a little less (10%) or a lot less (7%). Focusing on customers of various discount brands, the ACSI data shows a clear relationship between satisfaction and purchase volume. Discount brand customers intending to spend more have an ACSI score of 78 compared to 66 for those intending to spend less.

AMERICAN CUSTOMER SATISFACTION INDEX
GENERAL MERCHANDISE RETAILERS

0-100 Scale

COMPANY	2025 ACSI	2026 ACSI	% CHANGE
General Merchandise Retailers	78	79	1%
All Others	78	82	5%
Department Stores			
Macy's	82	80	-2%
Kohl's	79	79	0%
JCPenney	NA	73	NA
Discount Stores			
TJX (Marshalls, TJ Maxx)	82	81	-1%
Burlington	73	76	4%
Dollar General	73	73	0%
Dollar Tree	73	73	0%
Big Lots	75	71	-5%
Hypermarkets			
Fred Meyer (Kroger)	75	82	9%
Meijer	76	81	7%
Target	80	78	-3%
Walmart	73	76	4%
Warehouse Clubs			
Sam's Club (Walmart)	85	83	-2%
Costco	82	81	-1%
BJ's Wholesale Club	78	80	3%

NA = Not Available

Source: ACSI Retail and Consumer Shipping Study 2026.

© 2026 American Customer Satisfaction Index LLC. All rights reserved.

Charts extracted from this study for media use must include a statement identifying the study of origin and the publisher as the American Customer Satisfaction Index LLC. No advertising or other promotional use can be made of the data and information in this study without the express prior written consent of ACSI.

Along with the industry's growth in ACSI, all but one of the customer experience benchmarks are higher in 2026. The exception is value of store credit cards, down 2% to 83, which isn't surprising given shoppers' heavy focus on value.

As noted earlier, some retailers are enjoying ACSI gains at least partially due to improvements with in-store pickup. The ease of pickup process rises 2% to 85 while the accuracy of order fulfillment for pickup is up 1% to 84. The mobile apps retailers provide are critical to in-store pickup experiences. With 2% gains to 86, both the quality and reliability of mobile apps remain the highest-scoring CX drivers. For shoppers using websites, satisfaction is also up 2% to 84.

With shopper emphasis on value and convenience, other noteworthy increases include 3% gains for frequency of sales and promotions (78), courtesy and helpfulness of staff (81), and speed of checkout process (79). Quality of membership benefits and discounts received climbs 2% to 84. Kohl's is an example of a brand that performs well on this metric. Kohl's Cash provides extra discounts for rewards program members, which increase for those who also have a Kohl's credit card, leading to a 38% higher spend than the coupon value when using rewards cash.

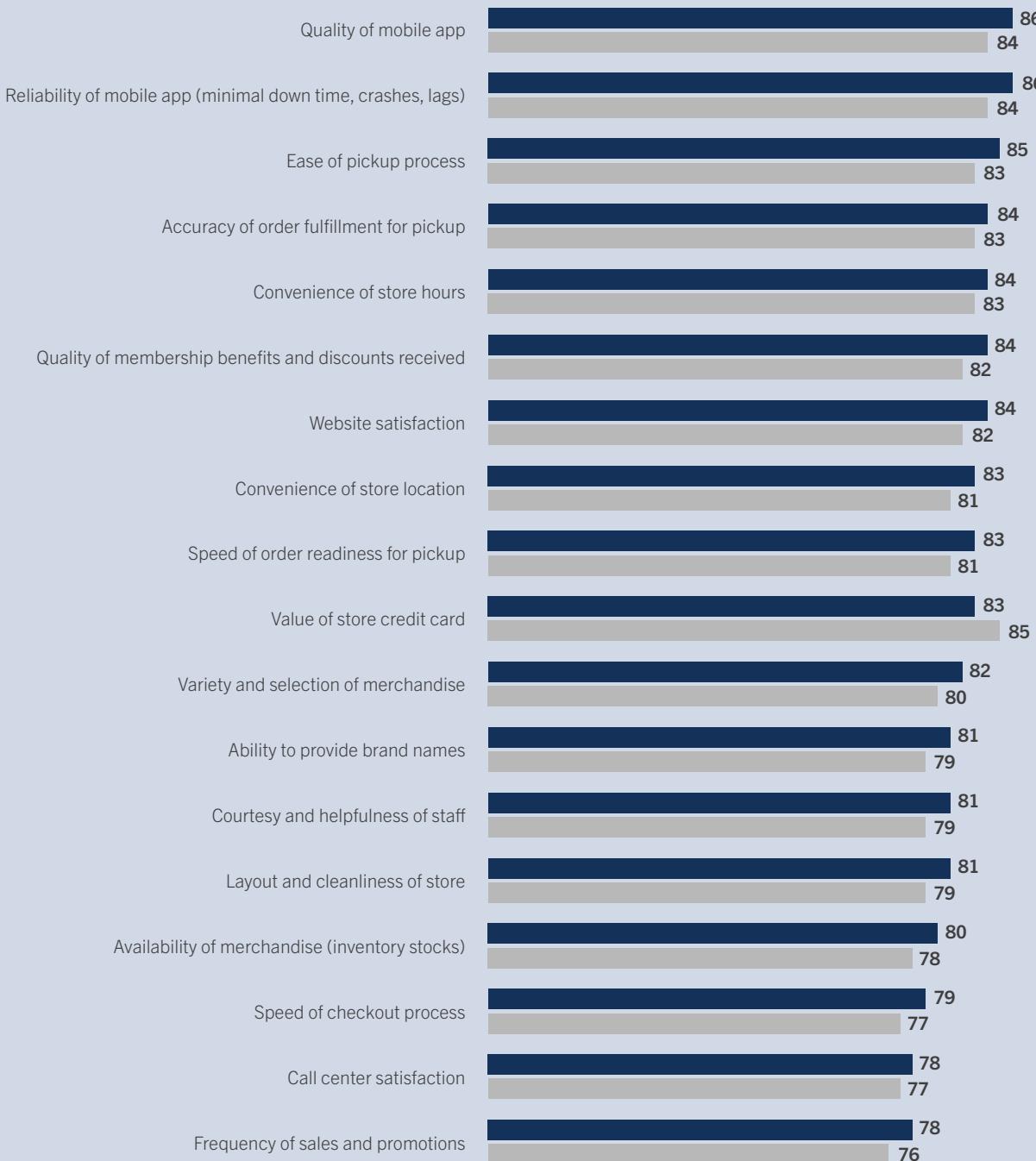
AMERICAN CUSTOMER SATISFACTION INDEX

GENERAL MERCHANDISE RETAILERS

Customer Experience Benchmarks Year-Over-Year Industry Trends

0-100 Scale

2026 2025



Source: ACSI Retail and Consumer Shipping Study 2026.

© 2026 American Customer Satisfaction Index LLC. All rights reserved.

Charts extracted from this study for media use must include a statement identifying the study of origin and the publisher as the American Customer Satisfaction Index LLC. No advertising or other promotional use can be made of the data and information in this study without the express prior written consent of ACSI.

SPECIALTY RETAILERS

Customer satisfaction for specialty retailers overall is up 1% to an ACSI score of 80. This year's results show a general narrowing of the ACSI gap between brands. A year ago, the industry had a 13-point gap between the leading brand (84) and the lowest-scoring brand (71). This year brings a 7-point gap between the top performers (tied at 81) and the lowest scorers (tied at 74). This consolidation is noteworthy in the hardware and home improvement segment. Last year, Menards and Ace Hardware tied for the lead at 83, with Home Depot at 80 and Lowe's at 79. For 2026, there is a tie for the lead at 81 between Home Depot (up 1%), Lowe's (up 3%), and Menards (down 2%), with Ace Hardware (down 4%) and Tractor Supply Company close behind at 80. Likewise, the hobby and home segment had a 5-point spread last year between Hobby Lobby and Michaels. Now, there is a three-way tie at 79 between Hobby Lobby (down 2%), Michaels (up 4%), and TJX's HomeGoods brand (unchanged).

Among the home improvement leaders, Home Depot continues to build on strong in-store pickup performance, leveraging technology and dedicated staffing to improve efficiency. Lowe's makes gains for service quality and staff courtesy and helpfulness, possibly due to AI tools intended to ease associate onboarding and drive better service. Although Menards' satisfaction is lower in 2026, customers still appreciate its store experience overall.

Other brands making noteworthy gains include ODP (up 11% to 81), Apple Store (up 4% to 79), Michaels (up 4% to 79), and Signet Jewelers (up 4% to 74). ODP initiated a "15-Minute Pickup Promise" for its Office Depot and OfficeMax brands that likely relates to improved customer experiences with mobile apps and in-store pickup. The Apple Store recovers much of its previous ACSI decline, moving past prior challenges with AI rollout. For Signet Jewelers, digital and technology investments appear to be paying off with mobile app and website experiences, helping drive purchases.

Other segment leaders include Gap (down 1%) and ACSI newcomer H&M tied at 77 for apparel and AutoZone (up 3%) at 79 for automotive. Bath & Body Works (down 2%) and Ulta Beauty (down 4%) are the coleaders in personal care and accessories at 80. Likewise, Foot Locker (up 1%) holds the top spot in sporting goods and sports apparel at 80. In the pet care arena, PetSmart (down 1%) pulls into a first-place tie with Pet Supplies Plus (down 6%) at 79. The timing of the decline for Pet Supplies Plus during the second half of 2025 suggests its restructuring may have caused some disruptions for customers in an industry segment challenged by tariffs.

Along with the 1% gain in customer satisfaction, all customer experience benchmarks for specialty retailers improve in 2026. The highest-scoring metrics all relate to in-store pickup and digital experiences. The ease of pickup process moves up 1% to 87 and the accuracy of order fulfillment for pickup gains 1% to 86. Close by, three CX drivers score 85: quality of mobile app (up 1%), reliability of mobile app (up 2%), and website satisfaction (up 1%). A related metric, speed of order readiness for pickup, also gains 2% to 84. The biggest improvement occurs for call center satisfaction, which rises 4% to 81.

AMERICAN CUSTOMER SATISFACTION INDEX

SPECIALTY RETAILERS

0-100 Scale

COMPANY	2025 ACSI	2026 ACSI	% CHANGE
Specialty Retailers	79	80	1%
All Others	79	80	1%
Apparel			
Gap	78	77	-1%
H&M	NA	77	NA
American Eagle Outfitters	78	74	-5%
Automotive			
AutoZone	77	79	3%
O'Reilly Auto Parts	81	76	-6%
Advance Auto Parts	77	75	-3%
Hardware and Home Improvement			
Home Depot	80	81	1%
Lowe's	79	81	3%
Menards	83	81	-2%
Ace Hardware	83	80	-4%
Tractor Supply Company	NA	80	NA
Hobby and Home			
Hobby Lobby	81	79	-2%
Michaels	76	79	4%
TJX (HomeGoods)	79	79	0%
Personal Care and Accessories			
Bath & Body Works	82	80	-2%
Ulta Beauty	83	80	-4%
Sephora	80	78	-3%
Signet Jewelers	71	74	4%
Pet Care			
Pet Supplies Plus	84	79	-6%
PetSmart	80	79	-1%
Petco	76	76	0%
Sporting Goods and Sports Apparel			
Foot Locker	79	80	1%
Bass Pro Shops	77	78	1%
Dick's Sporting Goods	79	78	-1%
Technology and Office			
ODP (Office Depot, OfficeMax)	73	81	11%
Apple Store	76	79	4%
Best Buy	81	78	-4%
Staples	78	75	-4%

NA = Not Available

Source: ACSI Retail and Consumer Shipping Study 2026.

© 2026 American Customer Satisfaction Index LLC. All rights reserved.

Charts extracted from this study for media use must include a statement identifying the study of origin and the publisher as the American Customer Satisfaction Index LLC. No advertising or other promotional use can be made of the data and information in this study without the express prior written consent of ACSI.

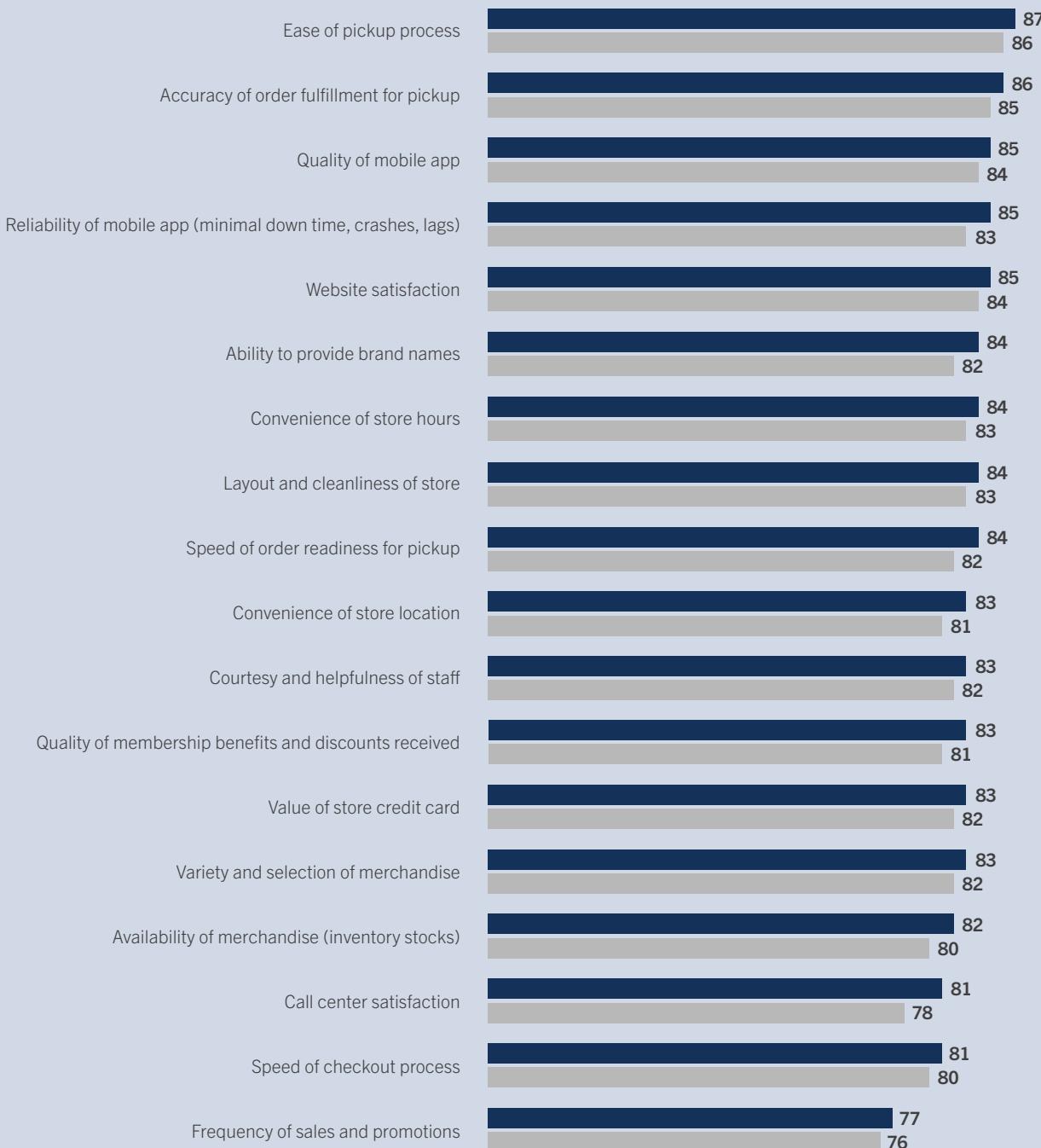
AMERICAN CUSTOMER SATISFACTION INDEX

SPECIALTY RETAILERS

Customer Experience Benchmarks Year-Over-Year Industry Trends

0-100 Scale

2026 2025



Source: ACSI Retail and Consumer Shipping Study 2026.

© 2026 American Customer Satisfaction Index LLC. All rights reserved.

Charts extracted from this study for media use must include a statement identifying the study of origin and the publisher as the American Customer Satisfaction Index LLC. No advertising or other promotional use can be made of the data and information in this study without the express prior written consent of ACSI.

ONLINE RETAILERS

As e-commerce continues to account for more of the total retail spend in the United States, customer satisfaction with online retailers overall has plateaued with an unchanged industrywide ACSI score of 79. At the brand level, customer satisfaction improvements for a half dozen of the reported companies offset declines realized by 12 others.

In a year when the company delisted from the New York Stock Exchange and went private, Nordstrom jumps 5% to tie with two other online retailers for the top spot in the industry overall at 82. The fashion retailer's focus on integrating AI strategically while maintaining a commitment to human-based customer interactions seems to be paying off. Meanwhile, internet retail juggernaut Amazon has fully embraced AI as a tool to enhance both the customer experience and operational efficiencies. Despite a 1% decline from a year ago, Amazon continues to have some of the most satisfied customers across the industry with an ACSI score of 82. Along with Amazon and Nordstrom, Chewy shares the industry's top position. The online pet supply retailer remains a customer favorite, although its year-over-year decline of 4% erases its claim as the industry's sole ACSI leader, which it enjoyed for the previous three years.

Other brands posting notable gains in satisfaction include Macy's (up 3% to 79), Walmart (up 3% to 77), and GameStop (up 3% to 71). Like Amazon, Walmart has leveraged its resources to enhance the online shopping experience with AI features including personalized agentic shopping that anticipates shopper needs and the ability to browse and buy Walmart products directly through ChatGPT via its partnership with OpenAI.

In the home improvement and décor segment, Lowe's (down 3% to 74) and Home Depot (down 5% to 75) suffer customer satisfaction losses as increased prices resulting from tariffs could be lowering their value proposition in the minds of consumers.

AMERICAN CUSTOMER SATISFACTION INDEX

ONLINE RETAILERS

0-100 Scale

COMPANY	2025 ACSI	2026 ACSI	% CHANGE
Online Retailers	79	79	0%
All Others	79	80	1%
Online Apparel and Shoes			
Nordstrom	78	82	5%
Macy's	77	79	3%
Kohl's	79	76	-4%
Nike	76	76	0%
Gap	72	73	1%
Online Home Improvement and Décor			
Wayfair	76	76	0%
Home Depot	79	75	-5%
BedBathandBeyond.com	75	74	-1%
Lowe's	76	74	-3%
Online Multimarket			
Amazon	83	82	-1%
Costco	79	79	0%
eBay	81	78	-4%
Walmart	75	77	3%
Target	78	75	-4%
Temu	75	74	-1%
Online Specialty			
Chewy	85	82	-4%
Etsy	79	77	-3%
Walgreens	74	73	-1%
Online Technology and Office			
Best Buy	77	77	0%
Apple Store	74	73	-1%
Staples	72	73	1%
GameStop	69	71	3%

Source: ACSI Retail and Consumer Shipping Study 2026.

© 2026 American Customer Satisfaction Index LLC. All rights reserved.

Charts extracted from this study for media use must include a statement identifying the study of origin and the publisher as the American Customer Satisfaction Index LLC. No advertising or other promotional use can be made of the data and information in this study without the express prior written consent of ACSI.

More than half of respondents (58%) report using an online retailer's mobile app as part of their shopping experience. The industry has clearly focused on the mobile channel for customer experience optimization as mobile app quality (up 1% to 88) and reliability (up 2% to 87) are the highest-rated customer experience benchmarks for online retailers. The ease of checkout (up 1% to 86) is also highly regarded by online customers. The usefulness of product images (83) and descriptions (82) improve 2% and 3%, respectively, indicating success across the industry in retailers' ability to accurately depict products digitally.

Two new customer experience metrics debut this year: the quality of delivery (83) and ease of making returns (80). While each receives favorable ratings industrywide, score differences of 15 to 20 points exist at the company level.

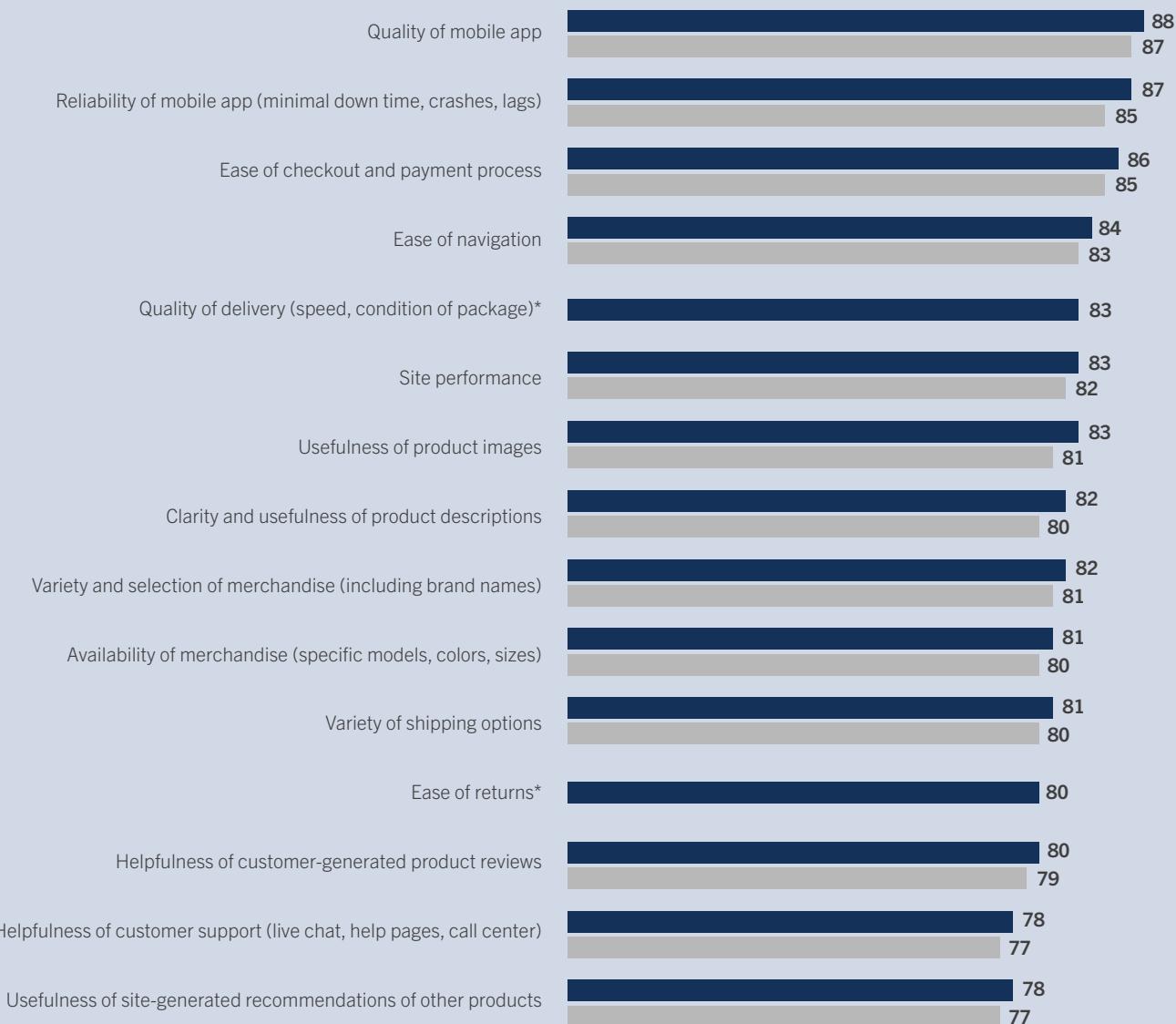
AMERICAN CUSTOMER SATISFACTION INDEX

ONLINE RETAILERS

Customer Experience Benchmarks Year-Over-Year Industry Trends

0-100 Scale

■ 2026 ■ 2025



*Not measured in 2025.

Source: ACSI Retail and Consumer Shipping Study 2026.

© 2026 American Customer Satisfaction Index LLC. All rights reserved.

Charts extracted from this study for media use must include a statement identifying the study of origin and the publisher as the American Customer Satisfaction Index LLC. No advertising or other promotional use can be made of the data and information in this study without the express prior written consent of ACSI.

SUPERMARKETS

As supermarkets continue to struggle amid inflationary prices and stiff competition, supermarket customer satisfaction declines slightly in 2026, falling 1% to an ACSI score of 78. Across the 19 reported brands, 7 (plus all other smaller companies) show no change, while 7 experience only marginal (1%) movement. Among the 1% changes, six are declines, underscoring broad stability with isolated areas of deterioration. Only three supermarkets post year-over-year improvement: Save A Lot, Trader Joe's, and H-E-B.

AMERICAN CUSTOMER SATISFACTION INDEX

SUPERMARKETS

0-100 Scale

COMPANY	2025 ACSI	2026 ACSI	% CHANGE
Supermarkets	79	78	-1%
Trader Joe's	84	86	2%
Publix	84	84	0%
H-E-B	82	83	1%
Sam's Club (Walmart)	83	82	-1%
Aldi	81	81	0%
Costco	81	81	0%
Whole Foods (Amazon)	82	81	-1%
All Others	79	79	0%
ShopRite	80	79	-1%
Target	80	79	-1%
Ahold Delhaize	78	78	0%
Kroger	78	78	0%
Meijer	79	78	-1%
Save A Lot	75	78	4%
Wegmans	83	78	-6%
BJ's Wholesale Club	77	77	0%
Hy-Vee	78	76	-3%
Walmart	75	75	0%
Albertsons Companies	76	74	-3%
Giant Eagle	74	73	-1%

Source: ACSI Retail and Consumer Shipping Study 2026.

© 2026 American Customer Satisfaction Index LLC. All rights reserved.

Charts extracted from this study for media use must include a statement identifying the study of origin and the publisher as the American Customer Satisfaction Index LLC. No advertising or other promotional use can be made of the data and information in this study without the express prior written consent of ACSI.

Trader Joe's rises 2% to 86, overtaking Publix (steady at 84) to lead the industry for customer satisfaction. This is especially noteworthy given the retailer's continued national expansion efforts, which can often strain operations and jeopardize consistency. Instead, Trader Joe's maintains its hallmark customer experience, reinforcing its strong brand loyalty even amid growth.

Save A Lot makes the largest satisfaction gain, up 4% to 78, supported by major operational enhancements. In 2025, the company expanded its loyalty program and mobile app while implementing widespread store refreshes, reopening initiatives, and layout improvements. These efforts appear to be contributing to a more efficient, streamlined in-store experience.

H-E-B improves 1% to 83, continuing to benefit from strategic pricing, quality, and assortment investments. Independent research in 2025 that aligns with recent ACSI data on customers' value perceptions highlighted H-E-B's strong value proposition and execution as drivers of its continued success in an inflation-sensitive environment.

Wegmans experiences a notable 6% decline in customer satisfaction, with its score dropping from 83 to 78. During the past twelve months, the company has faced sustained financial and operational pressures associated with margin compression and significant capital investments. At the same time, Wegmans has opened several new stores, adding operational complexity that may have affected consistency across locations. According to ACSI data, customers are less pleased with their in-store experiences for factors such as store layout, staff courtesy, and checkout speed.

Hy-Vee and Albertson's Companies also lose ground, dropping 3% to 76 and 74, respectively, and remaining below the industry average.

Customer Satisfaction by Region

In the Northeast, a trio of grocers—Aldi, ShopRite, and Walmart—top the list with ACSI scores of 79. Due to intense price competition and a high concentration of strong regional players, ACSI scores for the Northeast leaders are modestly lower on average than in other regions. This is a shift from last year, when Northeast leaders were more closely aligned with top performers elsewhere.

Aldi's top-tier positions in both the Northeast and Midwest (82) are consistent with its 2025 expansion strategy prioritizing those regions. An improved score in the South also places Aldi just below leader Sam's Club in that region, tied with H-E-B and Publix at 83.

Sam's Club's performance in the South stands out, with its regional ACSI score (84) exceeding the brand's national score (82). This ACSI strength is consistent with the company's deep footprint in the region and strong alignment with price-sensitive, convenience-oriented consumers.

Experiencing a 4% year-over-year increase to 87, Trader Joe's retains the top spot in the West, scoring a point higher than its national rating. By comparison, Costco's score of 80 in the West trails its national performance slightly.

AMERICAN CUSTOMER SATISFACTION INDEX SUPERMARKETS Customer Satisfaction Leaders by Region

0-100 Scale

COMPANY	2026 REGIONAL ACSI	
	NORTHEAST	
Aldi	79	
ShopRite	79	
Walmart	79	
BJ's Wholesale Club	78	
MIDWEST		
Aldi	82	
Hy-Vee	78	
Meijer	78	
SOUTH		
Sam's Club	84	
Aldi	83	
H-E-B	83	
Publix	83	
WEST		
Trader Joe's	87	
Costco	80	

Source: ACSI Retail and Consumer Shipping Study 2026.
© 2026 American Customer Satisfaction Index LLC. All rights reserved.

Charts extracted from this study for media use must include a statement identifying the study of origin and the publisher as the American Customer Satisfaction Index LLC.
No advertising or other promotional use can be made of the data and information in this study without the express prior written consent of ACSI.

While several customer experience benchmarks are stable in 2026, there are many positive shifts that demonstrate notable improvement for the supermarket industry. Reversing the lower performance reported in 2025, call center satisfaction improves 4% to 79, the largest year-over-year gain across the customer experience. Speed of order readiness (83), merchandise availability (82), and mobile app reliability (85) also improve, indicating supermarkets are strengthening omnichannel consistency—a crucial differentiator as customers blend physical and digital shopping journeys. Notably, no customer experience driver declines, suggesting the overall ecosystem of services is improving even as brand-level scores fluctuate.

These patterns align with broader retail findings from 2025, which emphasized the growing importance of value, app performance, fulfillment accuracy, and seamless omnichannel execution, especially among younger customer segments.

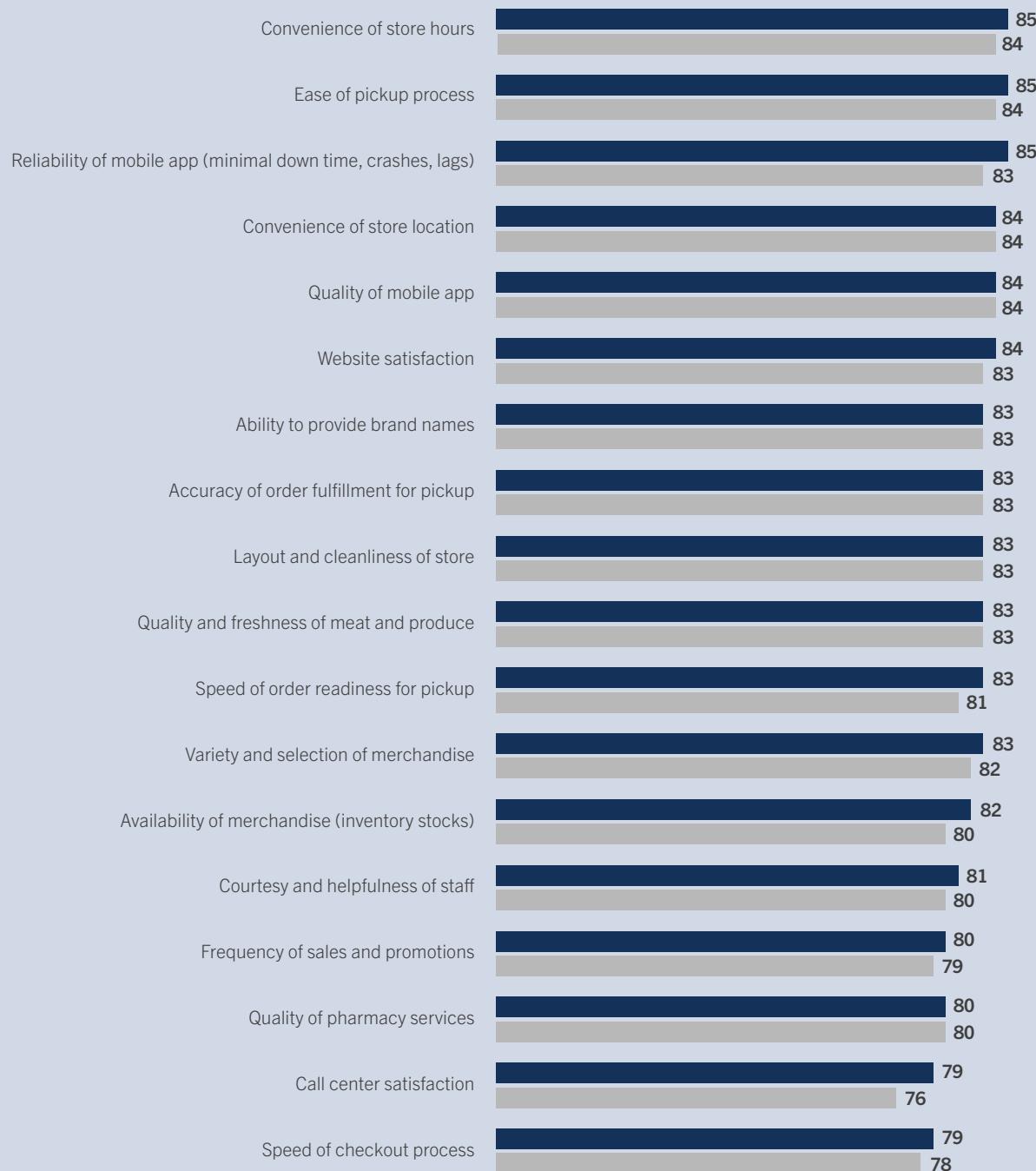
AMERICAN CUSTOMER SATISFACTION INDEX

SUPERMARKETS

Customer Experience Benchmarks Year-Over-Year Industry Trends

0-100 Scale

2026 2025



Source: ACSI Retail and Consumer Shipping Study 2026.

© 2026 American Customer Satisfaction Index LLC. All rights reserved.

Charts extracted from this study for media use must include a statement identifying the study of origin and the publisher as the American Customer Satisfaction Index LLC. No advertising or other promotional use can be made of the data and information in this study without the express prior written consent of ACSI.

GAS STATIONS

As retail gasoline prices decreased for the third consecutive year in 2025, customer satisfaction with gas stations holds at an ACSI score of 75 for 2026. This is 15% higher than the 2023 ACSI score of 65, which reflected gas prices hitting a post-pandemic high in 2022.

AMERICAN CUSTOMER SATISFACTION INDEX

GAS STATIONS

0-100 Scale

INDUSTRY	2025 ACSI	2026 ACSI	% CHANGE
Gas Stations	75	75	0%

Source: ACSI Retail and Consumer Shipping Study 2026.

© 2026 American Customer Satisfaction Index LLC. All rights reserved.

Charts extracted from this study for media use must include a statement identifying the study of origin and the publisher as the American Customer Satisfaction Index LLC. No advertising or other promotional use can be made of the data and information in this study without the express prior written consent of ACSI.

CONSUMER SHIPPING AND MAIL

Customer satisfaction with the consumer shipping industry rises 1% to an ACSI score of 78 for 2026. This reflects improvements in mobile app performance (both quality and reliability), ease of shipment tracking (likely related to app improvements), and delivery timeliness. The latter still offers room for improvement, as does the range of delivery options.

The 2025 leader Amazon Shipping drops 1% to 80 and moves into a first-place tie with FedEx, which is up 1%. DHL debuts in the industry just a point below the leaders at 79. UPS is unchanged at 77, while the U.S. Postal Service's Express & Priority Mail gains 1% to 73.

AMERICAN CUSTOMER SATISFACTION INDEX

CONSUMER SHIPPING

0-100 Scale

COMPANY	2025 ACSI	2026 ACSI	% CHANGE
Consumer Shipping	77	78	1%
Amazon Shipping	81	80	-1%
FedEx	79	80	1%
DHL	NA	79	NA
UPS	77	77	0%
U.S. Postal Service (Express & Priority Mail)	72	73	1%

NA = Not Available

Source: ACSI Retail and Consumer Shipping Study 2026.

© 2026 American Customer Satisfaction Index LLC. All rights reserved.

Charts extracted from this study for media use must include a statement identifying the study of origin and the publisher as the American Customer Satisfaction Index LLC. No advertising or other promotional use can be made of the data and information in this study without the express prior written consent of ACSI.

AMERICAN CUSTOMER SATISFACTION INDEX

CONSUMER SHIPPING

Customer Experience Benchmarks Year-Over-Year Industry Trends

0-100 Scale

2026 2025



Source: ACSI Retail and Consumer Shipping Study 2026.

© 2026 American Customer Satisfaction Index LLC. All rights reserved.

Charts extracted from this study for media use must include a statement identifying the study of origin and the publisher as the American Customer Satisfaction Index LLC. No advertising or other promotional use can be made of the data and information in this study without the express prior written consent of ACSI.

Customer satisfaction with the monopoly mail service of the U.S. Postal Service (USPS) improves 1% to 72 year over year. This is the second-best performance for the USPS this decade (ACSI peaked at 74 in 2024).

AMERICAN CUSTOMER SATISFACTION INDEX

U.S. POSTAL SERVICE

0-100 Scale

INDUSTRY	2025 ACSI	2026 ACSI	% CHANGE
U.S. Postal Service	71	72	1%

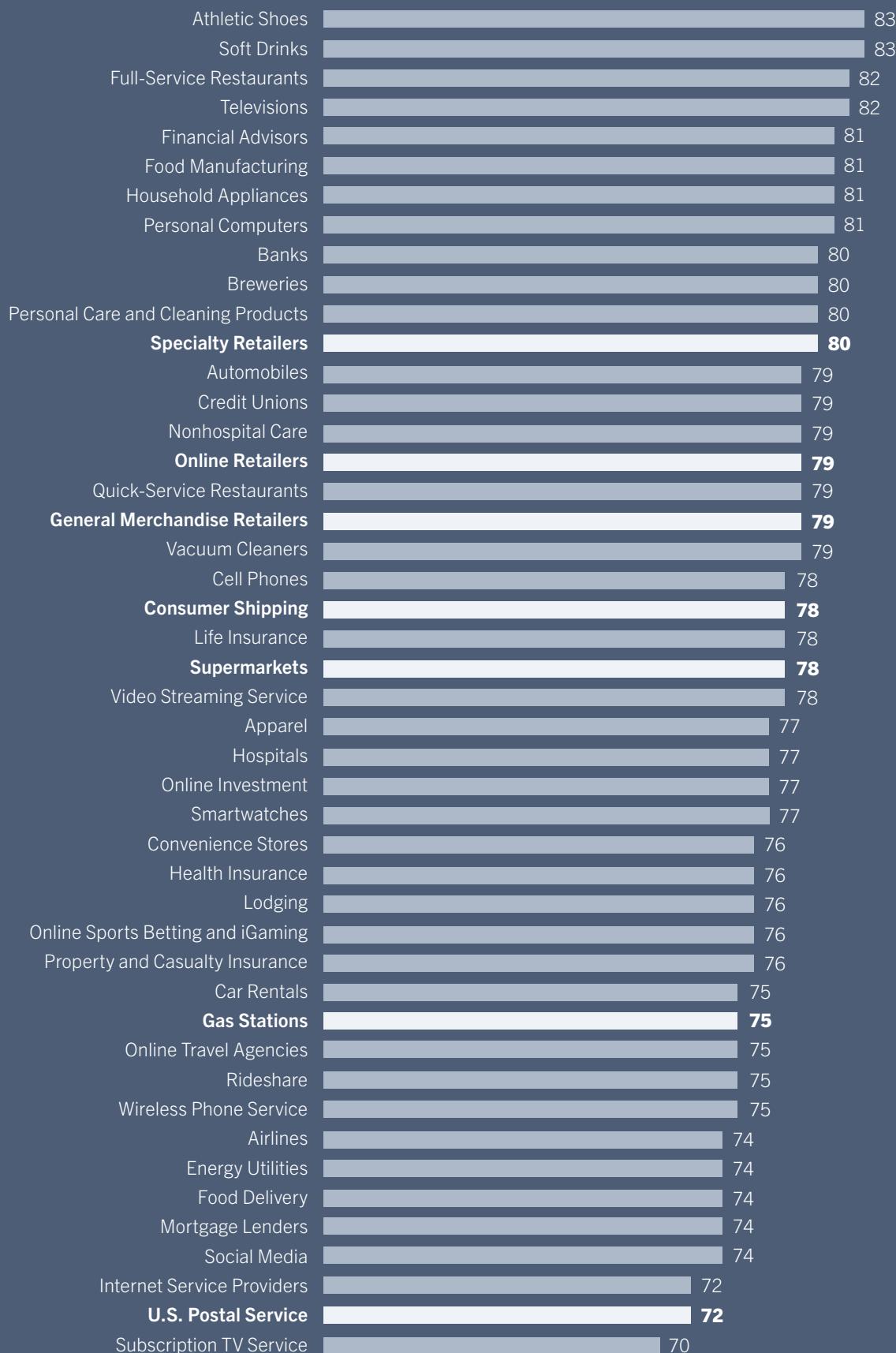
Source: ACSI Retail and Consumer Shipping Study 2026.

© 2026 American Customer Satisfaction Index LLC. All rights reserved.

Charts extracted from this study for media use must include a statement identifying the study of origin and the publisher as the American Customer Satisfaction Index LLC. No advertising or other promotional use can be made of the data and information in this study without the express prior written consent of ACSI.

Customer Satisfaction Benchmarks by Industry

0-100 Scale



Source: ACSI Retail and Consumer Shipping Study 2026. © 2026 American Customer Satisfaction Index LLC. All rights reserved.

Charts extracted from this study for media use must include a statement identifying the study of origin and the publisher as the American Customer Satisfaction Index LLC. No advertising or other promotional use can be made of the data and information in this study without the express prior written consent of ACSI.

Methodology

The **ACSI Retail and Consumer Shipping Study 2026** is based on 31,293 completed surveys. Customers were chosen at random and contacted via email between January 2025 and December 2025. 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.

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.

About ACSI

The American Customer Satisfaction Index (ACSI®) is a national economic indicator and a leading provider of customer analytics products that help organizations build lasting customer relationships and prove ROI on experience investments. ACSI’s AI-enhanced platform delivers intuitive dashboards and cause-and-effect analytics that pinpoint the quality drivers most predictive of customer allegiance, retention, price tolerance, and financial performance. ACSI data has been shown to correlate strongly with key micro and macroeconomic indicators, including consumer spending, GDP growth, earnings, and stock returns.

Founded in 1994 at the University of Michigan’s Ross School of Business, the ACSI measures customer satisfaction with more than 400 companies in over 40 industries, including federal government services, based on approximately 200,000 annual interviews.

Contact Information

For more information regarding this study, the retail and consumer shipping industries, and how the ACSI can help your company harness the power of customer satisfaction to improve your bottom line, visit www.theacsi.org or contact:

ACSI LLC | 4750 Venture Drive | Suite 400 | Ann Arbor, MI 48108
Phone: (734) 913-0788 | E-mail: info@theacsi.org

ACSI and its logo are Registered Marks of American Customer Satisfaction Index LLC.

*No advertising or other promotional use can be made of the data and information in this study
without the express prior written consent of ACSI LLC.*

