



GRATIS LEVERING AAN HUIS

Half a decade in a year: household freight after COVID-19

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E-commerce the receiver as decision maker

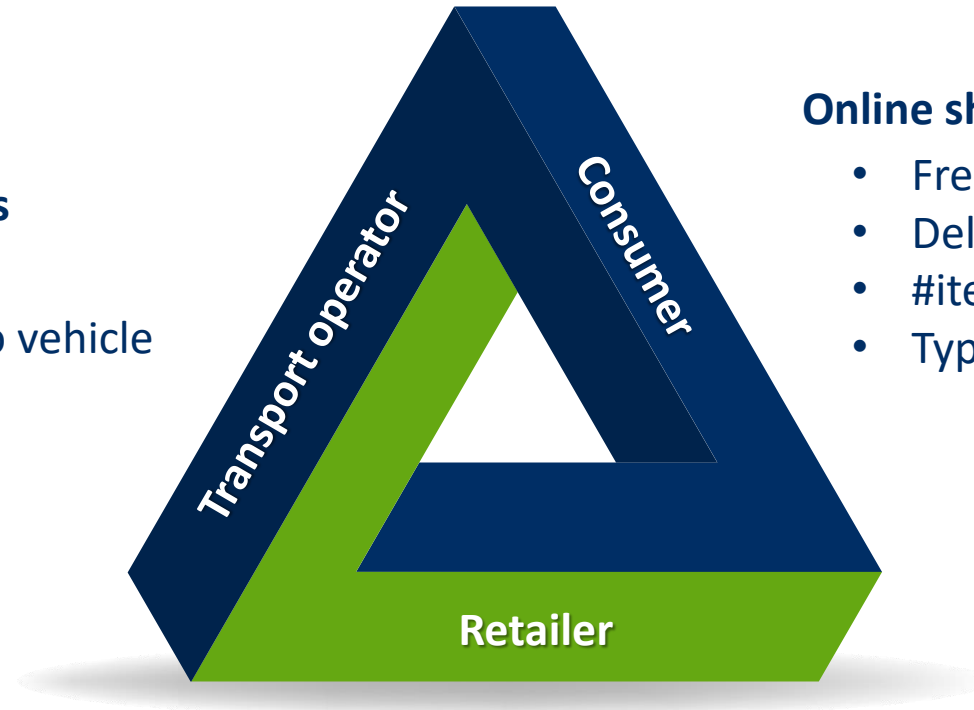


Transport decisions

- From # parcels to trips
- Allocation of receivers to vehicle
- Vehicle mode

Online shopping behaviour

- Frequency
- Delivery location
- #items and goods
- Type of goods



Logistics decisions

- From #orders to #parcels
- Fulfillment center
- Delivery consolidation

E-commerce: fragmented landscape



Density of B2C deliveries at address level in a 3-month period by 1 carrier

3 drivers of household freight

- **Consumer as freight actor**
- **Shifting responsibilities from the retailer to the transport operators**
- **Lack of density in the last mile**

Structure

■ Scan of the literature 2019-2022

TITLE-ABS-KEY ((1)

(covid OR corona) AND (2)

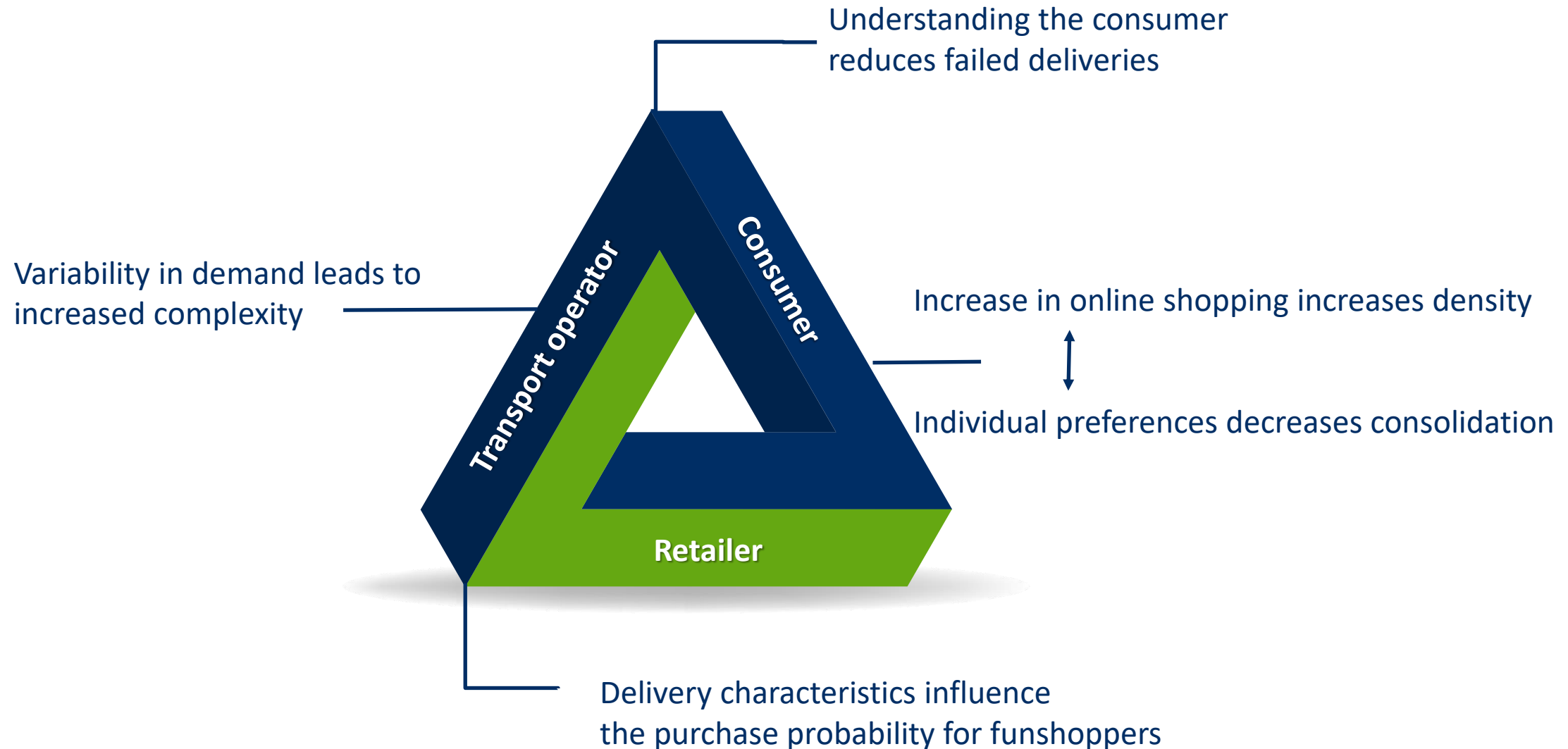
(e-commerce OR ecommerce OR “electronic commerce”) AND (3)

((delivery OR “last mile”) OR (“consumer behavior” OR “shopping behavior” OR “consumer behaviour” OR “shopping behaviour”) OR “retailer”)) (4)

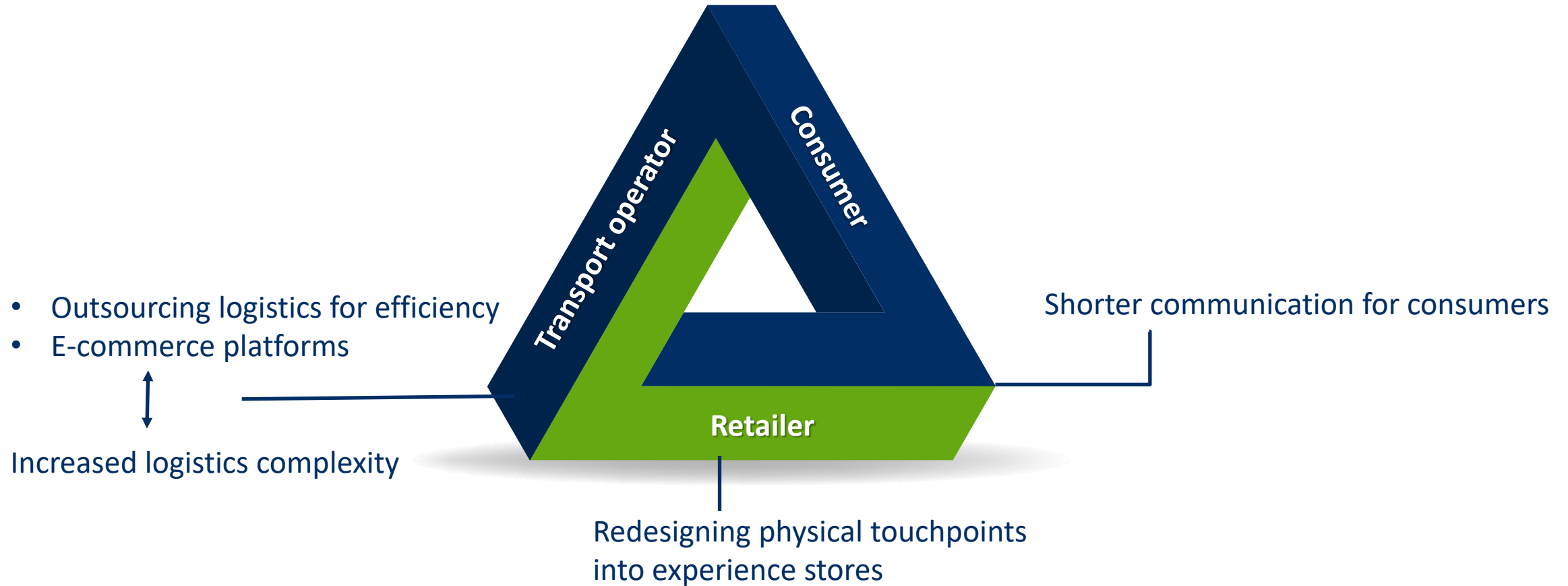
■ 4 key fields of research:

- Changing consumer behavior
- Retail adaptation strategies
- SCM evolutions
- Technological innovations

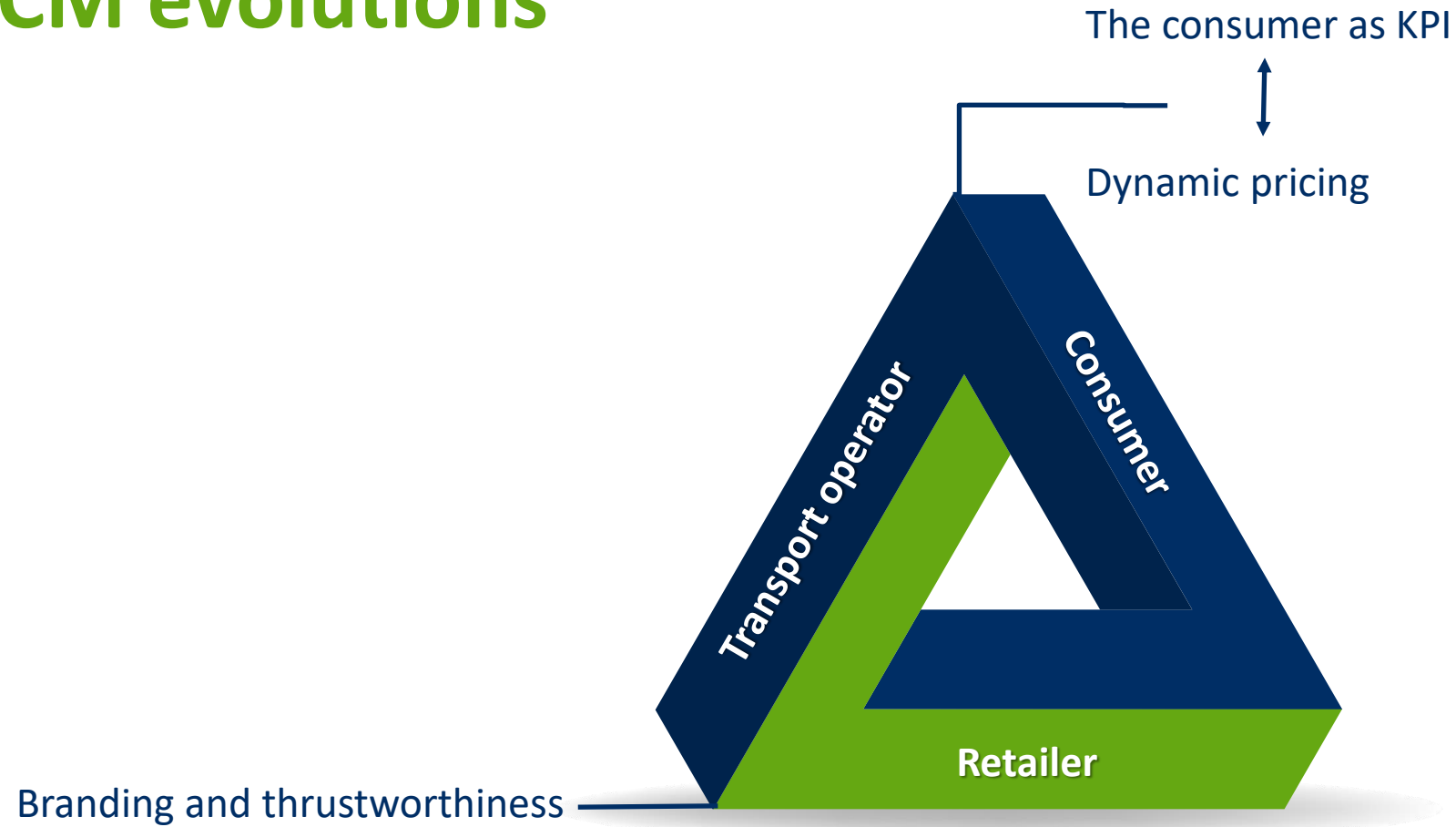
Changing consumer behavior



Retail adaptation strategies



SCM evolutions



Technological innovations



Open questions: the consumer

- **Accurate demand predictions are key**
 - How will destinations evolve?
 - What motivates shoppers to go online?
 - How does an order convert in a parcel?
 - Is there a WTP for tailored services?
- **Regional economics is lagging behind**
 - Which retailers moved online, and why?
 - What role for short (online) chains?
- **New and diversified consumer's expectations**
 - What consumer-related KPIs should LSPs consider?
 - How to connect LSP and consumers?
 - What technologies to increase delivery service?

Open questions: shifting responsibilities

- **The Logistics-Retail company**
 - How do delivery services affect consumer satisfaction?
 - Is there such a thing as a logistics brand?
 - What are the effects of continuous outsourcing?
 - How to optimize retail and logistics data for the last mile?
- **Safeguarding space for logistics**
 - How to provide space for e-commerce in the city?
 - What is the future of physical touchpoints?

Open questions: lack of density

- **Geographical inequalities**

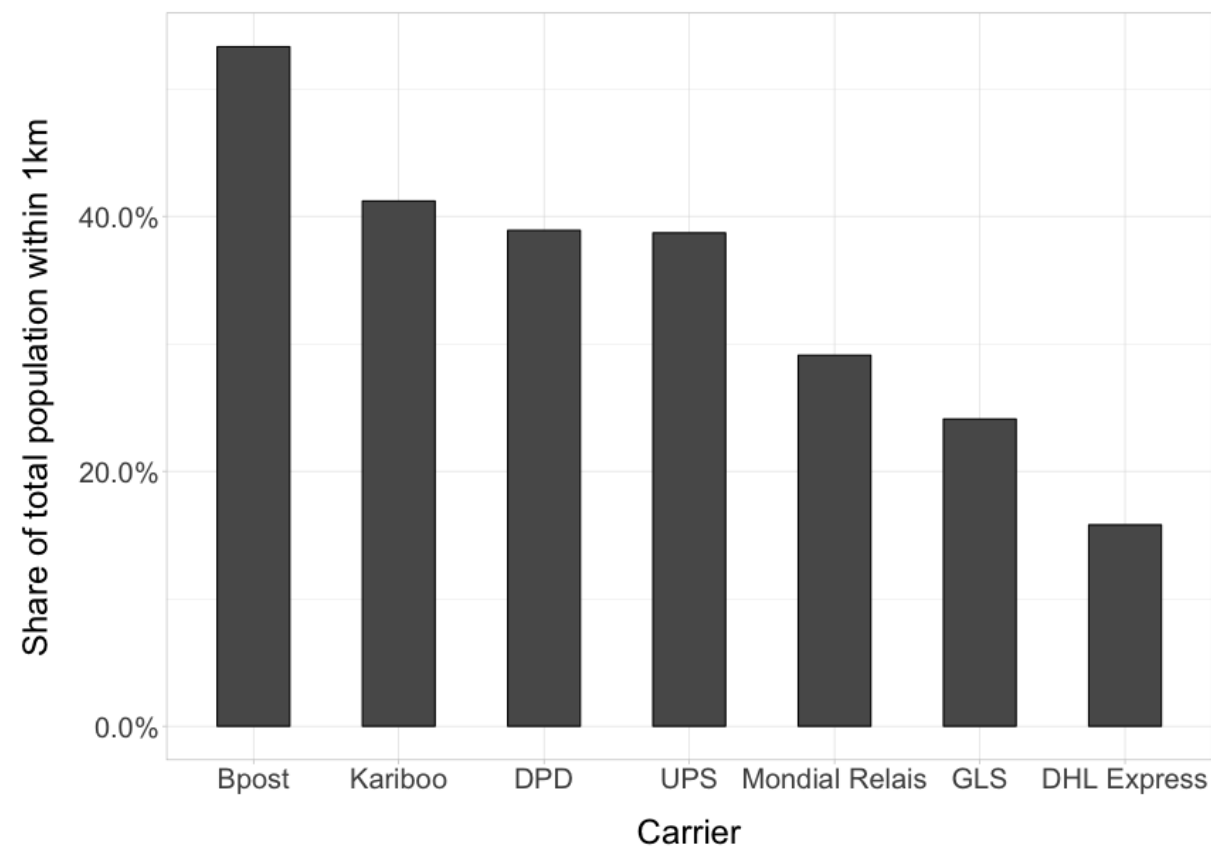
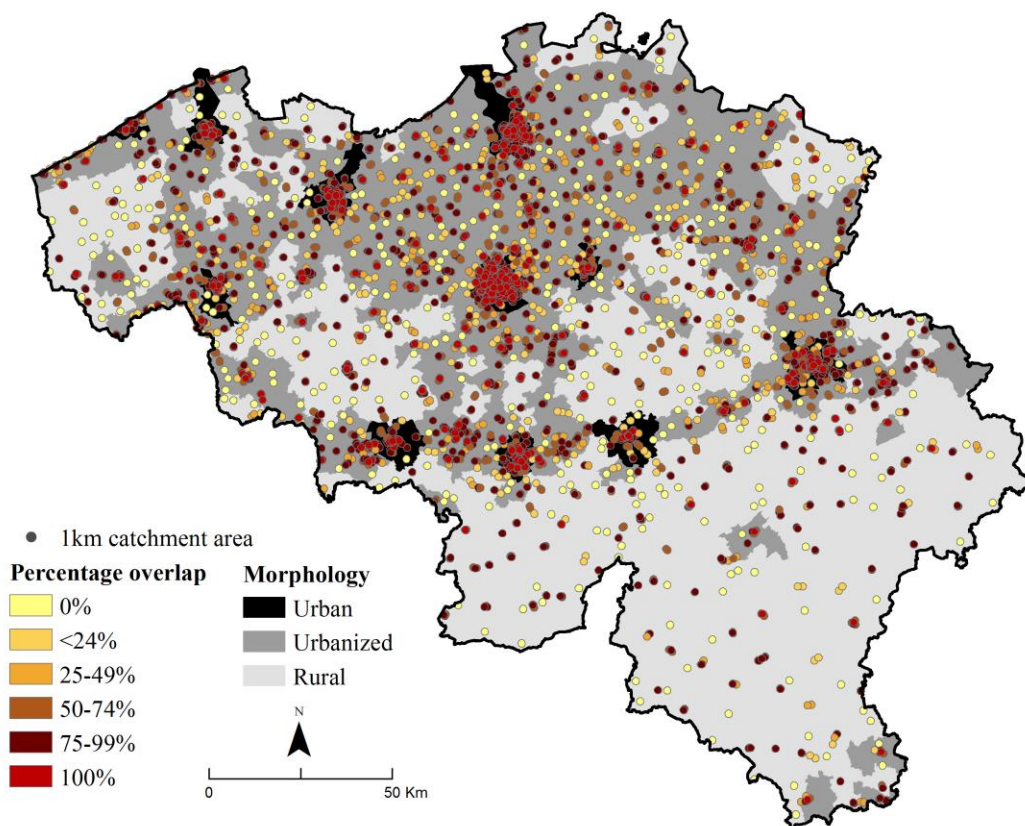
- Is there still a bias towards urban areas?
- How to cope with inequalities in last mile services?
- What is the business case for parcel lockers?

- **Impact of personalization**

- How does the emancipation of the consumer impact fragmentation?
- How to accomodate automated services?

- **Future retail trends**

- How to link local supply with efficient delivery?
- Are retail platforms an opportunity or threat to the retail system?



cfr. BIPT 2018; CRB 2019, 2021

Source: The sustainability of the urban layer of e-commerce deliveries: the Belgian collection and delivery point networks
Data: postaalpunt.be



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