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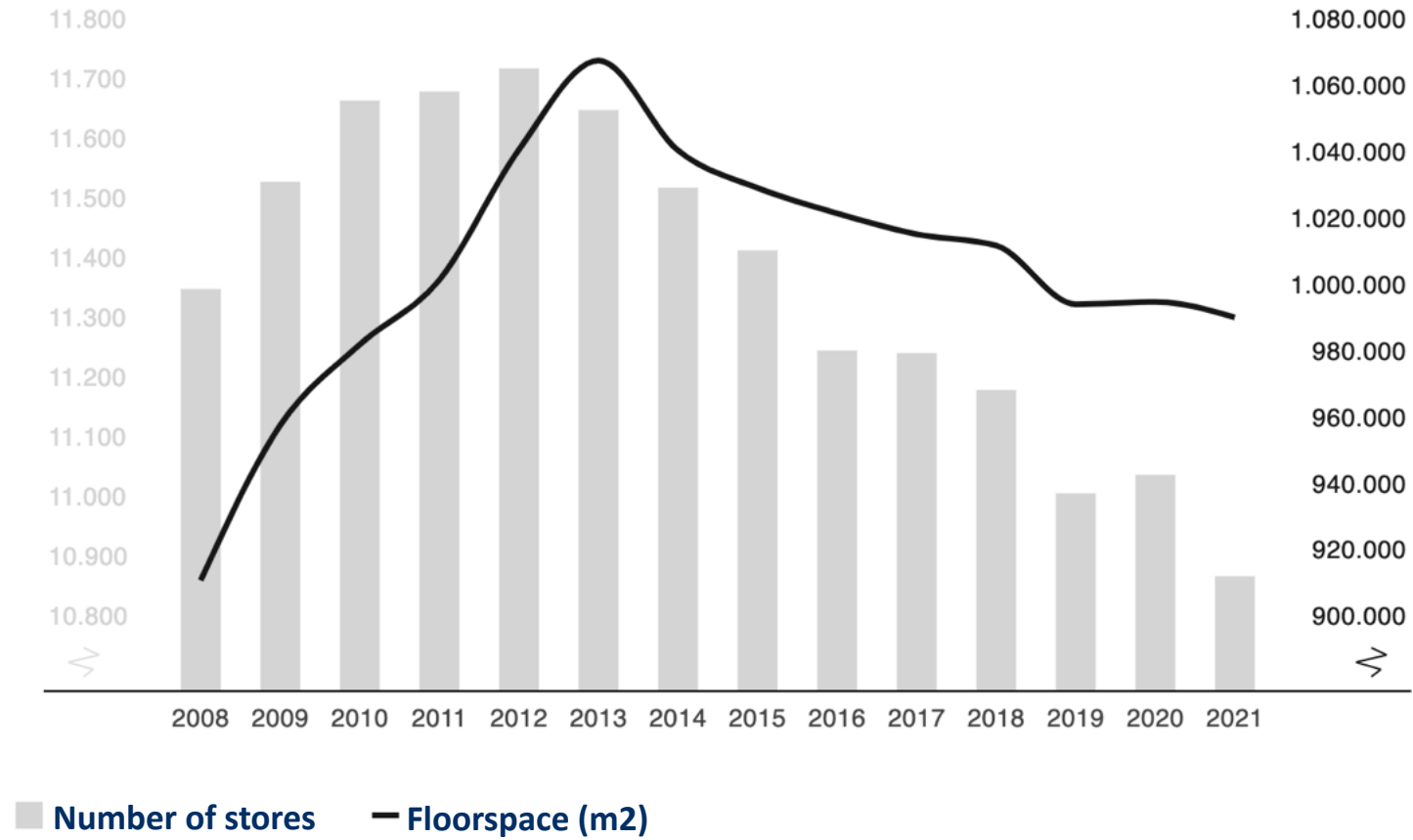
Reconciling retail and logistics demand in the on-demand economy

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Setting the scene

Evolution of stores and floorspace in Antwerp (2008-2021)



Bron: Locatus | provincies.incijfers.be

Retail is one of the hardest hit sectors

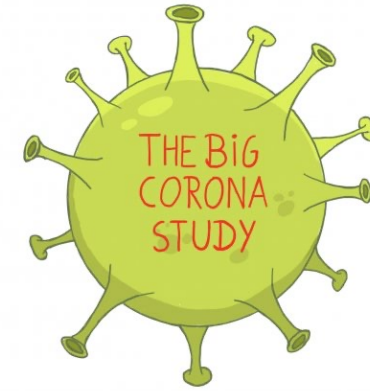
1. GDP in the Euro-area was down 12% year-on-year, the sales of non-food products dropped by 23.8% in April 2020 compared to a year before (Eurostat)
2. In Belgium, 40% of the small retailers had an online channel before March 2020.

Data collection



The retailer

- **April 22 – June 1, 2020**
- Targeting **small retailers** through sector federation, local governments etc.
- **4 blocks of questions:** prevalence of online channel; operations; future perspective; general characteristics
- **389 stores**

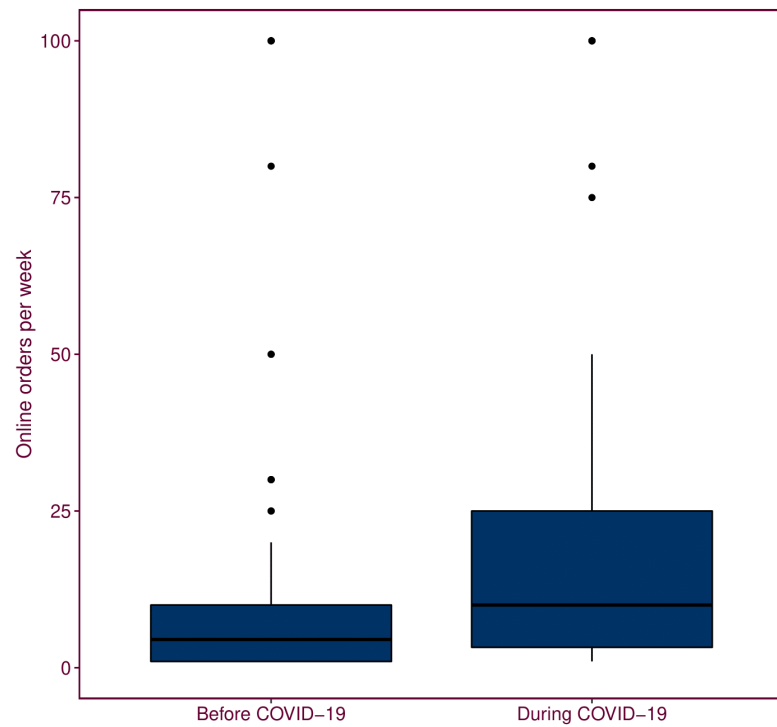


The consumer

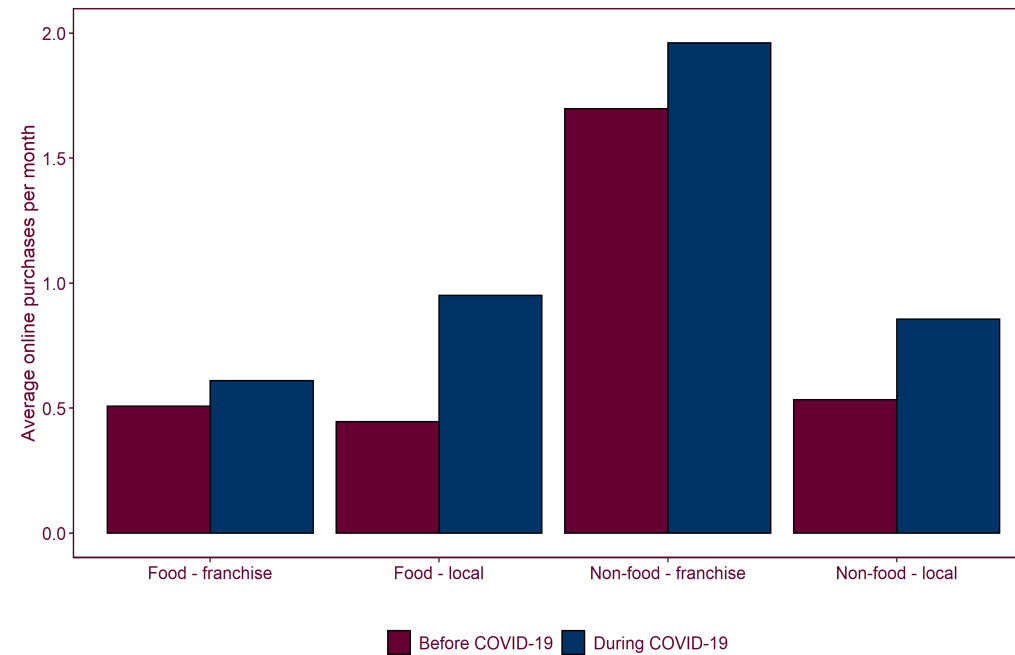
- **May 12, 2020**
- **Monthly frequency of shopping online** in four categories: food – franchise; food – local; non- food – franchise; non-food – local.
- **7 categories of explanatory variables:** Socio-demographic; Household; Employment; Prudence; Modal choice; Built environment; Welfare
- **78,047 respondents**

Online retailing during COVID-19

Retailer



Consumer



Online retailing during COVID-19

- 50% of those not operating an online channel before the pandemic opened an online store
- Medium number of online orders/week: 5 -> 15
- 23% of pre –COVID-19 turnover

“Shop local” seemed to work

1. there is a large solidarity due to ‘all of us being in this together’.
2. the shop local campaigns by sector federations as well as initiatives taken by local authorities seem to be very effective.
3. Picking up your purchase at the shop next door or being delivered by the shop owner provided a small but very much needed opportunity of social contact during isolation.

But webshops seem a “quick fix”

1. 96% of the businesses that started selling online **did not charge anything** extra to cover the costs of opening the online store or processing the orders
2. 60% did **not ask for a delivery fee**
3. 50% of the respondents indicate that payments occur only during or after the pick-up/delivery
4. 57% of the respondents created the online channel themselves
5. 49% of the respondents do the delivery themselves (even +10km)

Changing logistics

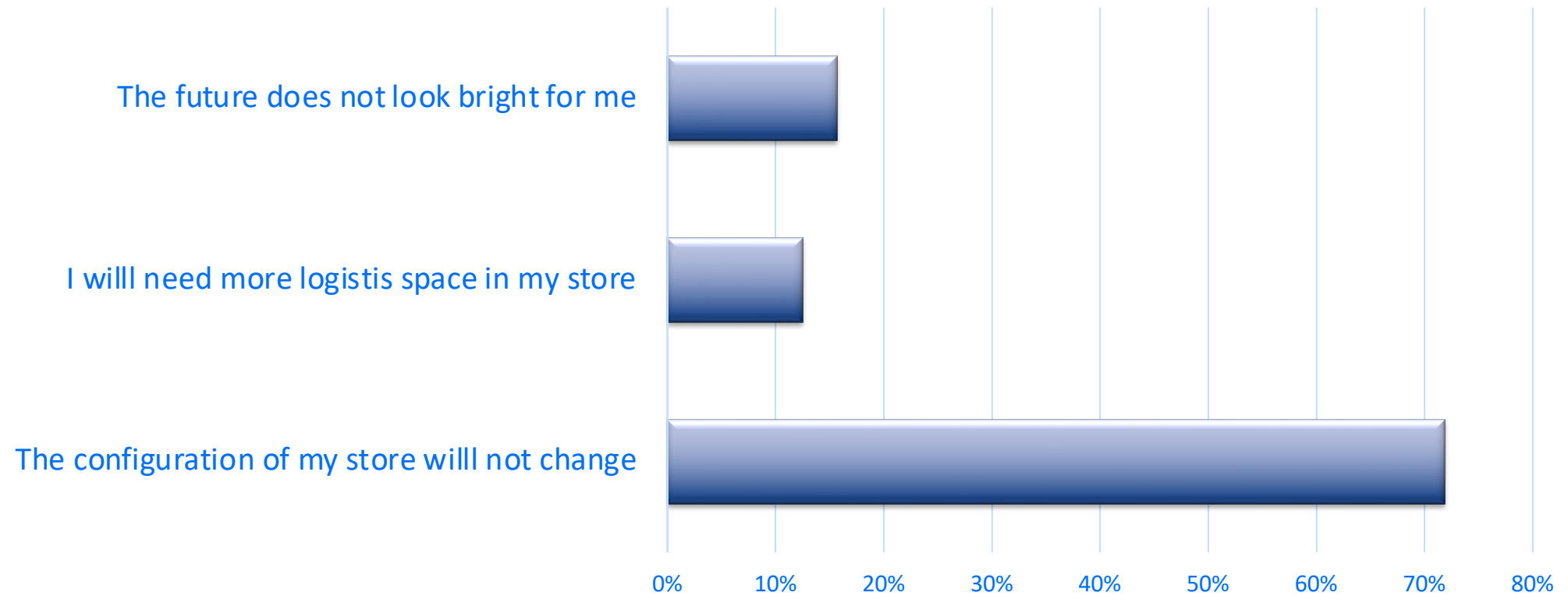
The logistics sector is following swift

- **The rise of “deliver local?”**
- **Projects “slim naar antwerpen”:**
 - Cargovelo – Velopack



Changing retail?

How do you see the future of your store? (small retailer)



Conclusions

- Local retailer needs stronger online ambition
- Logistics is there to help

COORDINATION

- Local: need for **integrated spatial planning** dynamics between departments of economy and mobility.
- Supra-local: need for **guidance from the *regional?/federal?*** level is paramount:

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