



E-COMMERCE SUPPLY CHAIN

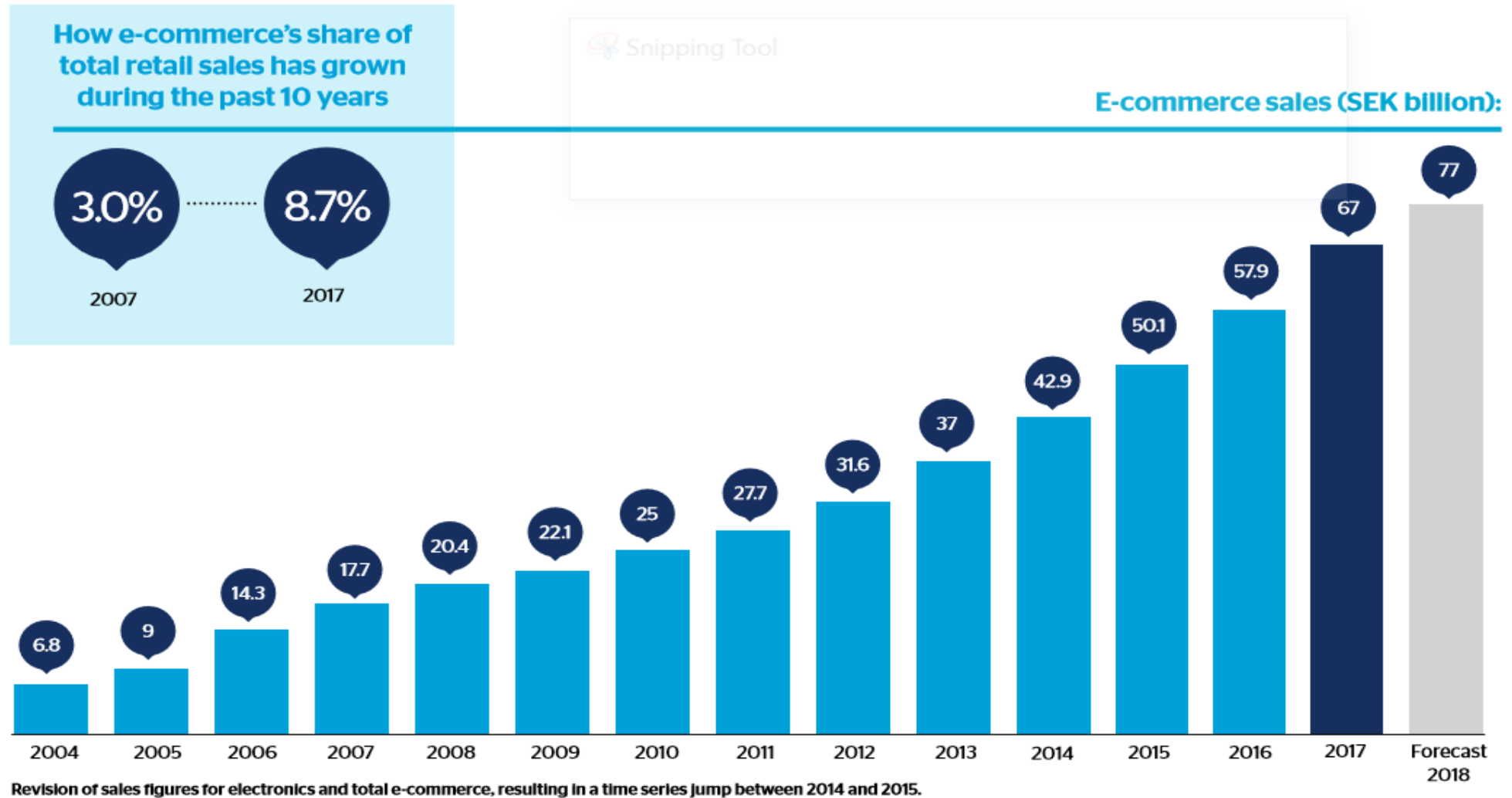
About me – *Carl Lumsden*





- Orders Increased by 30% on average from 2017
- Largest E-commerce companies had > 100 000 shipments on Friday
- Black Week is a new trend in Sweden

E-commerce in numbers



E-commerce in numbers



E-commerce – Home Electronics

13.9

billion
Sales 2017

30 %

Share of total electronics
retailing

14 %

Growth 2017

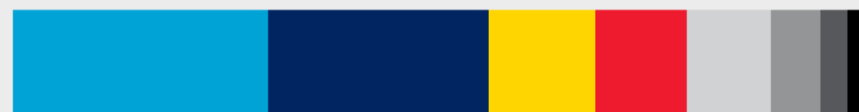
Home electronics

Basis: Have shopped online (monthly average entire year 2017)



Share of e-commerce
consumers that
bought
home electronics

Share of e-commerce consumers that made
purchases from each respective product category
(multiple answers possible)



8% - Computers and accessories

7% - Cell phones and accessories

4% - Audio and video

3% - Household appliances

3% - Personal care

2% - Cameras and accessories

1% - Video game consoles, excluding

1% - White goods

Share of
consumers that
have first done
research online
before then
purchasing
the item in a
physical store

34%



Share of
consumers that
have first done
research in a
physical store
before then
purchasing the
item online

22%



62%

...made their most
recent purchase of
home electronics via
computer.



E-commerce – Food

19 %

Growth 2017

Source: D-food index

Food

Basis: Have shopped online (monthly average entire year 2017)



10%
Share of e-commerce consumers that bought food

Share of e-commerce consumers that made purchases from each respective product category (multiple answers possible)



■ 8.2% - Food (incl. subscription to food deliveries)
■ 3.1% - Other groceries

Share of consumers that have first done research online before then purchasing the item in a physical store



Share of consumers that have first done research in a physical store before then purchasing the item online



E-commerce – Food



E-commerce logistics- 3PL or Own warehouse



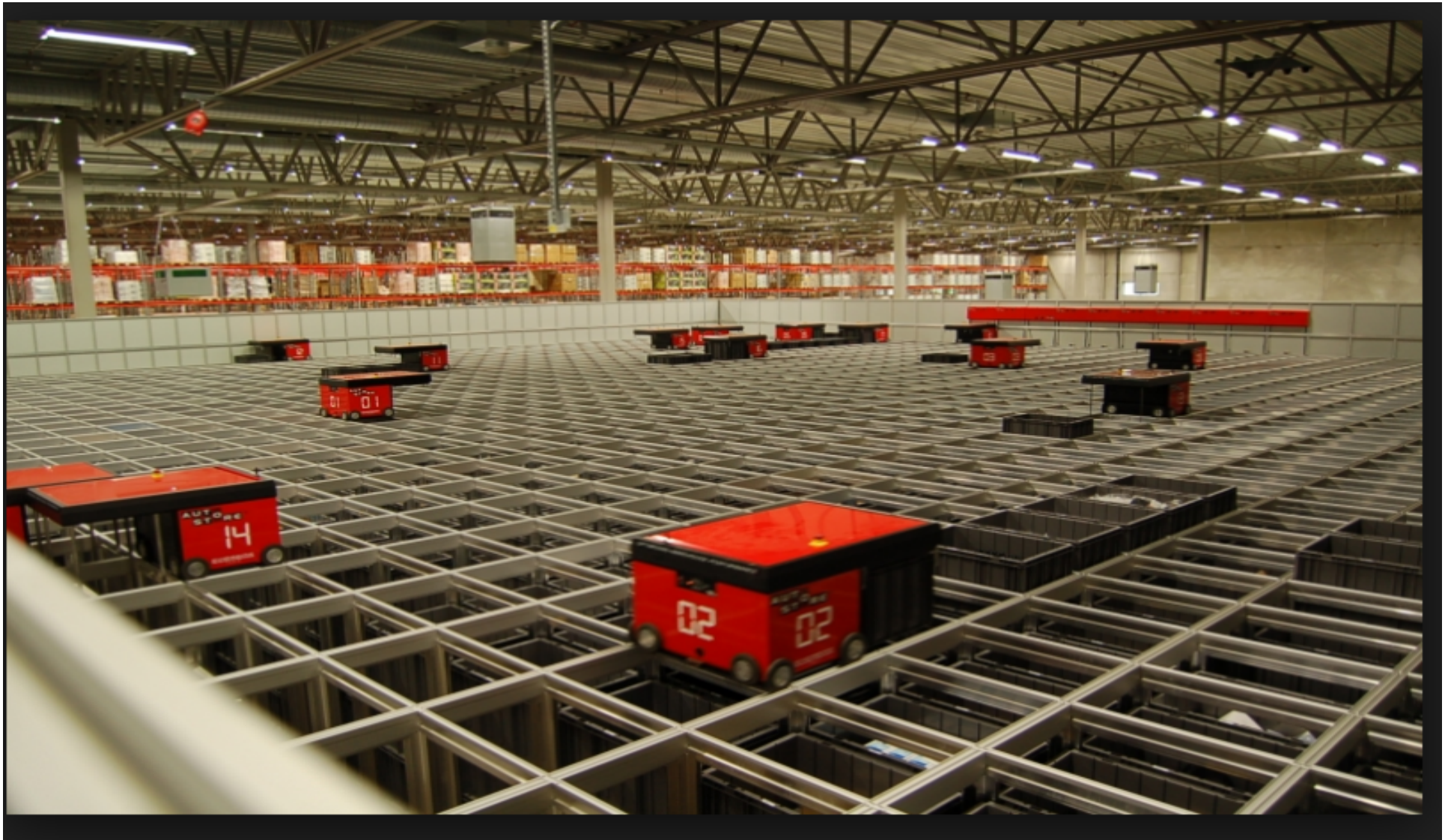
E-commerce logistics- 3PL or Own warehouse



E-commerce logistics- warehouse & automization



E-commerce logistics- warehouse & automization

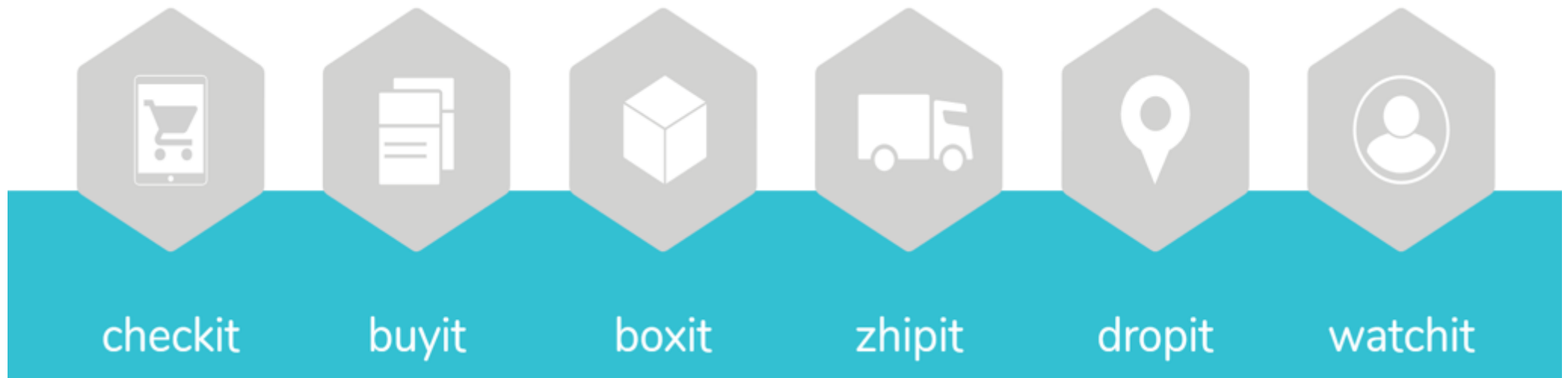


E-commerce logistics- Dropshipping












E-commerce logistics- TA-System development

Zipster Fulfillment Platform (ZFP)



E-commerce logistics- Delivery Options

<input checked="" type="radio"/>	 PostNord 1 vardag, <i>rekommenderas</i>	Skickas till din brevlåda, eller till: Hemköp Torsplan 	0 kr
<input type="radio"/>	 Instabox Express Levereras idag till förvaringsbox	Tomtebogatan 1 Q-Park Garage (idag ~14:50) ▼	0 kr
<input type="radio"/>	 DHL Service Point Stockholm 1 vardag	NORRBACKA TOBAK, NORRBACKAGATAN 48-50, S ▼	0 kr
<input type="radio"/>	 Schenker Miljöfrakt 1 vardag	7 - Eleven, Rörstrandsgatan 10 , Stockholm ▼	0 kr
<input type="radio"/>	 Hemleverans Budbee Skickas med bud	I morgon, onsdagen den 28 november, kl 17 - 22 ▼	0 kr
<input type="radio"/>	 Hemleverans BEST Miljö Skickas med bud	I kväll, tisdagen den 27 november, kl 18 - 22 ▼	0 kr
<input type="radio"/>	 Företagspaket 1 vardag	Levereras med bud till din arbetsplats. OBS! Går endast att välja av företag.	39 kr
<input type="radio"/>	 Airmee hemleverans Skickas med bud	I kväll, tisdagen den 27 november, kl 17 - 19 ▼	0 kr

Last Mile Deliveries



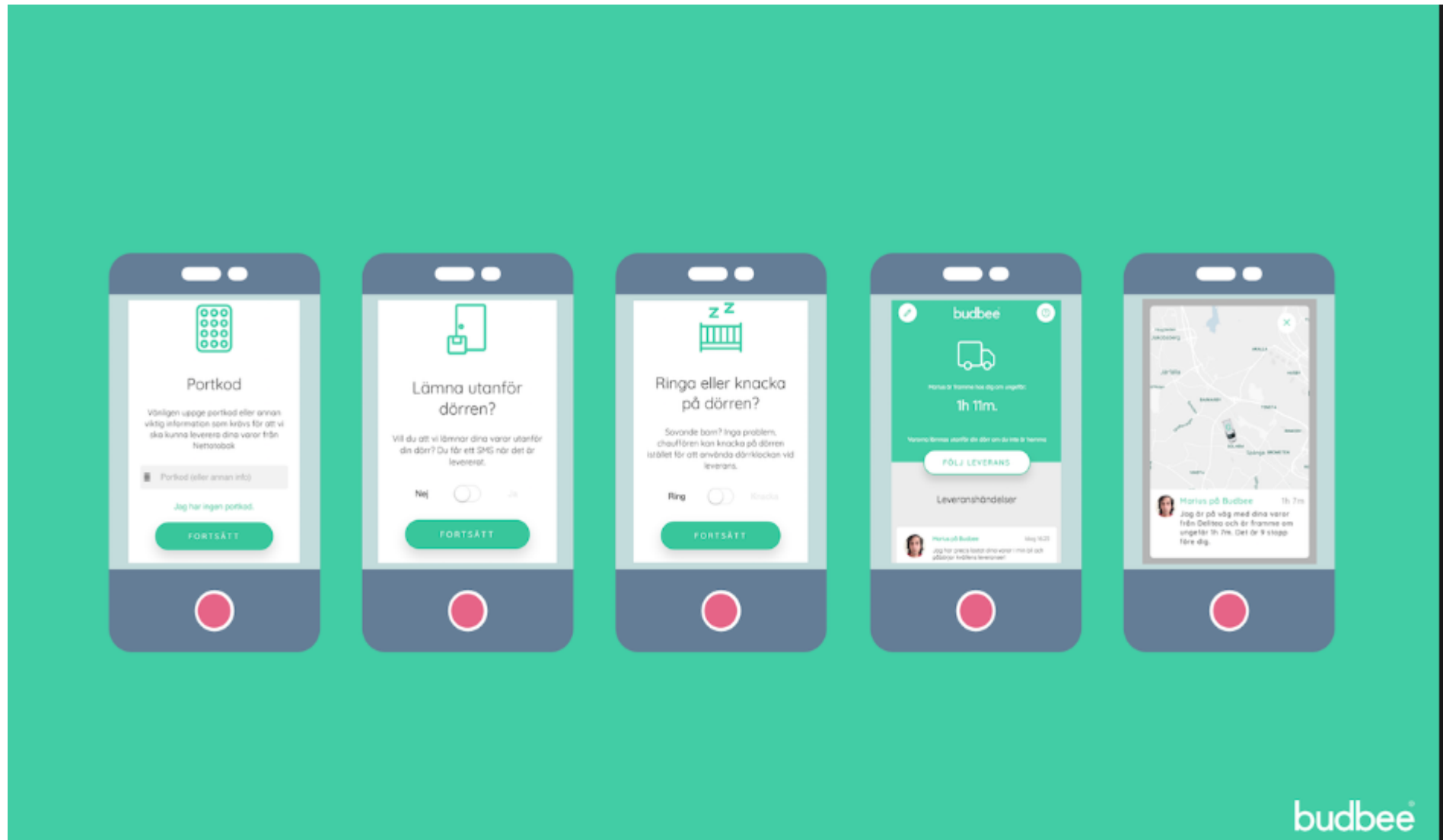
Last Mile Deliveries



budbee®



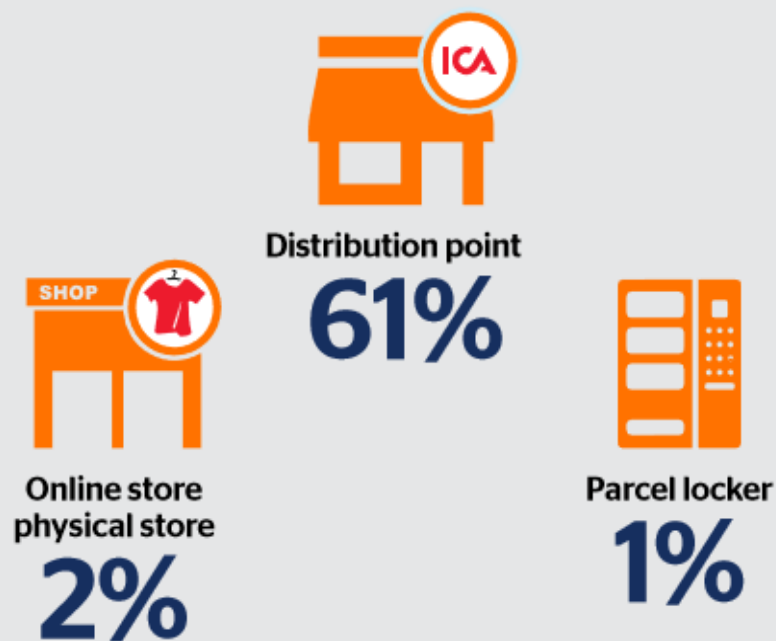
Last Mile Deliveries



E-commerce logistics

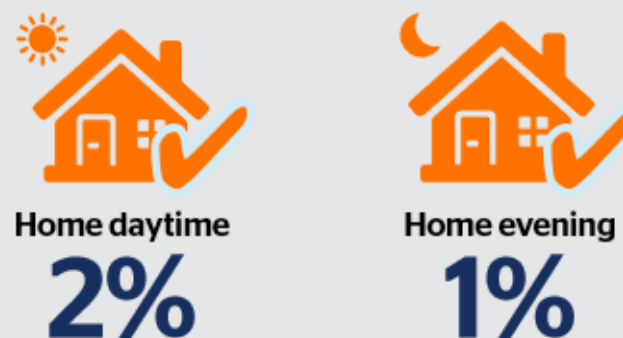
How consumers had their most recent items delivered

Click & Collect



Basis: Shopped online in the past month

Home delivery with signed confirmation



Delivery without signed confirmation



E-commerce logistics

91 %

...think it is important that companies communicate the latest delivery status.

81 %

...think it is important that a delivery date is set

17

...have an app for tracking their parcels



Basis: Have shopped online (Q2 2017)

29%

Never



25%

Once

21%

Two times

11%

Three times



4%

Four times

2%

Five times

6%

More than five times



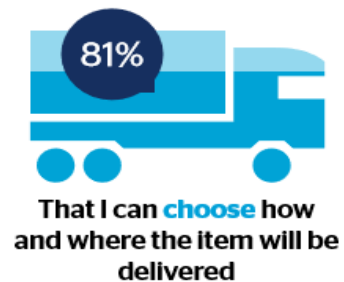
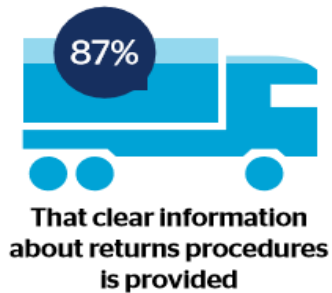
How many times did you check where your parcel was between placing the order and receiving delivery?

Unsure, don't know - 2%

Basis: Have shopped online in the past year

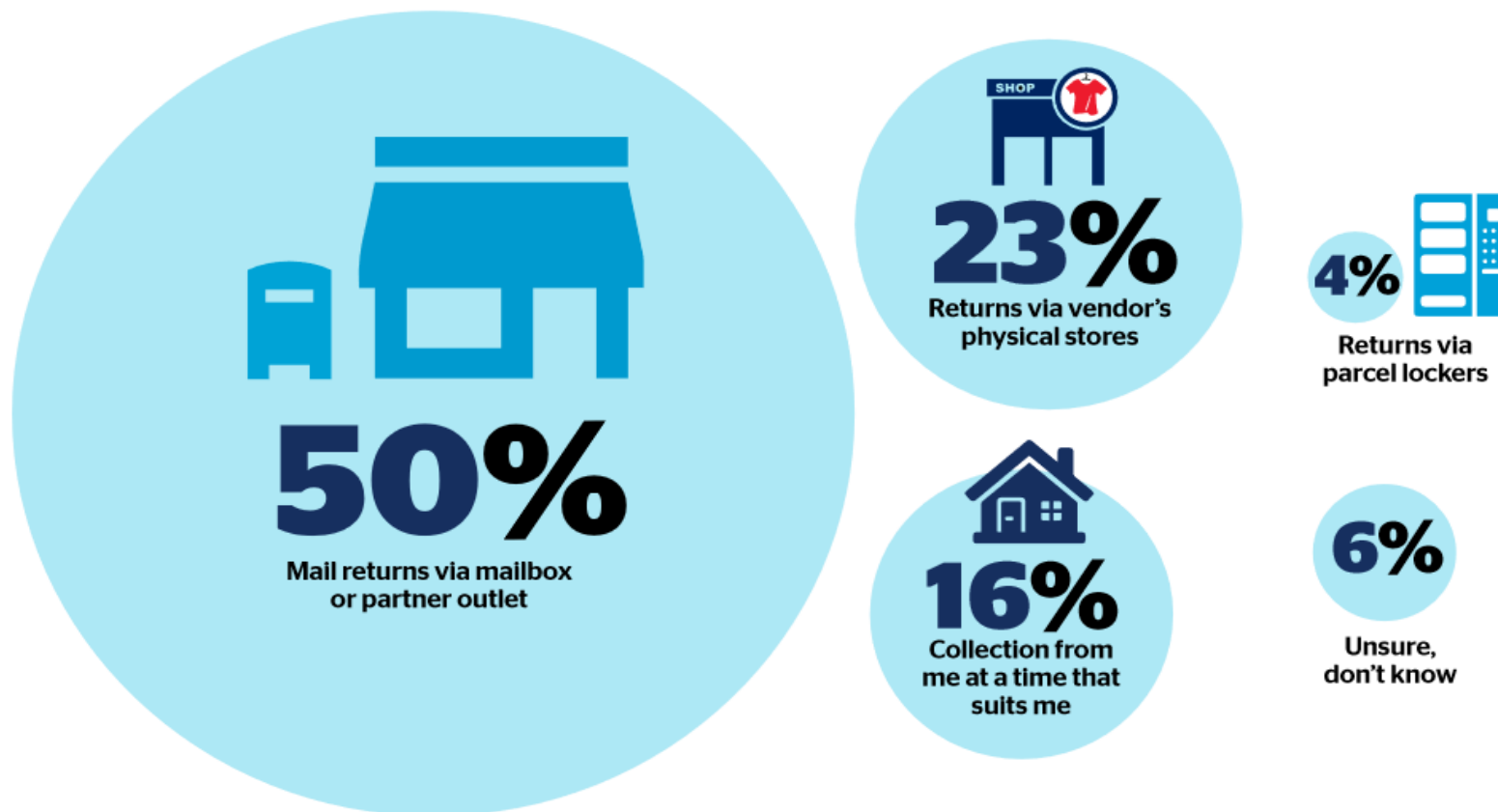
E-commerce logistics

Most important for e-commerce consumers regarding delivery



E-commerce logistics

Which of the following return options do you prefer?



E-commerce logistics - Future

To what extent would you like to receive your deliveries in the following ways in the future?

* Proportion who replied "To a very large extent" or "To a fairly large extent."



Locked delivery box

42%



Delivery on the same day you place your order

35%



Parcel locker

24%



Delivery using self-driven vehicles

18%



Delivery into the home using a single-use code

13%



Delivery using a drone

13%



Delivery to where you are within one hour

11%



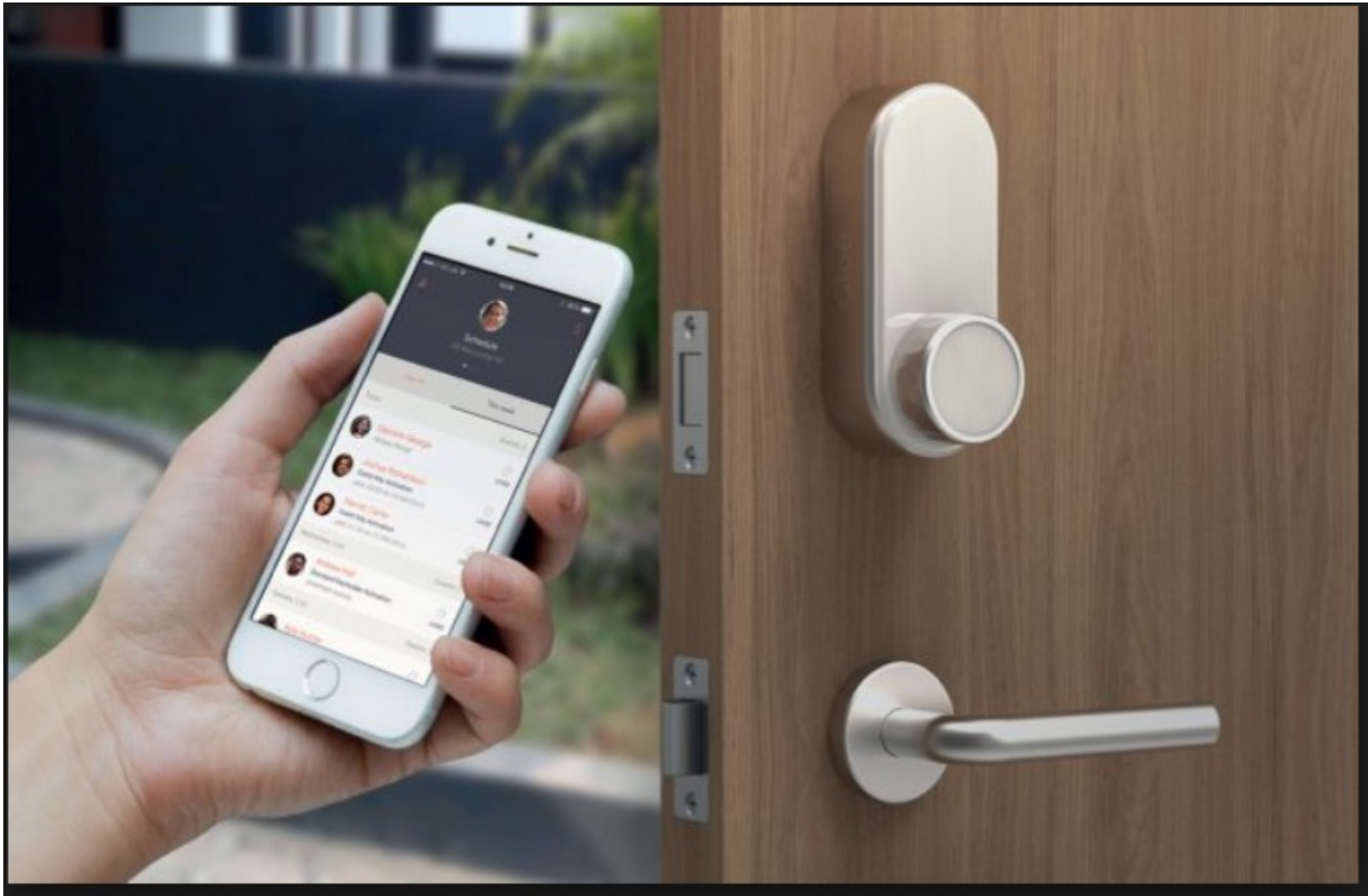
Delivery to the trunk of your car

10%

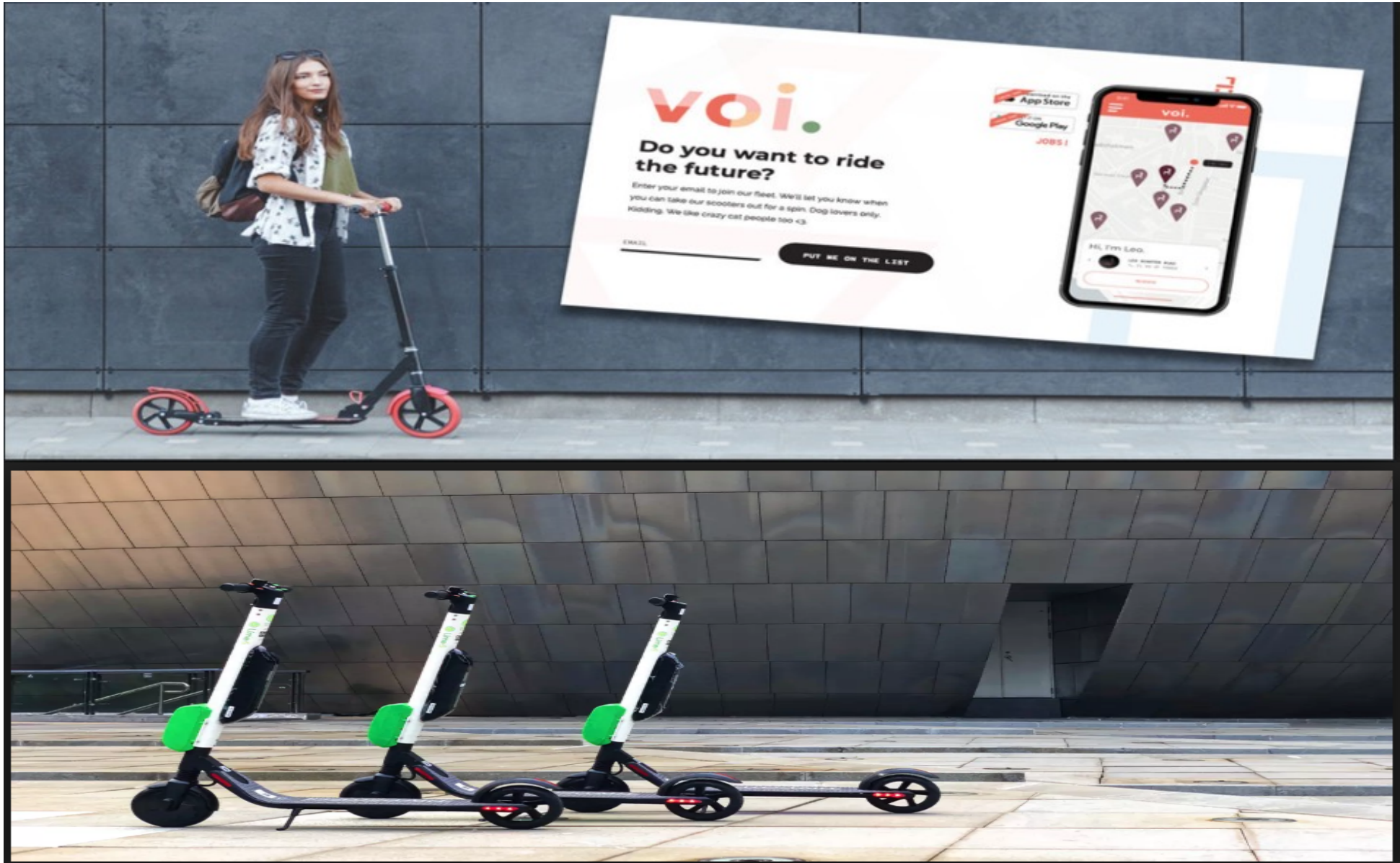
Basis: Have shopped online

E-barometer Annual Report 2017

E-commerce logistics - Future



E-commerce logistics - Future



A word cloud featuring the phrase "thank you" in various languages and scripts. The central text "thank you" is in large red letters. Surrounding it are numerous other expressions of gratitude in different colors and sizes, including:

- danke (blue)
- 謝謝 (blue)
- ngiyabonga (red)
- شكراً جزيلاً (blue)
- teşekkür ederim (pink)
- спасибо (green)
- Баярлалаа (green)
- спасибі (green)
- vinaka (green)
- blagodaram (green)
- merci (green)
- kia ora (green)
- barka (green)
- welalin (green)
- tack (green)
- spas (green)
- misaoira (green)
- matondo (green)
- paldies (green)
- grazzi (green)
- mahalo (green)
- tapadh leat (orange)
- хвала (green)
- asante (green)
- manana (green)
- obrigada (green)
- murakoze (green)
- tenki (green)
- chokrone (green)
- mamnun (green)
- maith (green)
- agat (green)
- arigatō (green)
- tak (green)
- dakujem (green)
- trugarez (green)
- merci (orange)
- shukriya (green)
- merce (green)
- dhanyavadagalu (green)
- diolch (green)
- grazie (green)
- taiku (green)
- sulpay (green)
- go raibh maith agat (green)
- chnorakaloutioun (green)
- gratias ago (green)
- gracies (green)
- kop khun krap (green)
- ありがとうございます (green)
- tanemirt (green)
- rahmet (green)
- xiexie (green)
- 감사합니다 (green)
- xiexie (green)
- ευχαριστώ (green)
- merci (orange)
- obrigado (green)
- sobodi (green)
- dekuji (green)
- mes (green)
- didid madioba (green)
- kam sah hamnida (green)
- rahmat (green)
- terima kasih (yellow)
- najis tuke (green)
- sagolun (blue)
- hvala (green)
- maururu (blue)
- koszonom (blue)
- dhanyavad (green)
- kiitos (green)
- dankie (green)
- nandri (green)
- nanni (green)
- bayarlalaa (green)
- gracie (green)
- enkosi (green)
- bedankt (yellow)
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