What do Poptarts and baby nappies have in common with location?
Retailer / Customer Relationships

Traditional

Customer → Retailer
Retailer / Customer Relationships

Ecommerce

Internet Infrastructure

Customer

Logistics

Retailer
Retailer / Customer Relationships

National
- Trust
- Support Local
- Reliable
- Delivery Service

International
- Online Environment
- Price
- Service
- Range

Source: Consumer Trust Survey, Domain.ie, 1,000 respondents aged 18+, September 2020
Certainty of Place Enables Logistics to

- Give assurance of day/time of delivery
- Allows for rerouting on route
- Operational advance notice to plan resources and capacity
- Inform decisions around depot location
- Returns process
The Growth of Ecommerce

Retail Ecommerce Sales Worldwide, 2019-2024
trillions, % change, and % of total retail sales

- 2019: $3.354 trillion
- 2020: $4.280 trillion
- 2021: $4.891 trillion
- 2022: $5.424 trillion
- 2023: $5.908 trillion
- 2024: $6.388 trillion

- % change:
  - 2019: 20.2%
  - 2020: 27.6%
  - 2021: 19.5%
  - 2022: 20.4%
  - 2023: 21.1%
  - 2024: 21.8%

- % of total retail sales:
  - 2019: 13.6%
  - 2020: 18.0%
  - 2021: 14.3%
  - 2022: 10.9%
  - 2023: 8.9%
  - 2024: 8.1%
Online World Moves Into Real World
Role of Place
Key Online Issues

The checkout is the key point of online friction

3 in 5 customers abandon checkout when shopping online

Key reason: Difficulty inputting address in the required format

*Source: Online Shopping Experience, IPSOS MRBI, Omnipoll Research, August 2020*
Barriers to the Growth of Ecommerce
New Technologies – 3D Printer
Location Creates New Opportunities
Social Demographic Information
Thank you for listening!

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