The local shop and last mile specialist as the winner of COVID-19?

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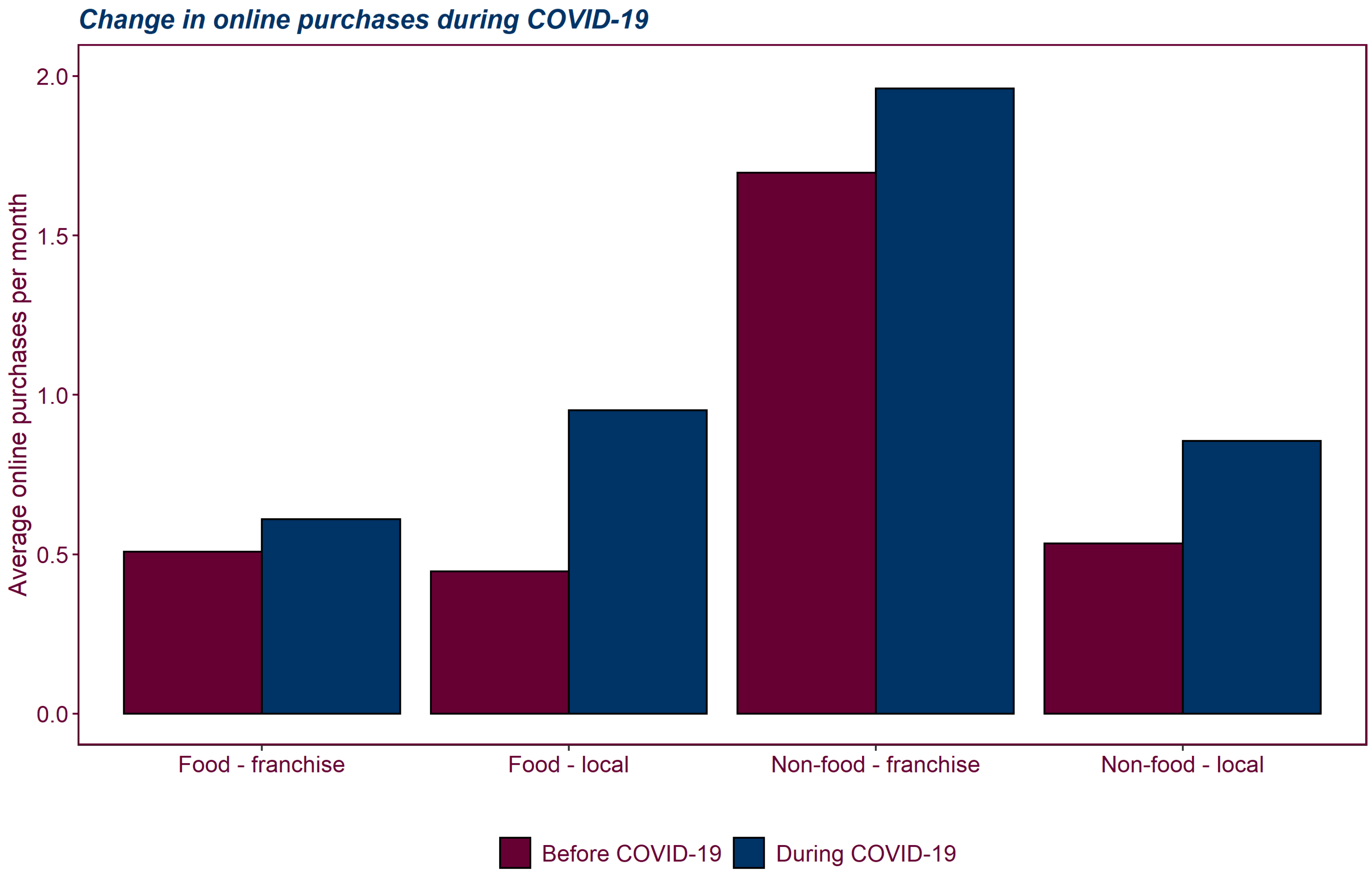
The *online* consumer

- Bi-weekly COVID-19 survey by UAntwerpen-UHasselt-KU Leuven
- 12/05/2020 (during lockdown)
- 78,047 respondents

The *local* retailer

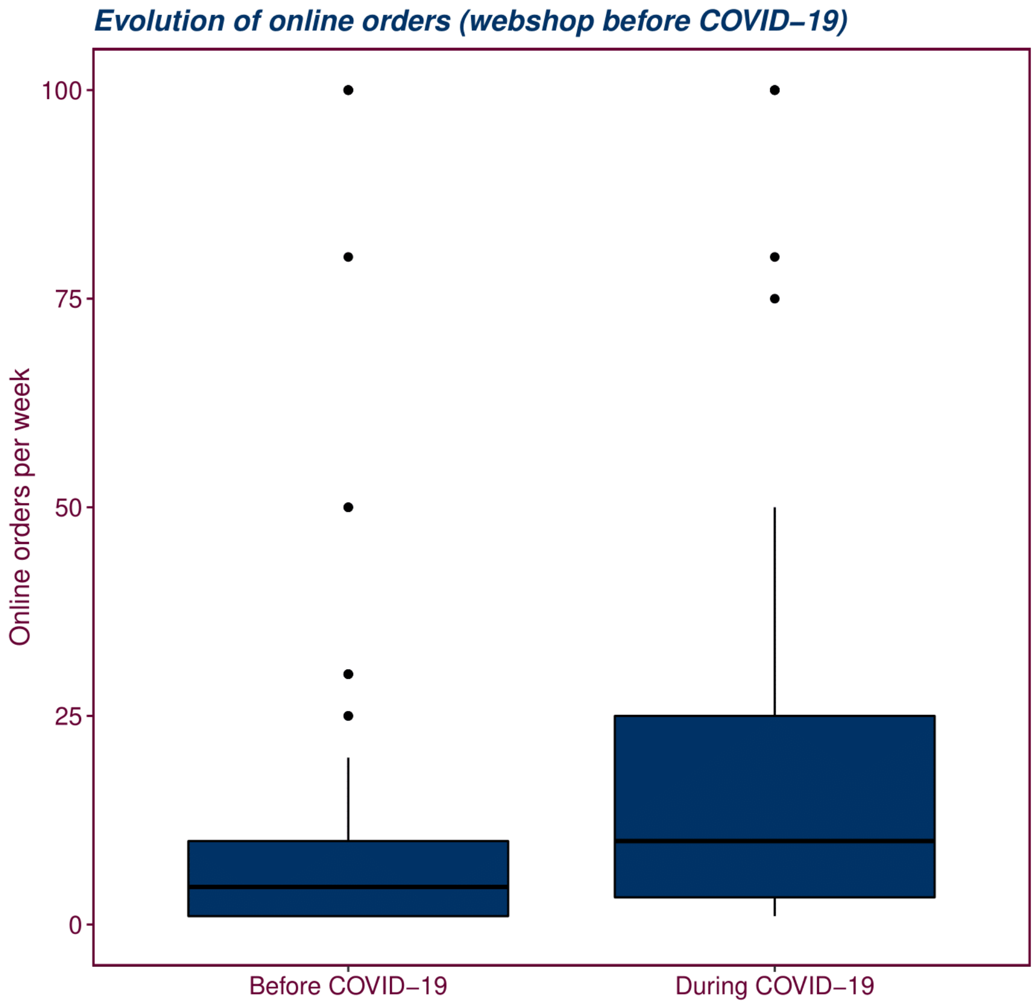
- April-July 2020
- 182 SMEs
- 85% with less than 5 employees
- Top 3: Clothing, Horeca, Groceries

'Shopping local' during lockdown



- **Young, better educated urban households with children are the drivers of the increased demand.**

Selling online during lockdown



- **50% of retailers without online channel opened a web store**
- **Median number of online orders/week triples**
- **Turnover ≅ 25% of pre-COVID**

Web stores have a 'pop-up' feeling

- **50% of payments after pick-up**
- **57% of retailers built the web store on their own**
- **47% of retailers do the delivey themselves (even +10km)**
- **60% does not ask for a delivery fee**

Can the sector capitalize on the opportunities posed by the pandemic? Or is this the final blow for local brick and mortars?

The logistics sector does jump on the opportunities

- **Higher demand -> higher last mile rates**
- **More complex deliveries -> more expensive last mile**

- **Rise of a “local” last mile, offering solutions for low volumes:**
  - Focus on green and service
  - ‘Slow deliveries’
  - Central parcel locker for retail hub

If these services can support local businesses to establish the online store as a full-fledged sales channel, COVID-19 might have a positive and sustainable connotation in hindsight.

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