

LOS DESAFÍOS DEL QUICK COMMERCE

Thiago Pereira - Head de Cabify Logistics





Carlos Montes 11 FEB 2020 10:00 AM Tiempo de lectura: 3 minutos

El 86% de los niños en Chile tiene celular propio y el 96% usa YouTube

NUEVO INFORME ONTSI

Nueve de cada diez niños de 13 años tienen móvil y su uso es mayor entre las niñas

- El acceso al smartphone está más extendido entre los menores que viven en pueblos que entre los de las grandes ciudades

Forbes

DIVERSITY, EQUITY & INCLUSION • EDITORS' PICK

Dear Businesses: Generation Z Does Not Want To Hear “Please Hold”

DIVE BRIEF

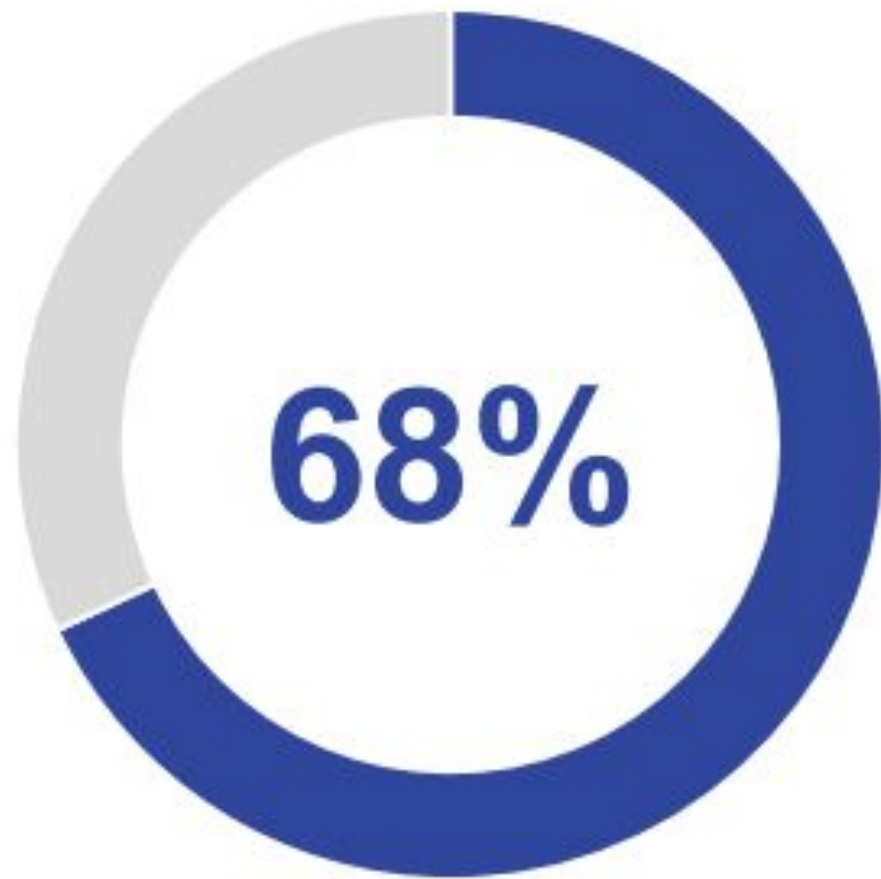
55% of Gen Alpha want to buy what their favorite YouTube, Instagram influencers wear

BBC NEWS MUNDO

Noticias América Latina Internacional Medio ambiente Coronavirus Hay Festival

Tecnología Video Centroamérica Cuenta BBC Extra

Qué es la generación Alfa, la primera que será 100% digital

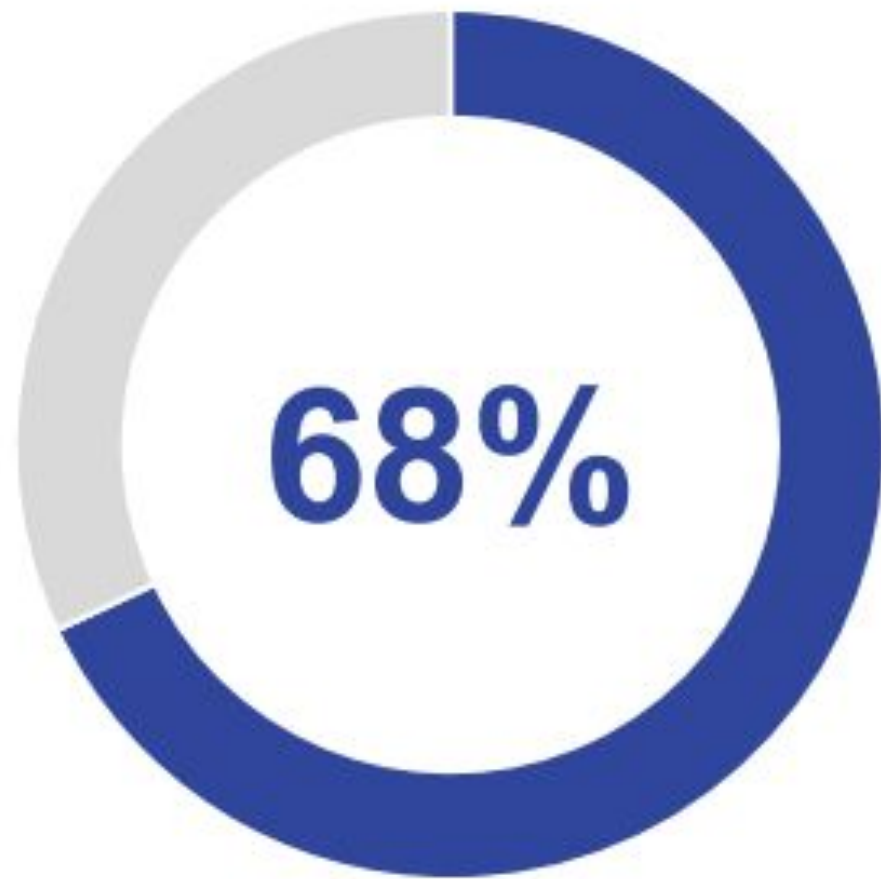


**Recently faced issues
when shopping online**

Top Issues Encountered While Shopping Online - Recent Online Shoppers -



Q: Which of the following issues have you encountered when shopping with a retailer online recently?
Base: Recent Online Shoppers (n=12623)



**Recently faced issues
when shopping online**

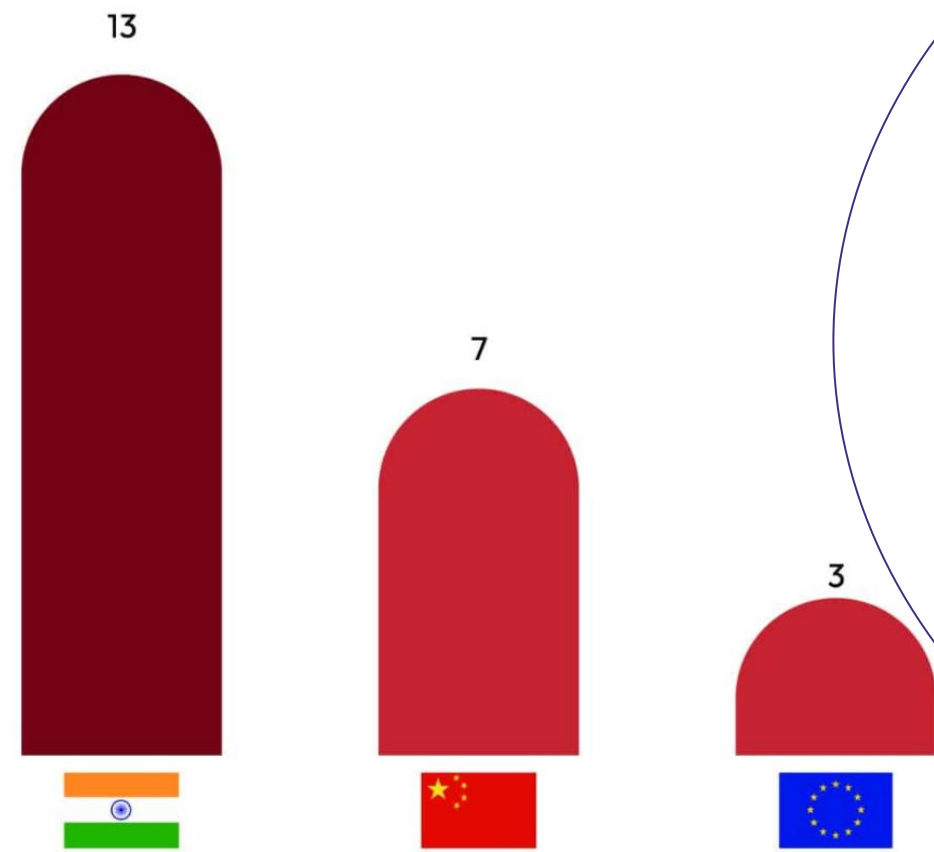
Top Issues Encountered While Shopping Online - Recent Online Shoppers -



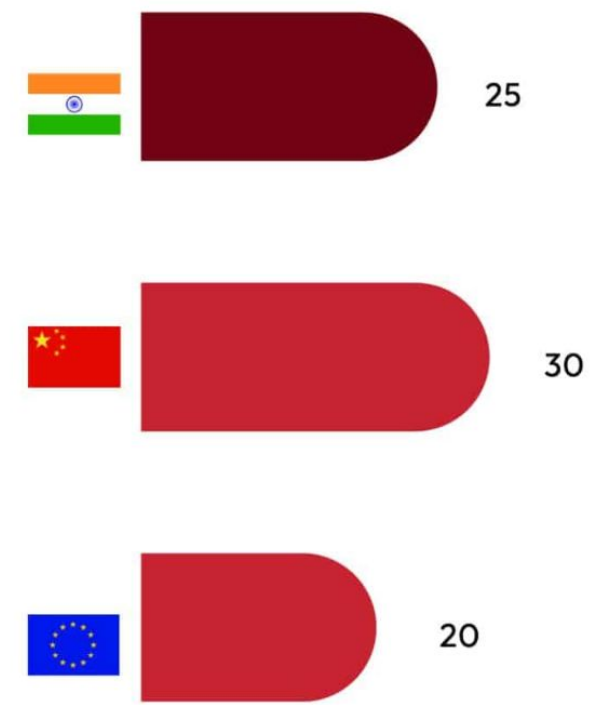
Q: Which of the following issues have you encountered when shopping with a retailer online recently?
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Quick-commerce es rápido

Quick Commerce Penetration
% of Online Grocery, CY 21

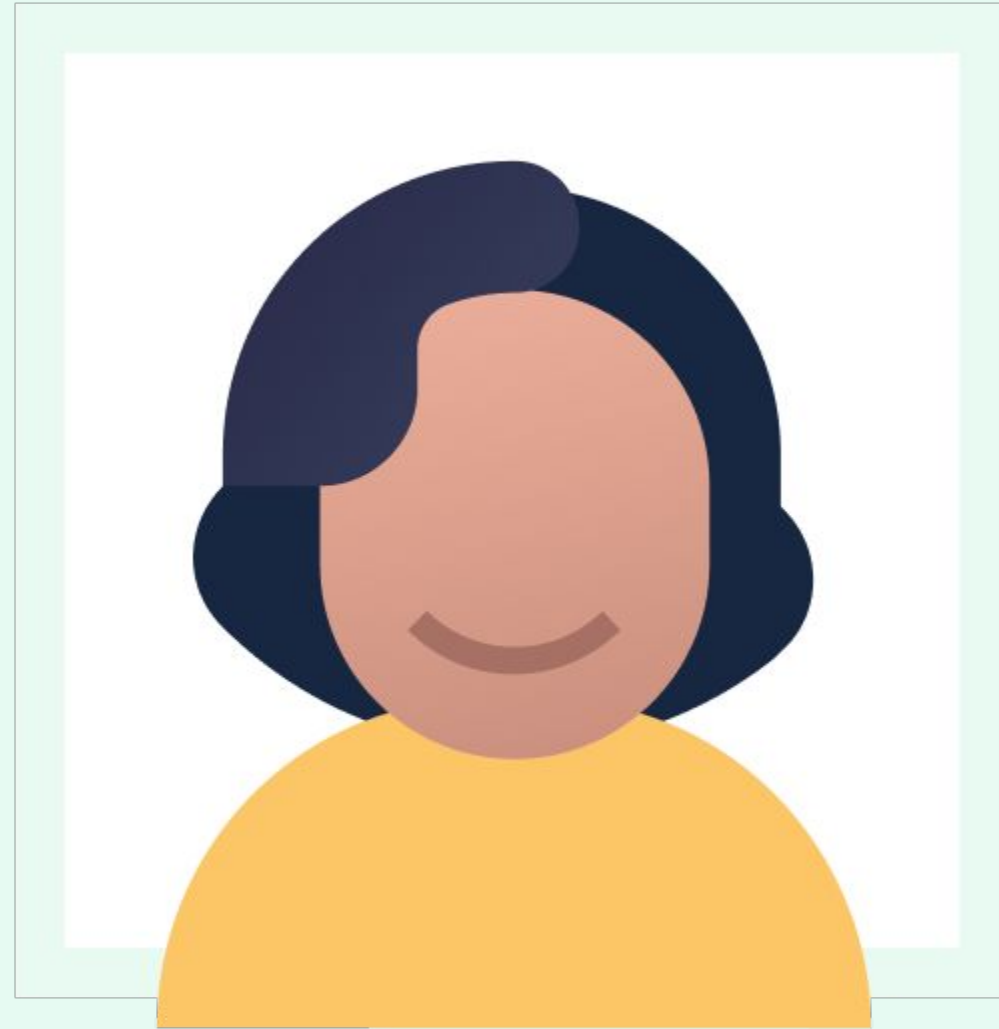


Average Delivery Time



Sources(s): Desk Research, RedSeer IP, RedSeer Analysis

redseer



Carla es de la Gen Alpha

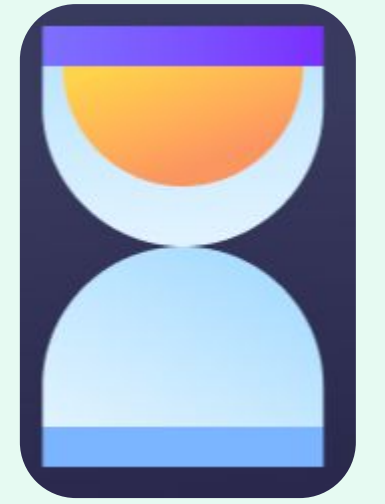
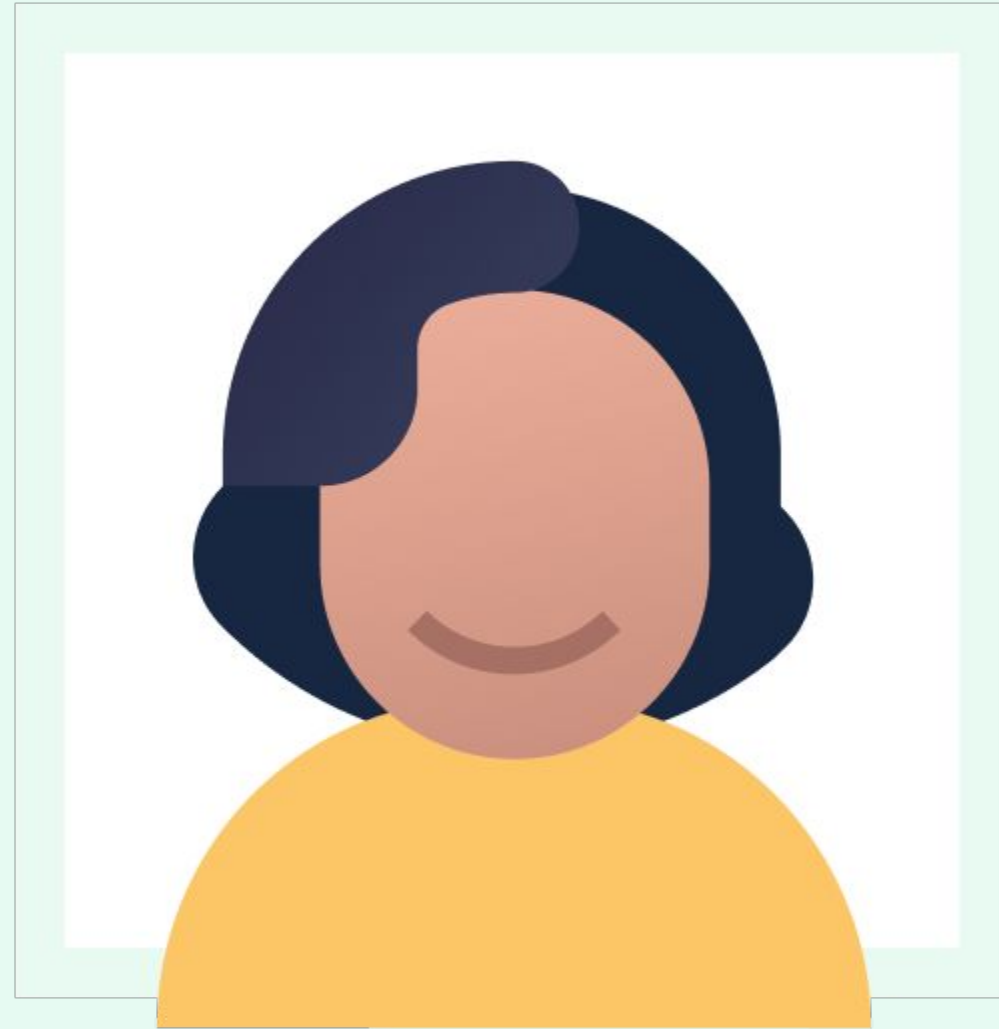
Quick-commerce es rápido
en la venta



of visits are **abandoned** if a mobile site takes longer than **3 seconds to load**.

Google Data, Global, n=3,700 aggregated, anonymized Google Analytics data from a sample of mWeb sites opted into sharing benchmark data, March 2016.



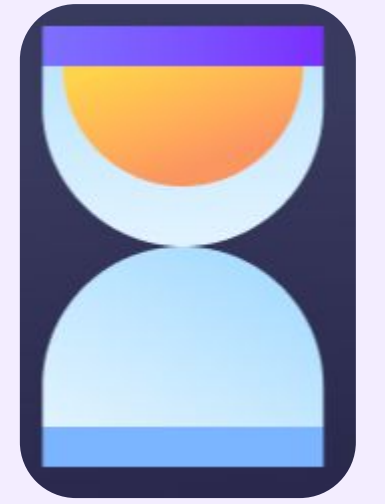
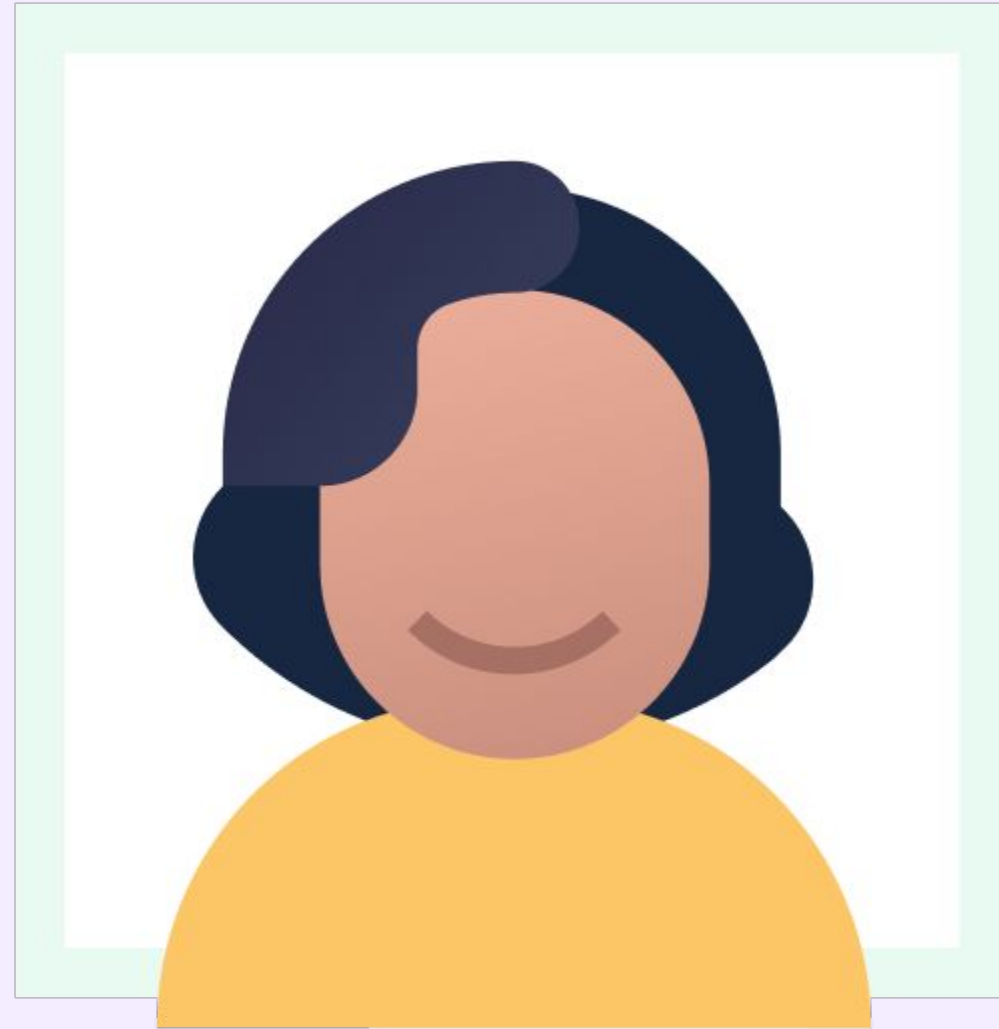


1 min

Carla compra en pocos clicks

Quick-commerce es rápido
en la preparación





10 min

La compra de **Carla** está
preparada

Quick-commerce es rápido
en la última milla

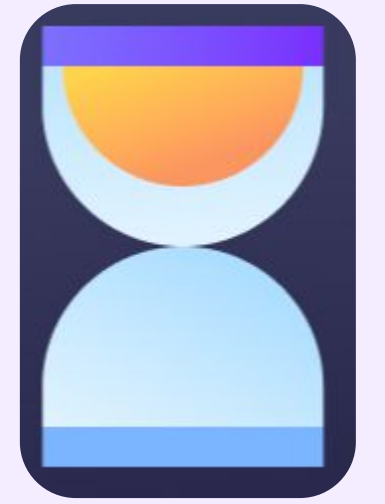
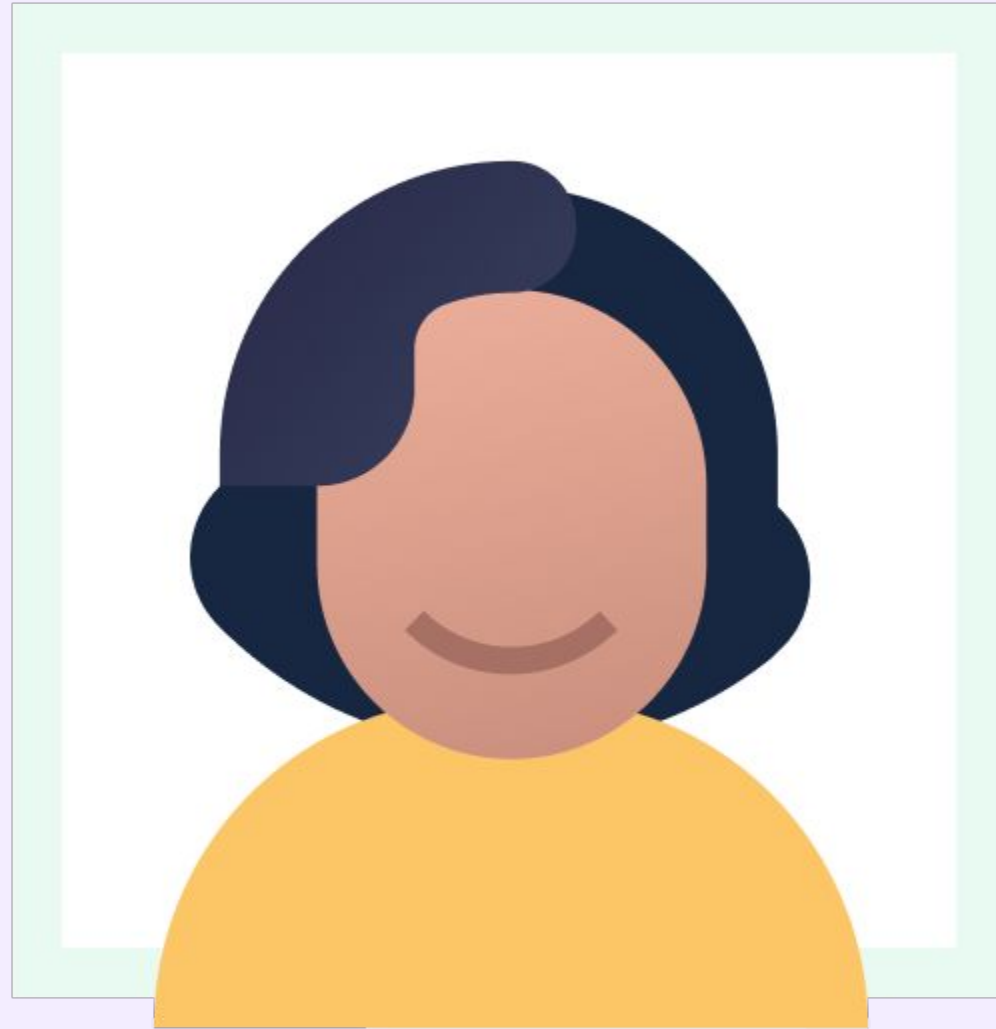


Tiempo de llegada

Oferta de última milla

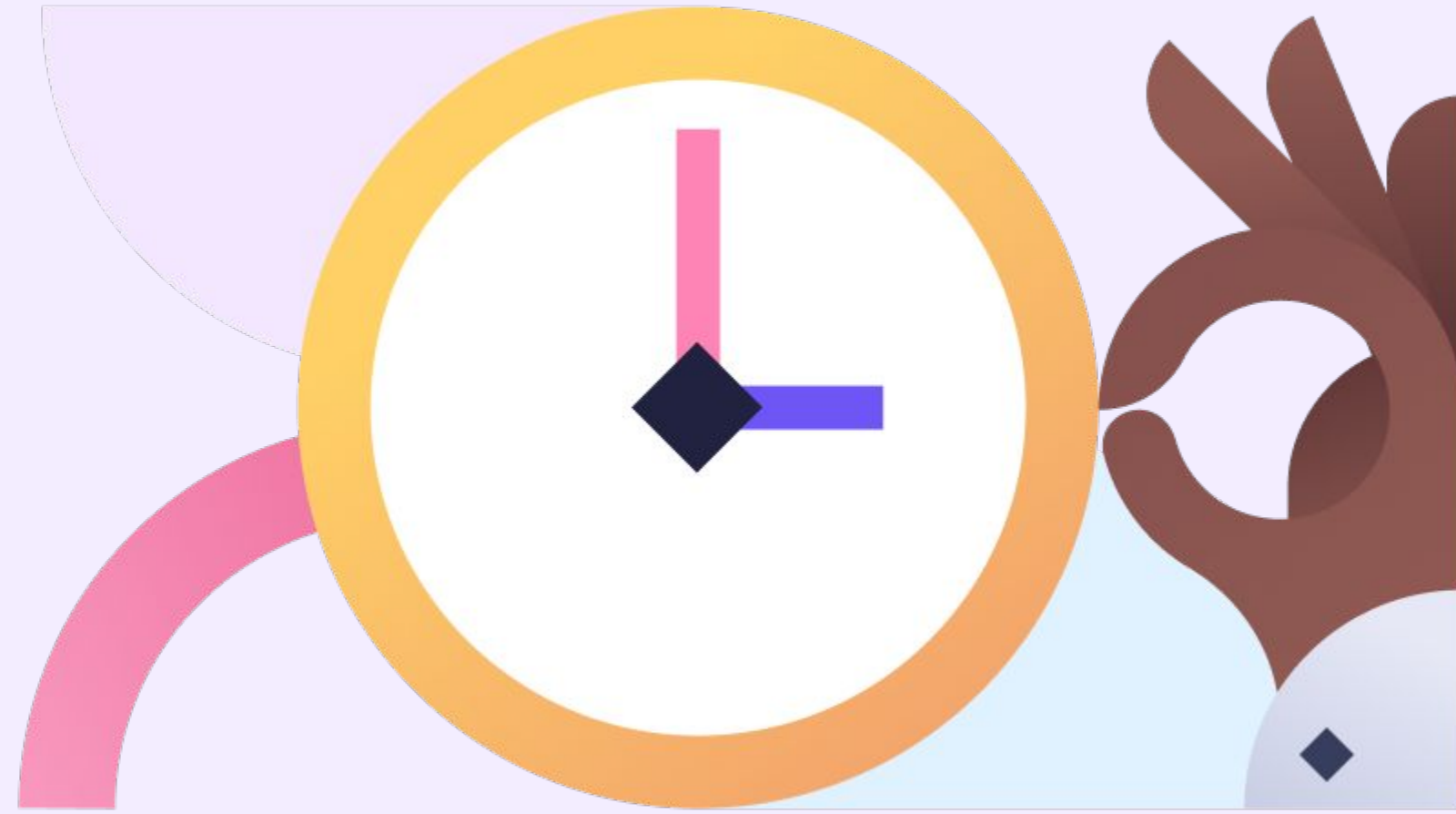
distribución de centros

Tiempo de ruta



10 min

Carla recibe en 21 min



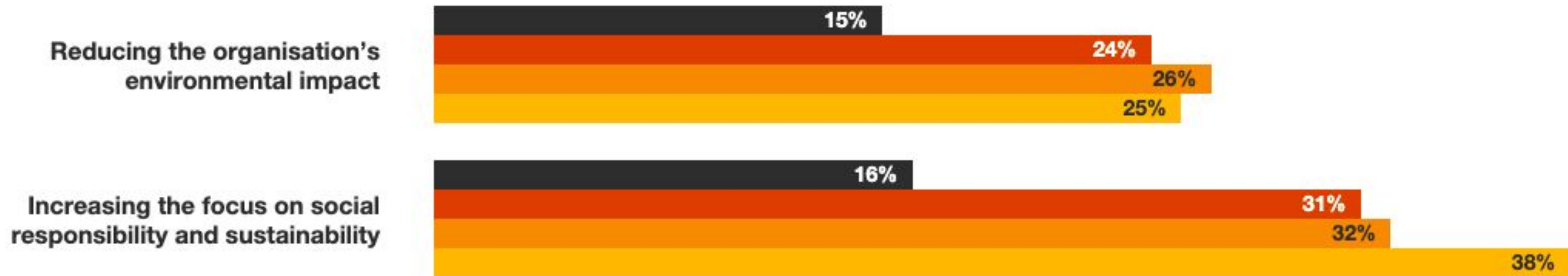
Quick-commerce es rápido
en la atención y logística reversa

Rápido no es suficiente

Información en tiempo real

Generational priorities: Like parents, like children

■ Current Generation ■ All NextGen ■ Millennials ■ Gen Z



Quick-commerce verde y sostenible

¿Cuáles son los límites del
Quick-Commerce ?

GRACIAS