



POLITECNICO
MILANO 1863

SCHOOL OF MANAGEMENT



Lo sviluppo dell'eCommerce B2c passa dalla logistica

Osservatorio eCommerce B2c

25.10.17



In collaborazione con:



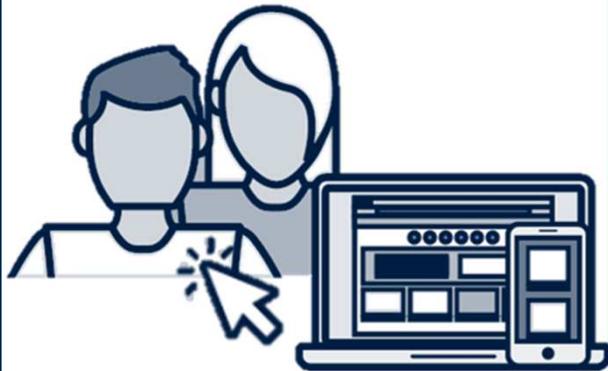
Partner:



Sponsor:



I parte



Lo scenario eCommerce B2c

II parte



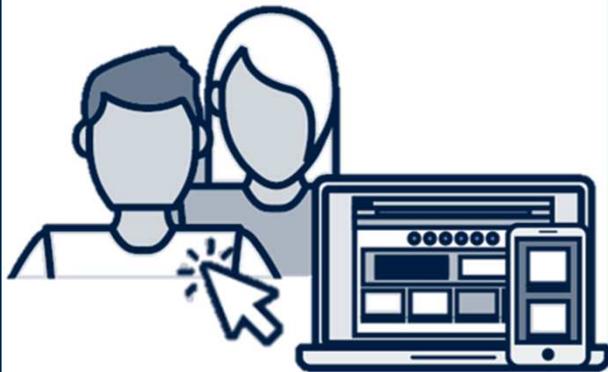
La complessità logistica

III parte



La consegna ultimo miglio

I parte



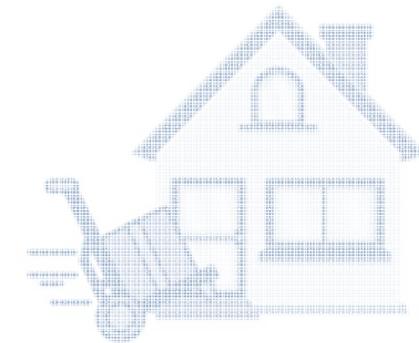
Lo scenario eCommerce B2c

II parte



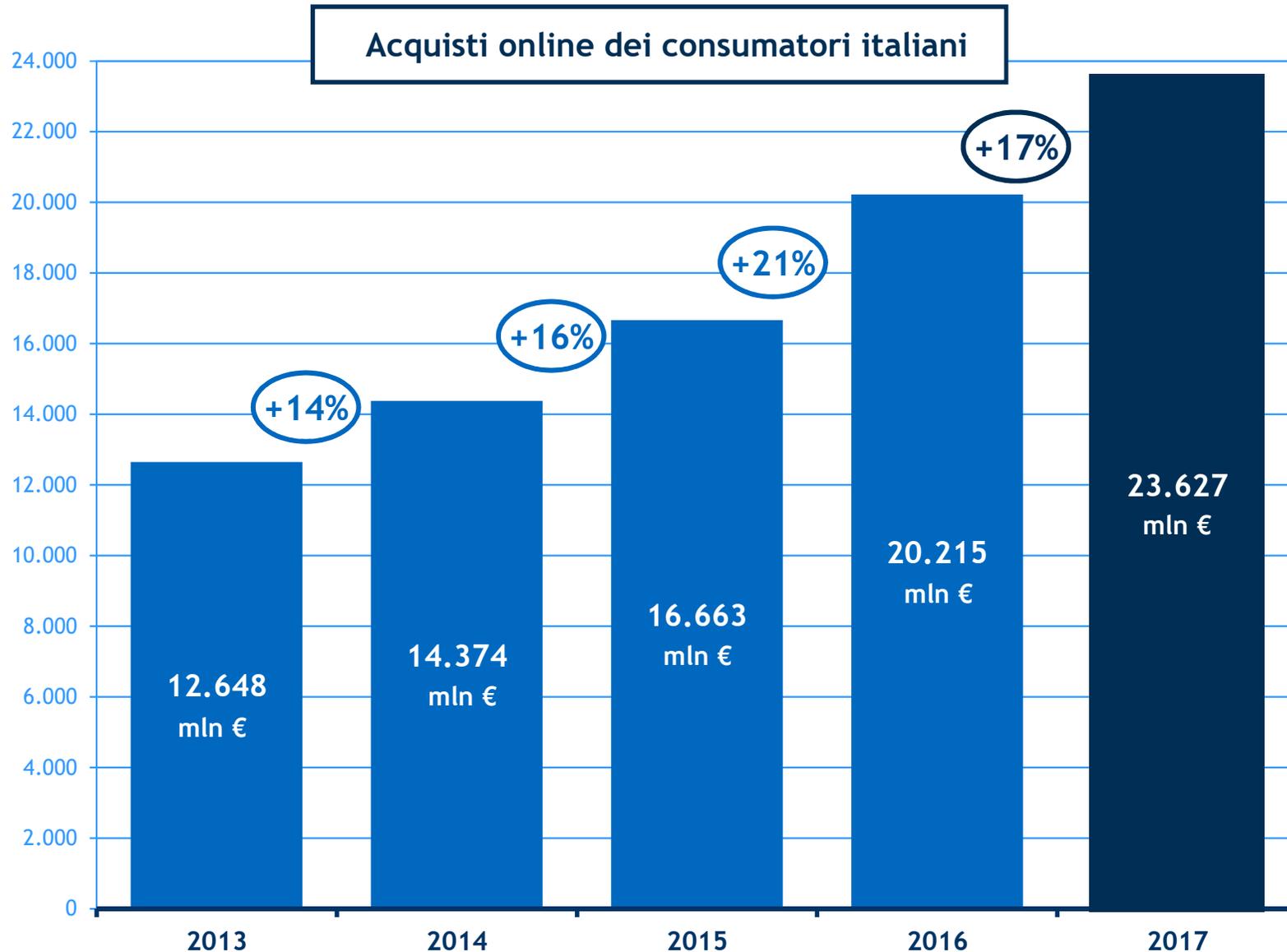
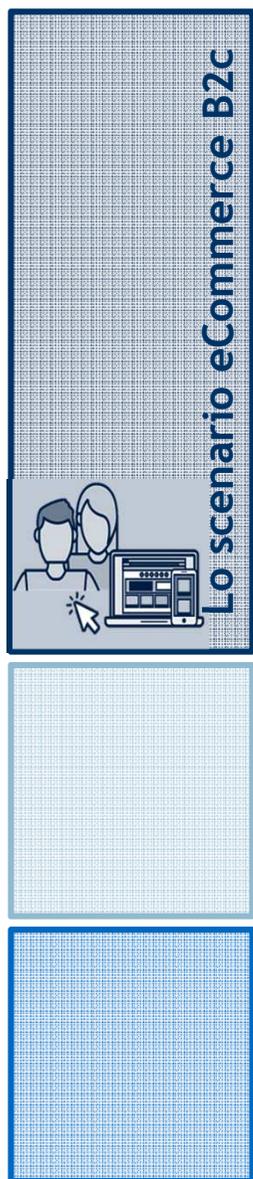
La complessità logistica

III parte

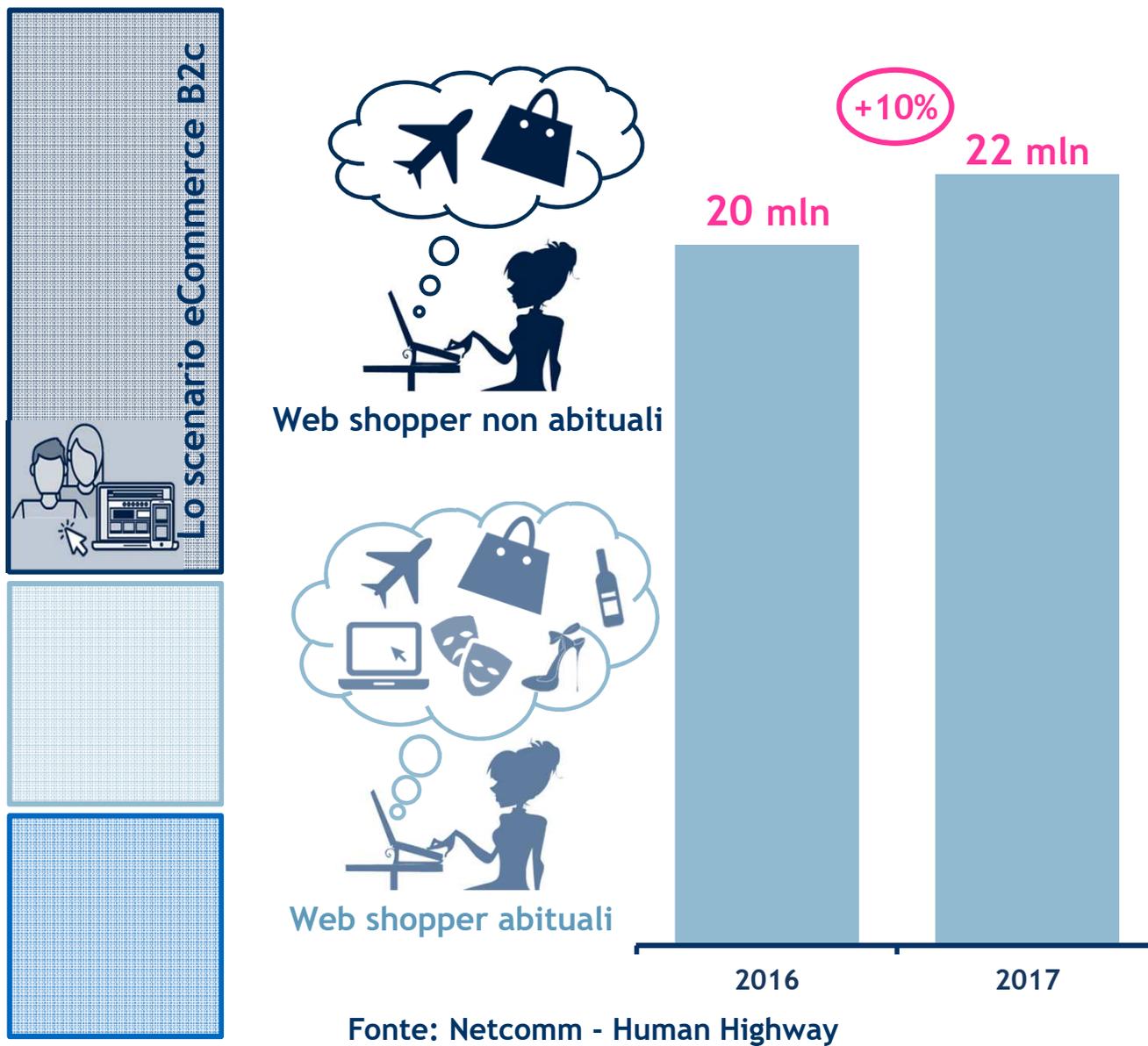


La consegna ultimo miglio

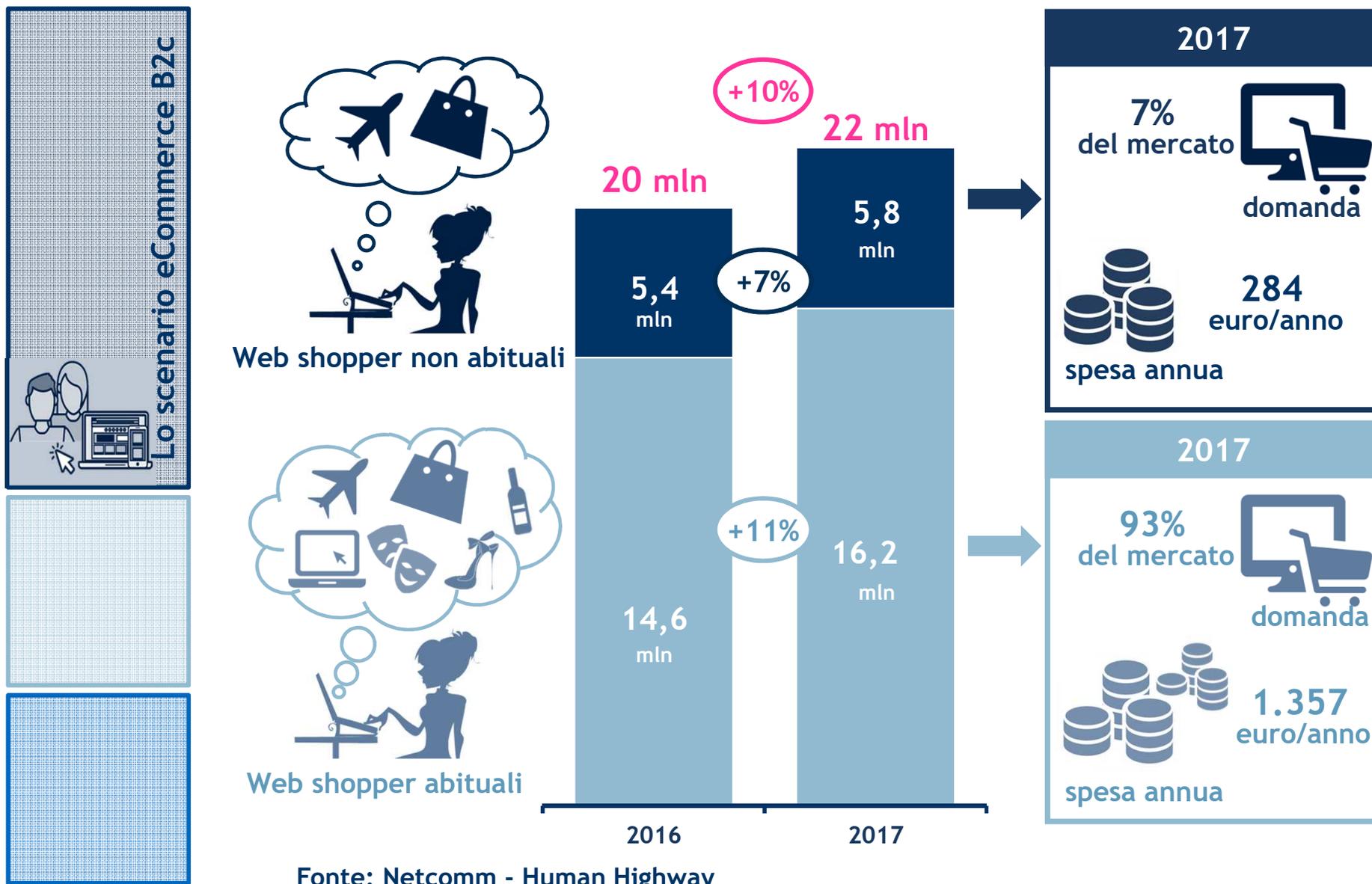
La domanda eCommerce B2c



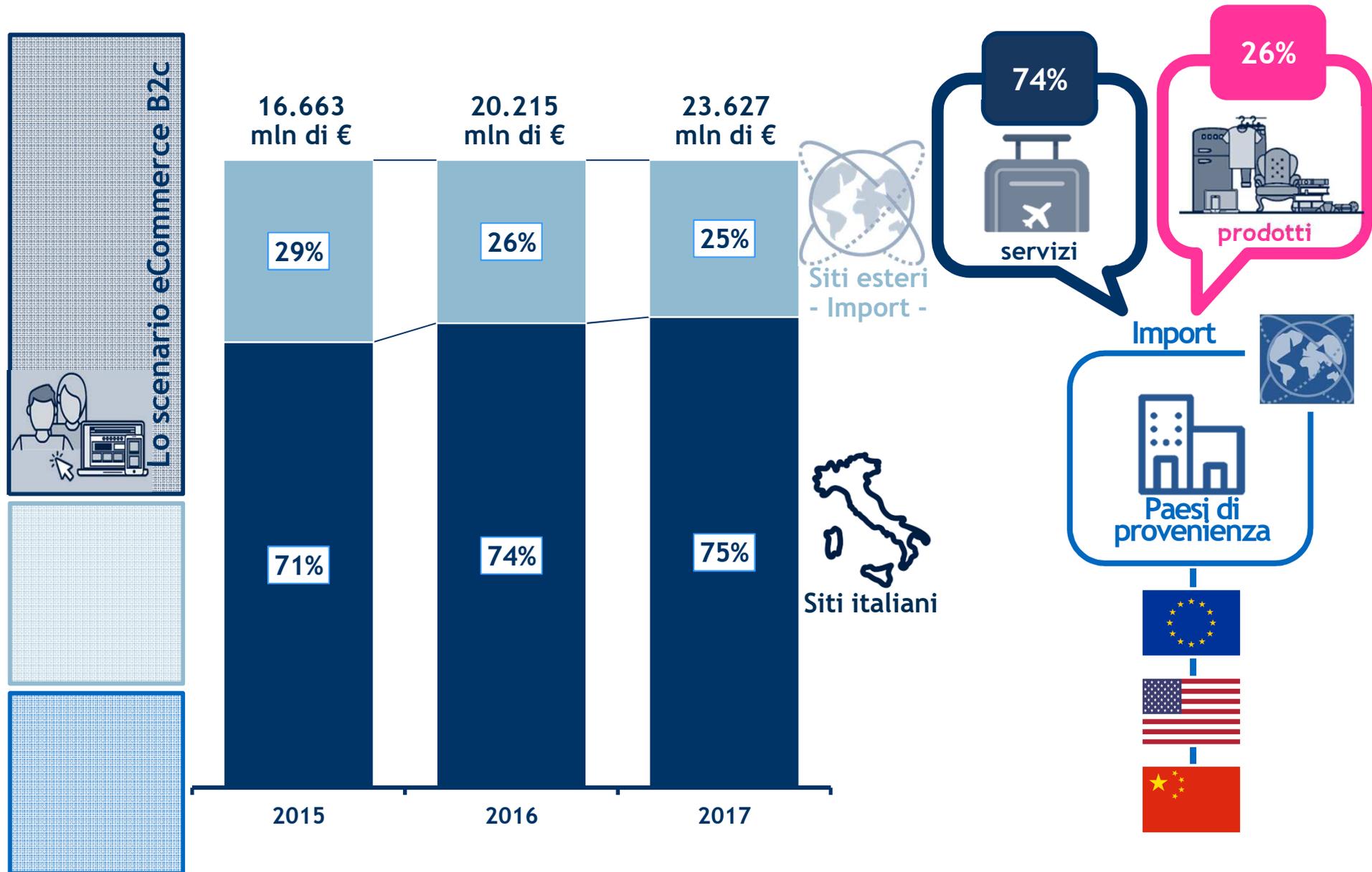
La dinamica dei web shopper in Italia



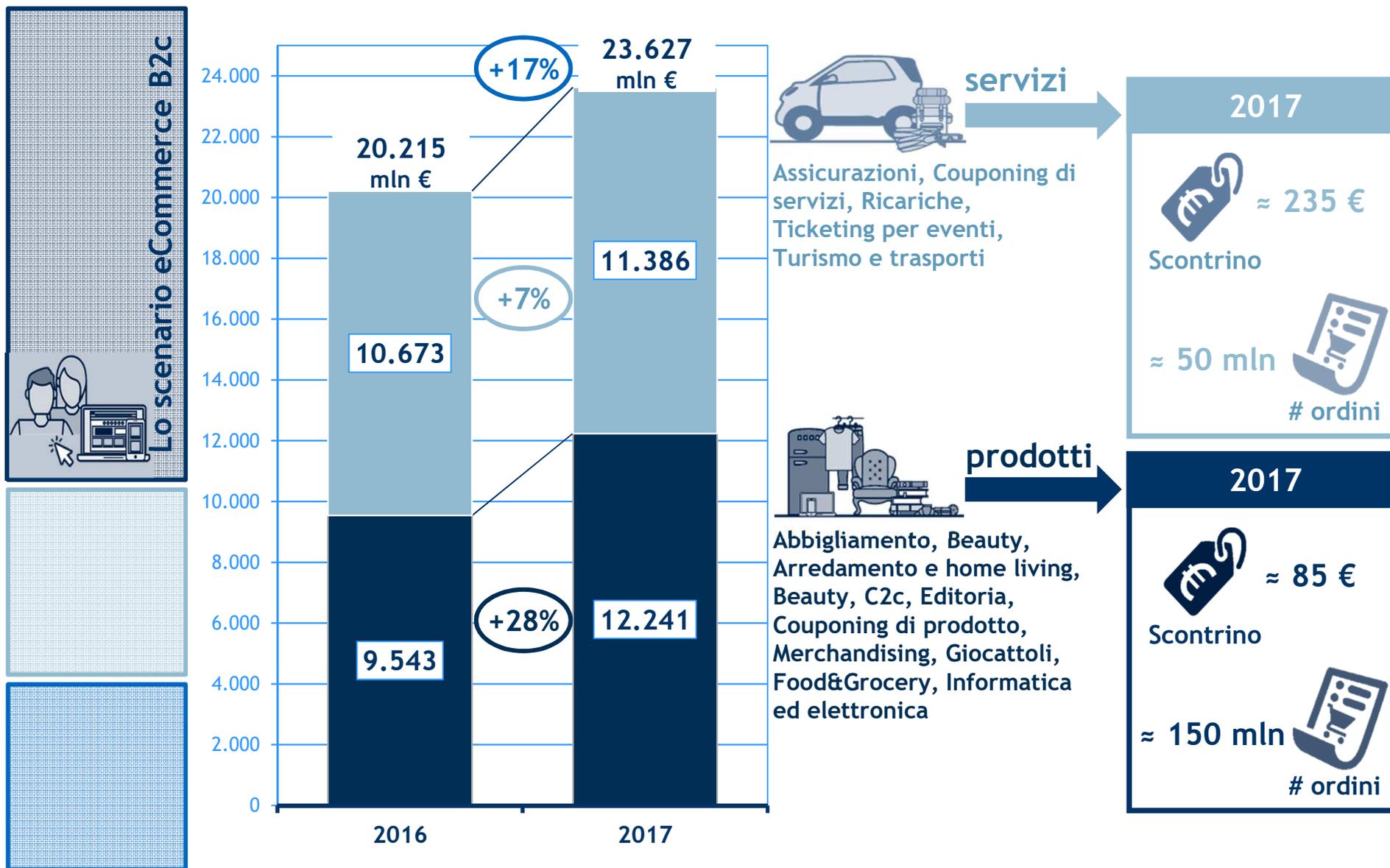
La dinamica dei web shopper in Italia



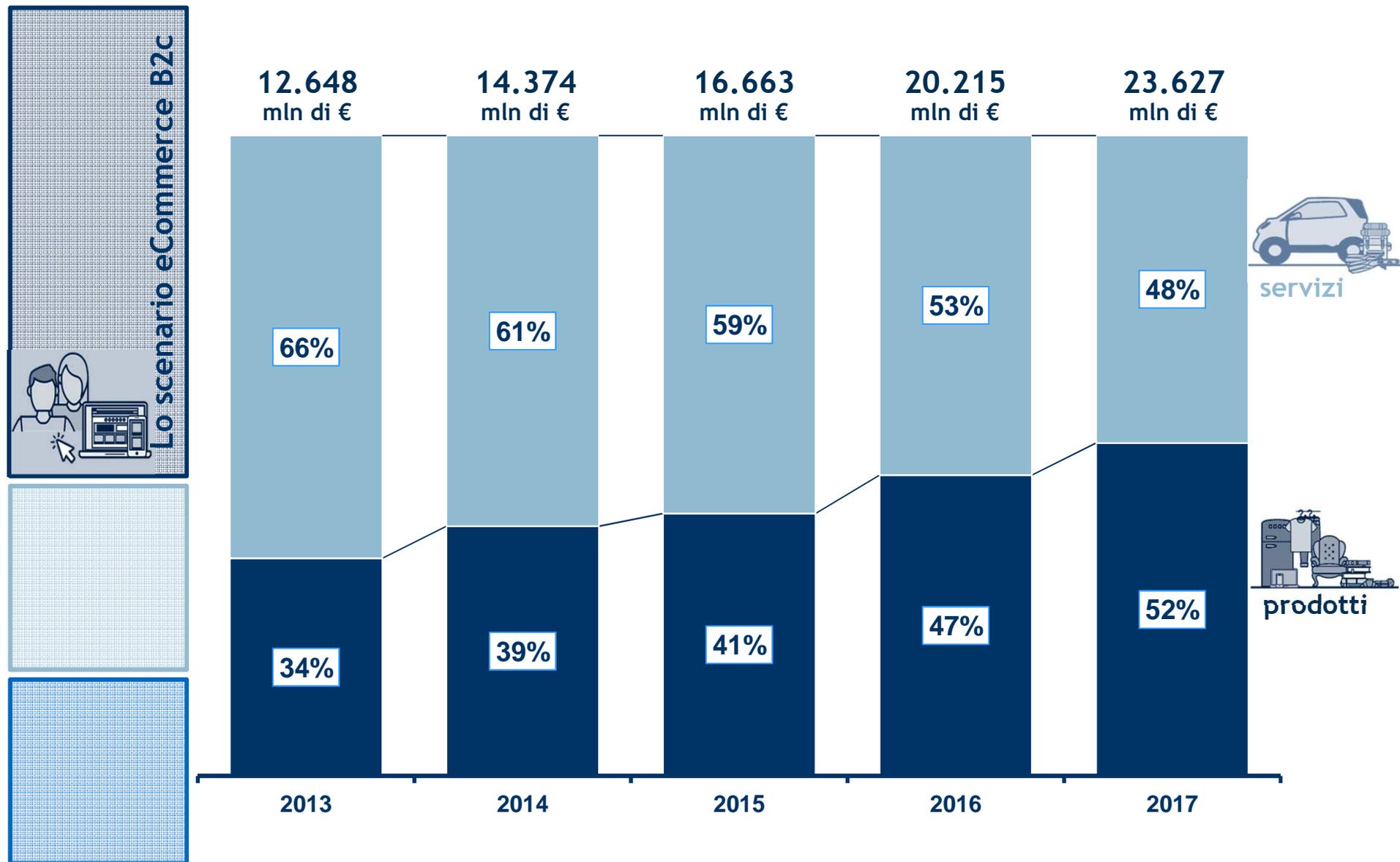
La distribuzione della domanda eCommerce B2c tra siti italiani e stranieri



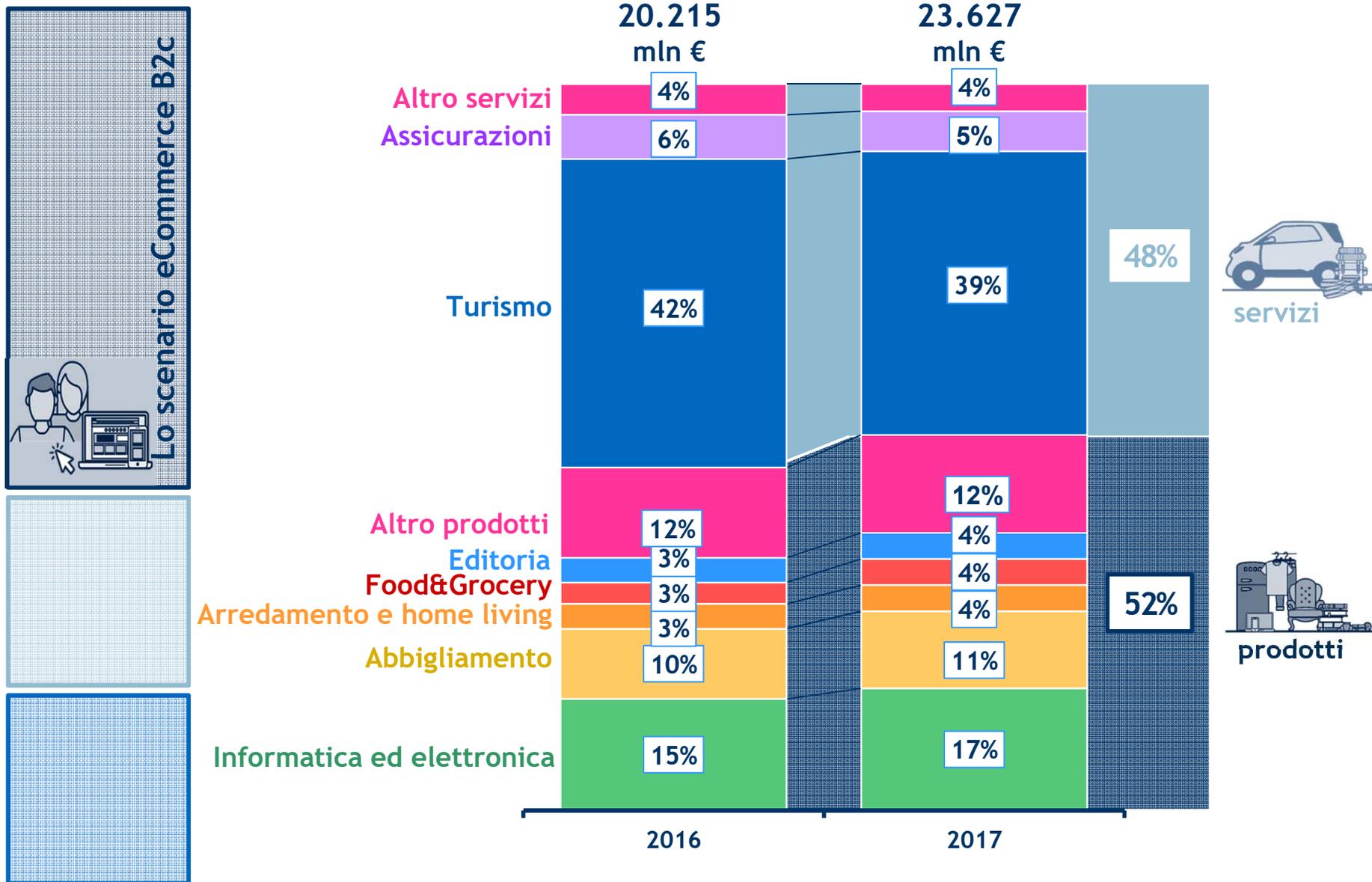
La domanda eCommerce tra prodotti e servizi



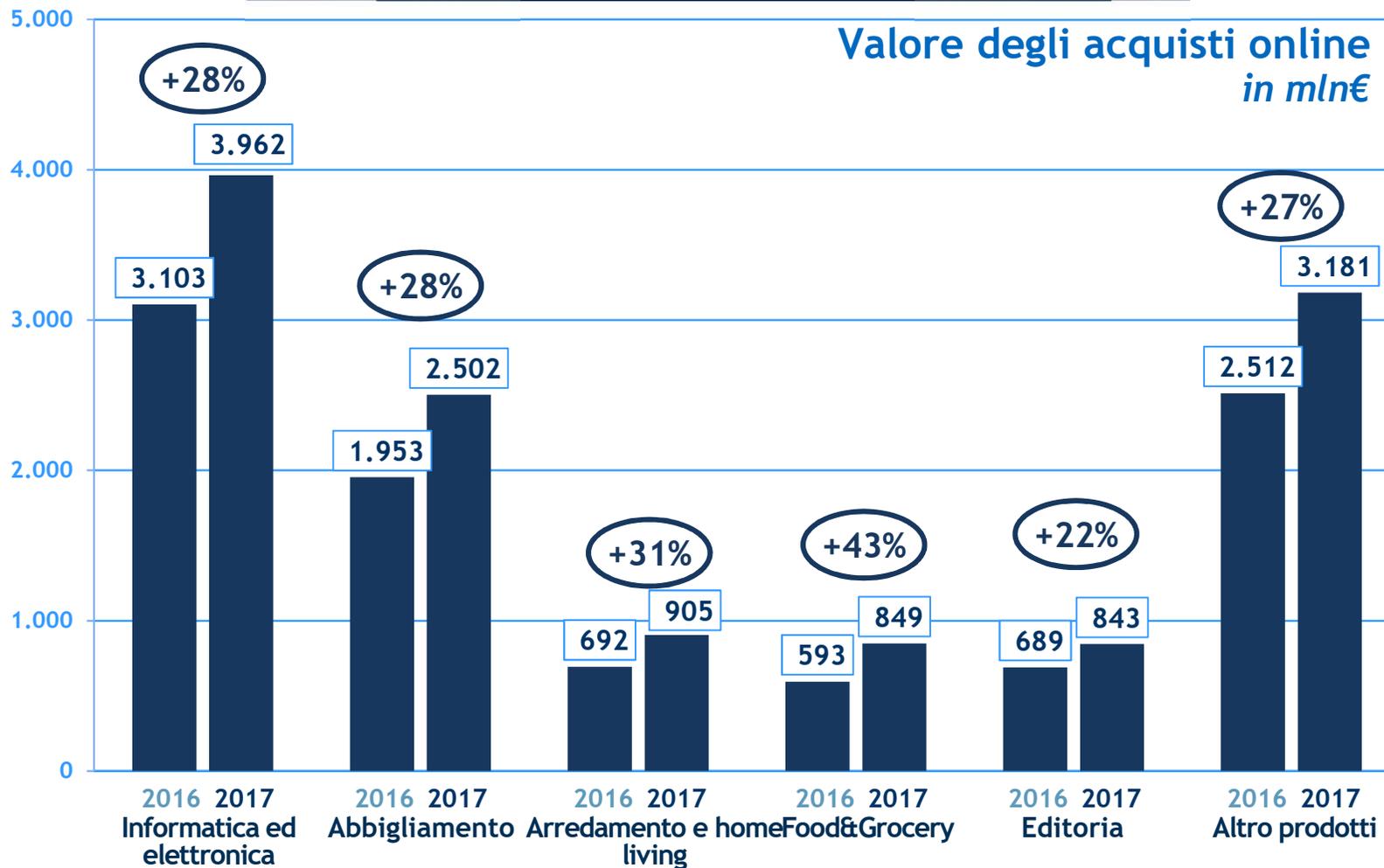
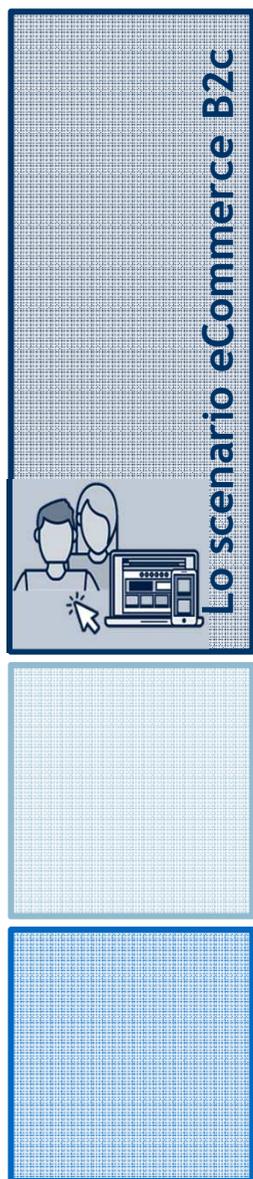
La distribuzione della domanda eCommerce B2c tra prodotti e servizi



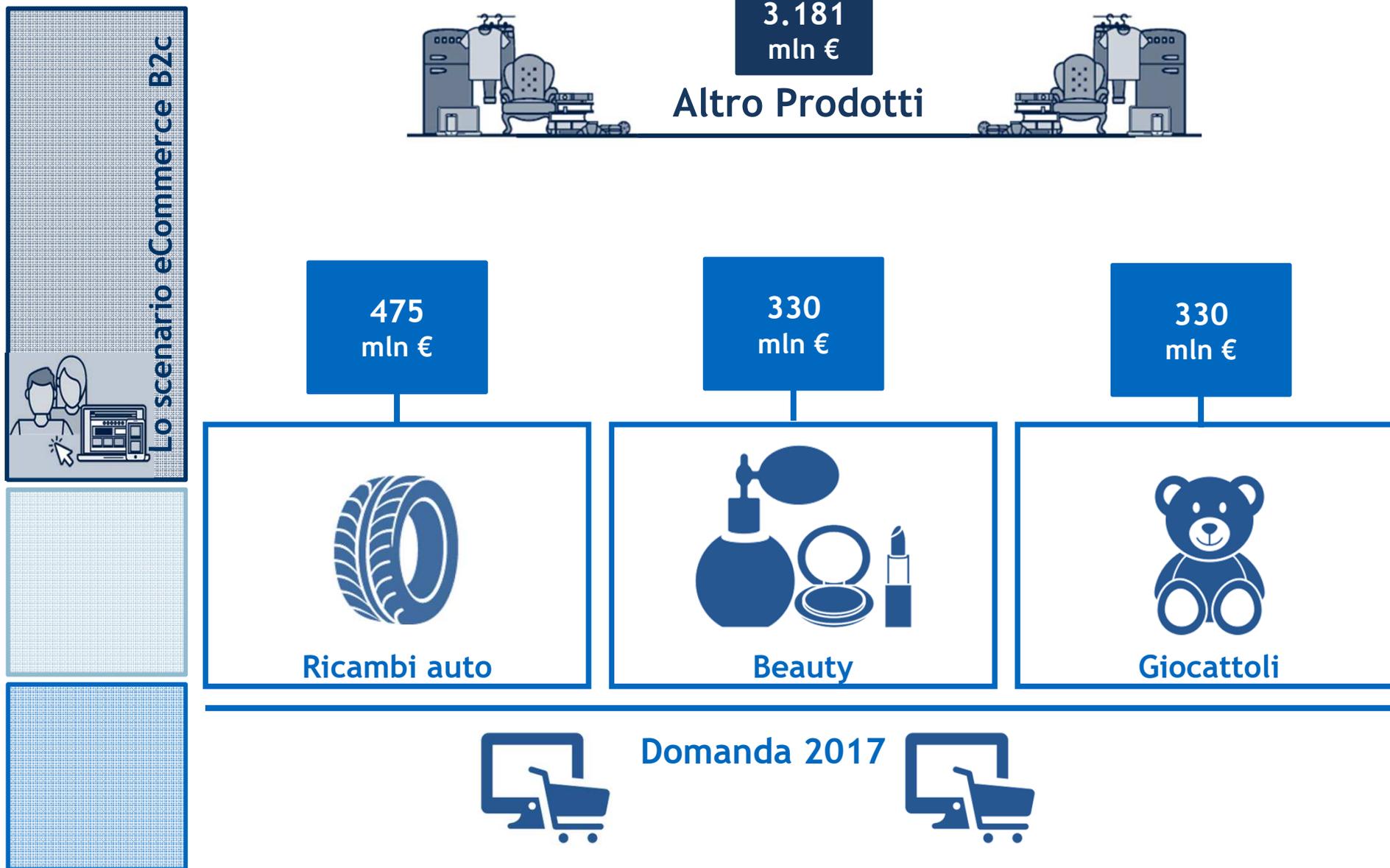
La distribuzione della domanda eCommerce B2c per comparto merceologico



La domanda eCommerce B2c per comparto merceologico

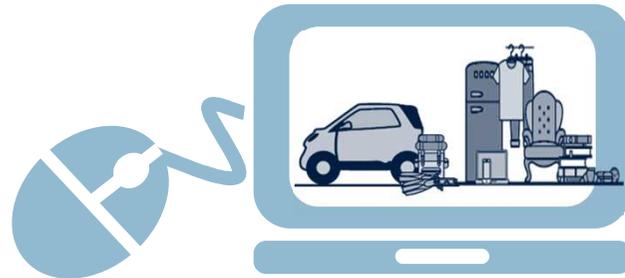


La domanda eCommerce B2c per comparto merceologico



La penetrazione dell'online sugli acquisti retail

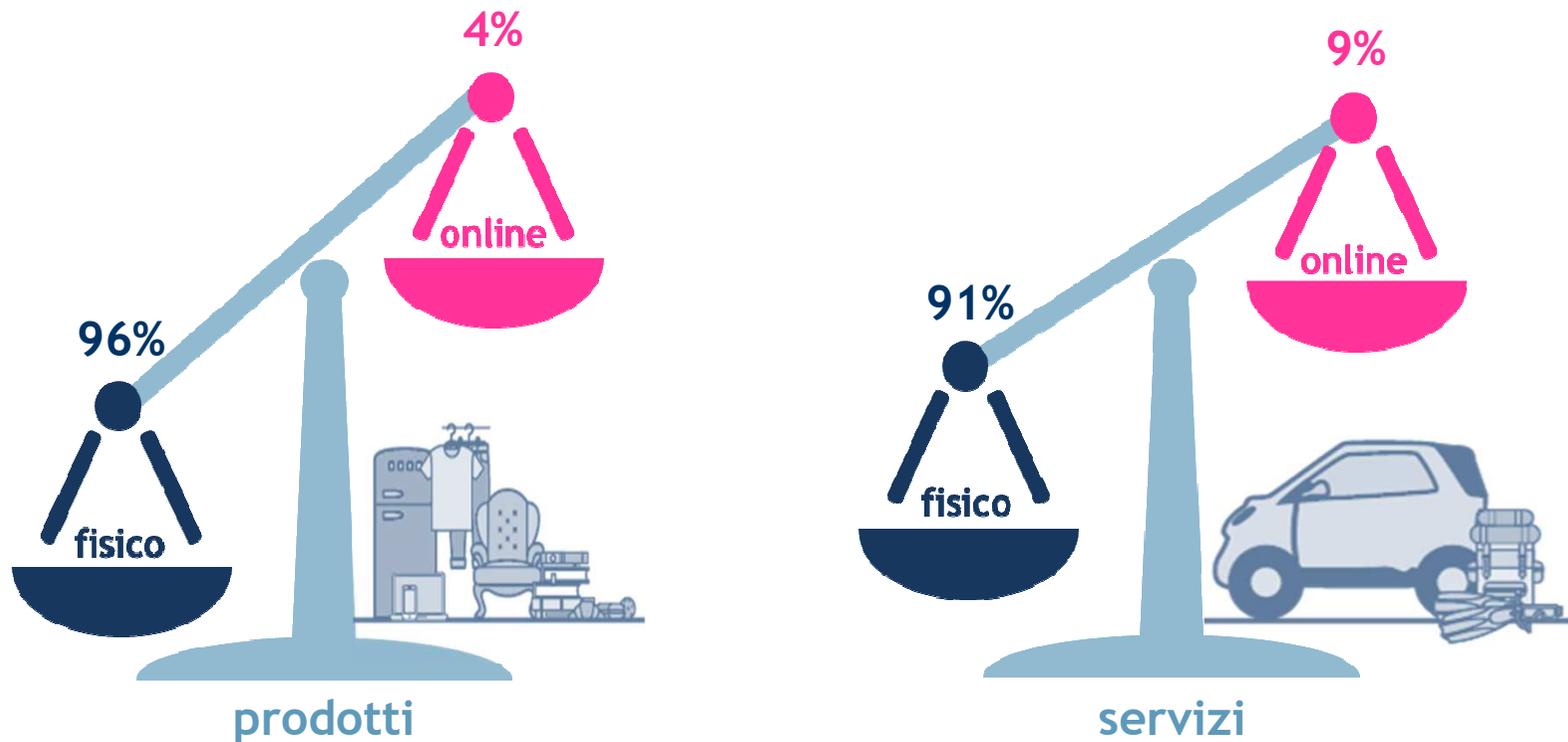
Lo scenario eCommerce B2c



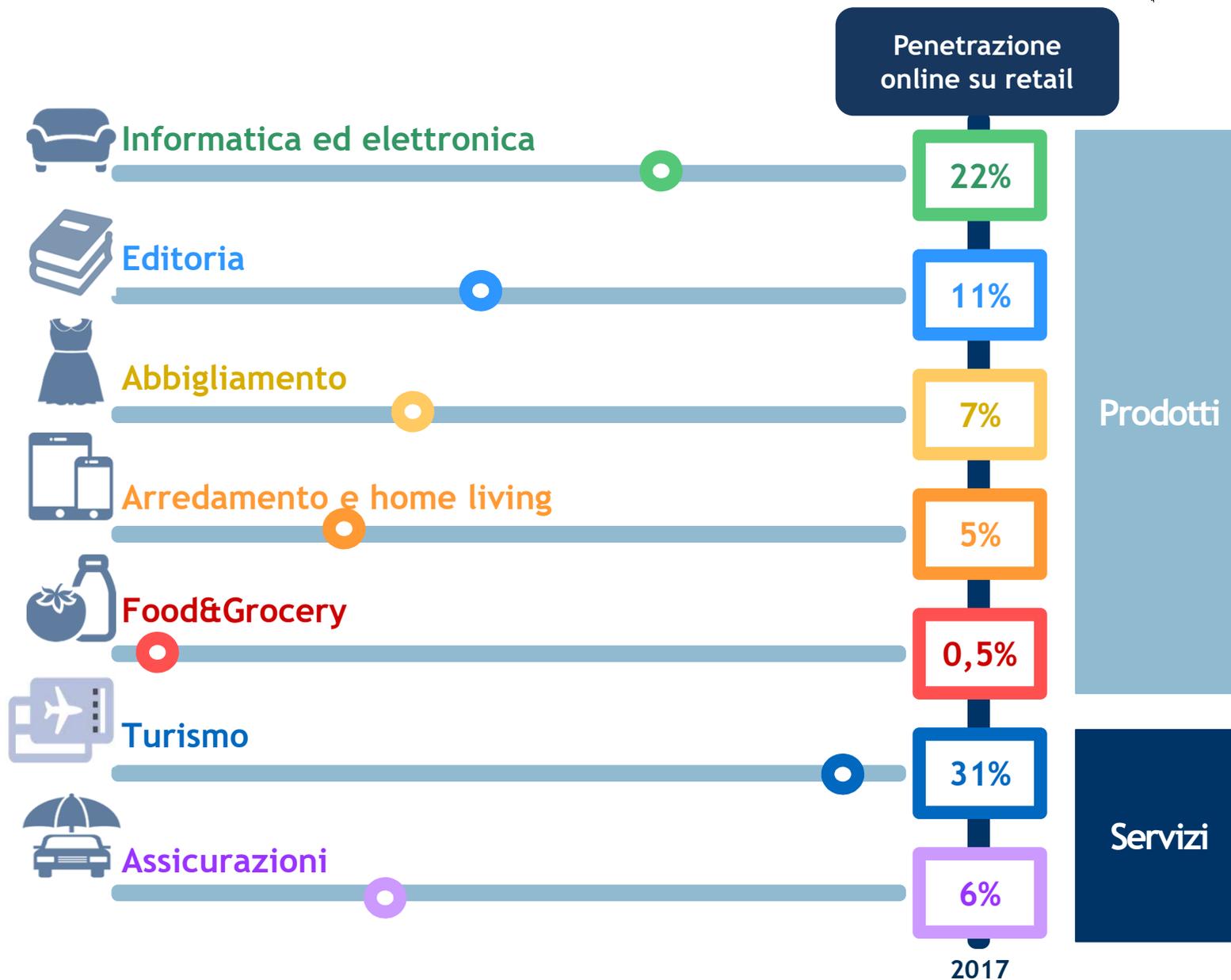
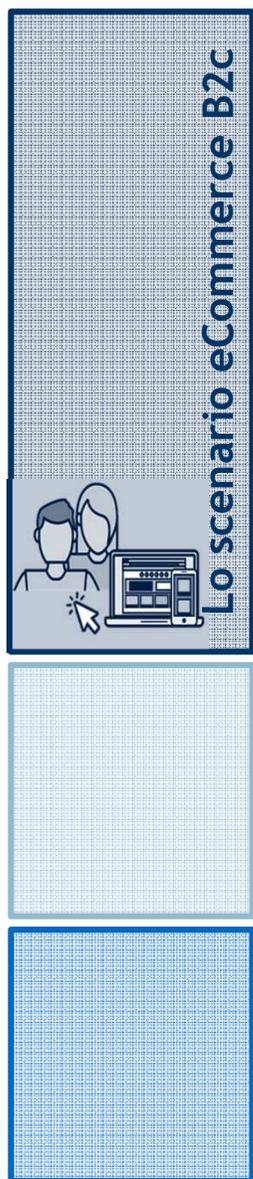
Penetrazione eCommerce



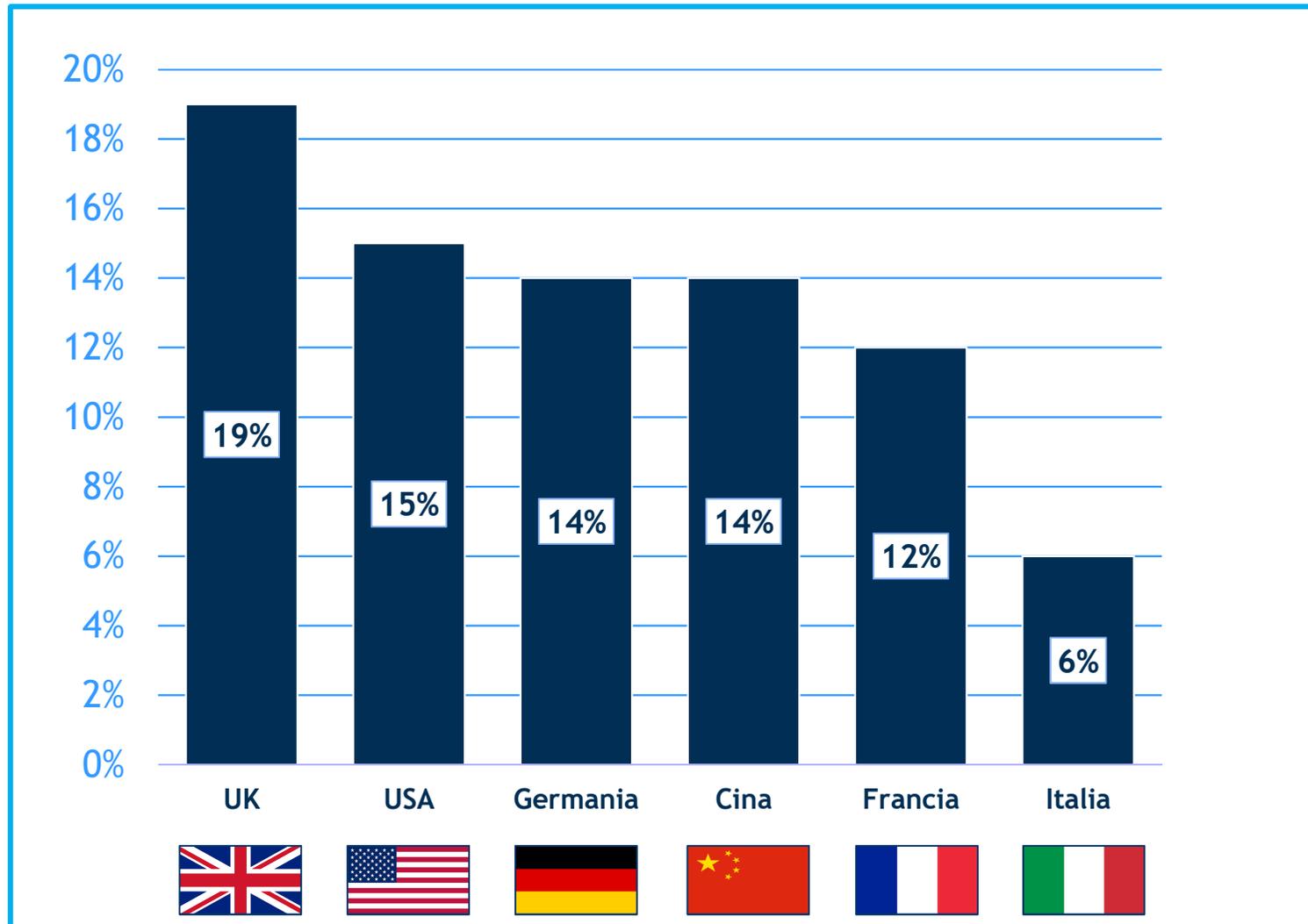
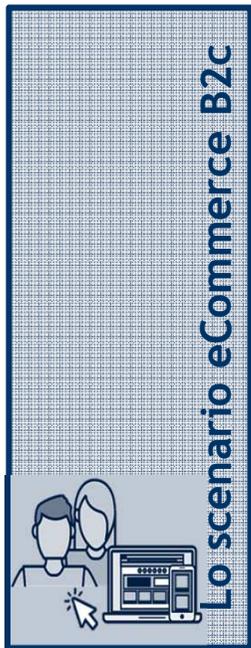
Penetrazione online tra prodotti e servizi



La penetrazione dell'online sugli acquisti retail



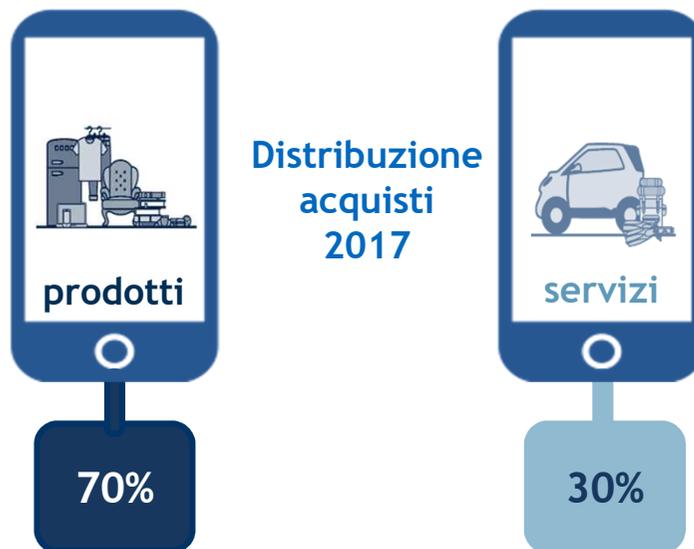
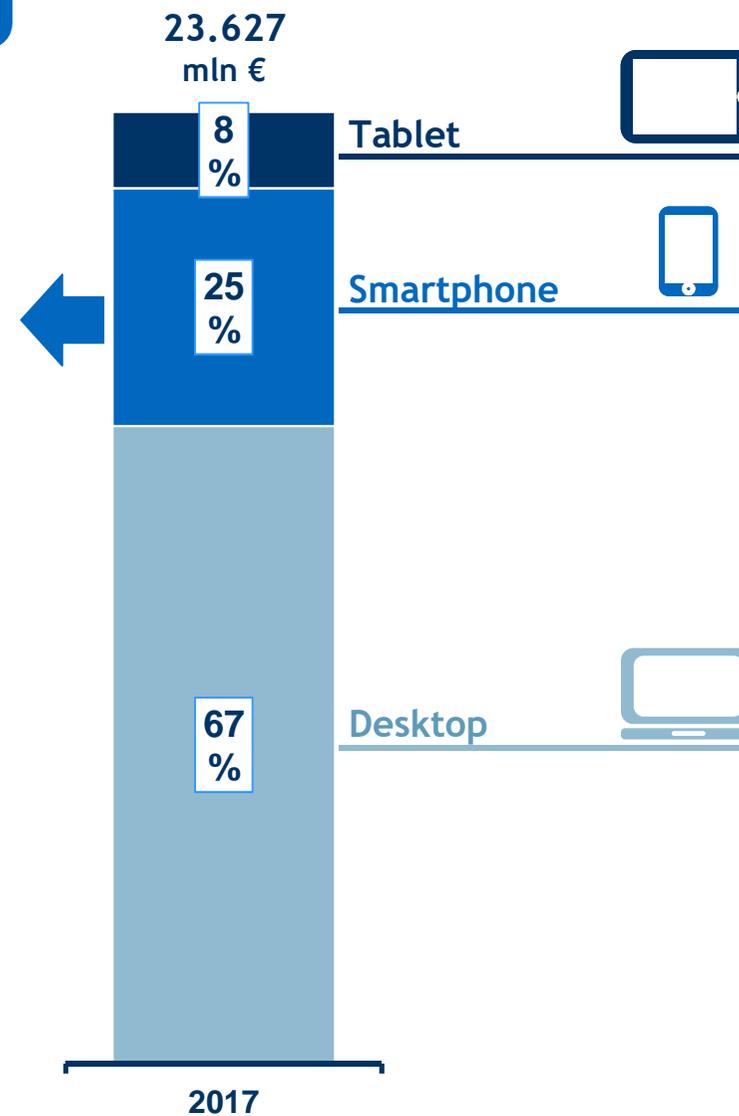
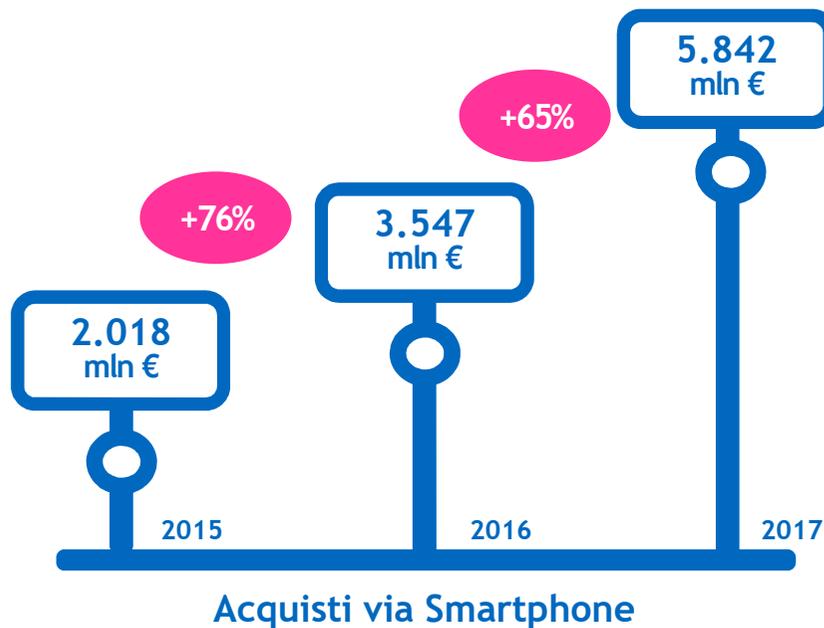
La penetrazione dell'online sugli acquisti retail: il confronto internazionale



Il valore non include le Assicurazioni

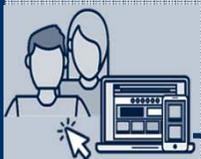
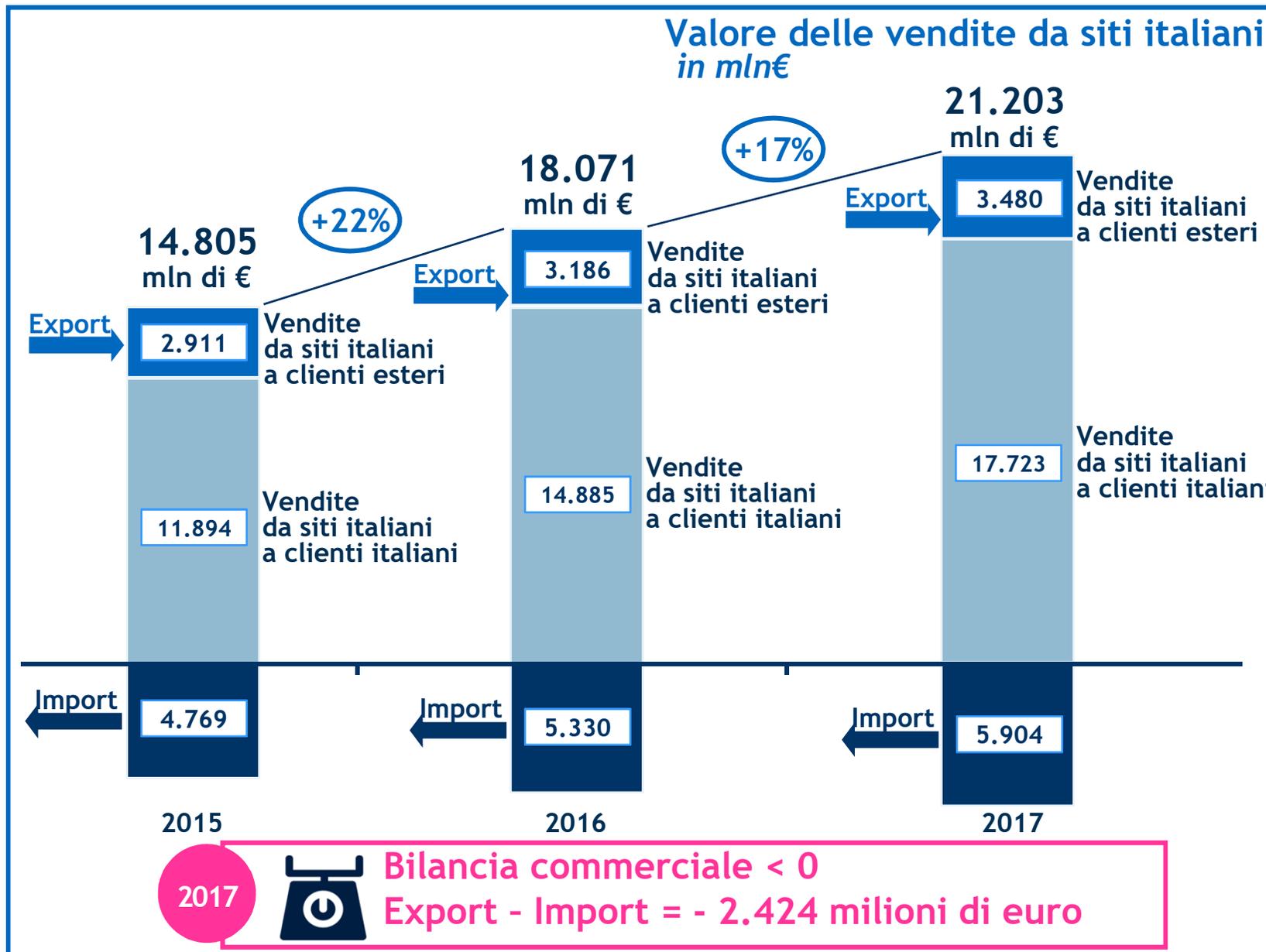
La domanda eCommerce B2c da smartphone

Lo scenario eCommerce B2c

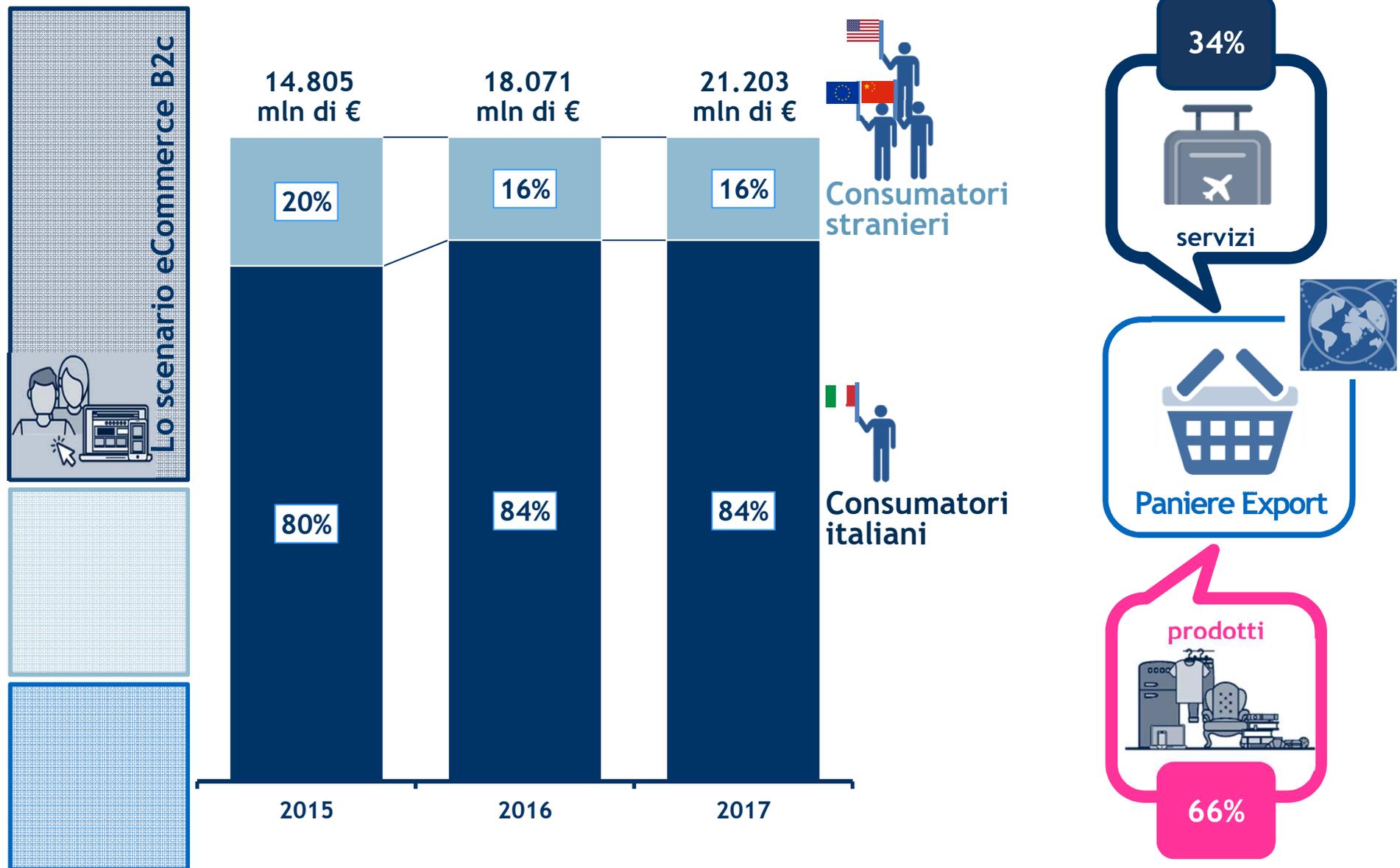


La dinamica delle vendite eCommerce B2c in Italia

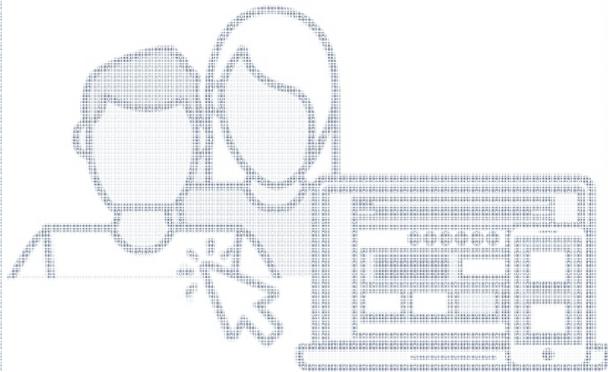
Lo scenario eCommerce B2c

La distribuzione delle vendite tra Italia ed Estero



I parte



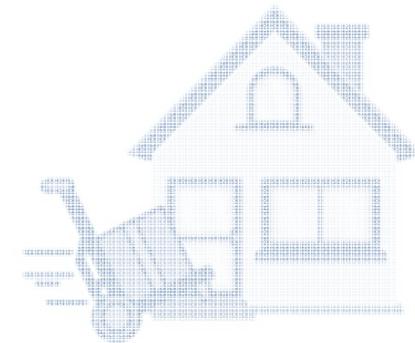
Lo scenario eCommerce B2c

II parte



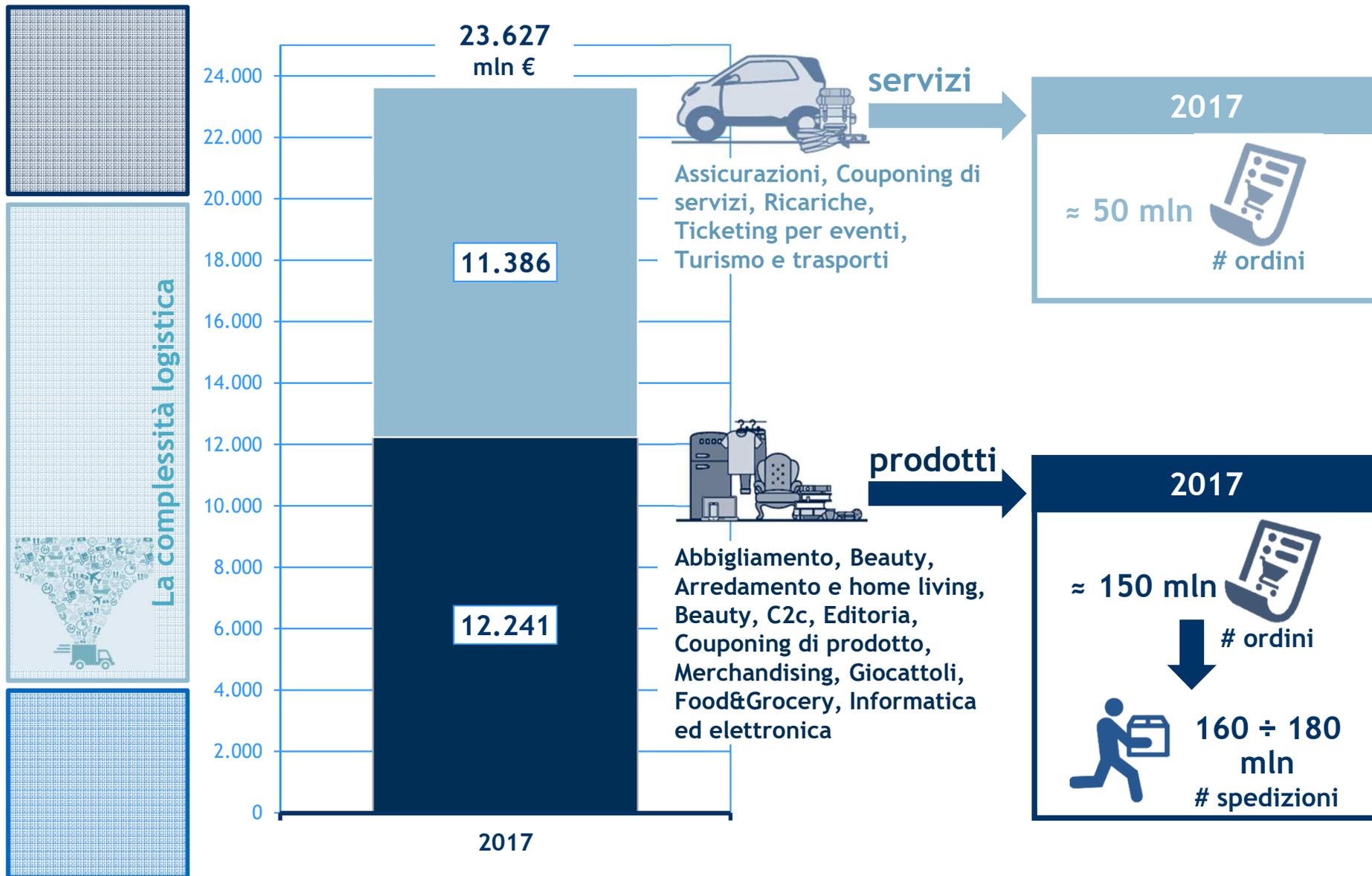
La complessità logistica

III parte

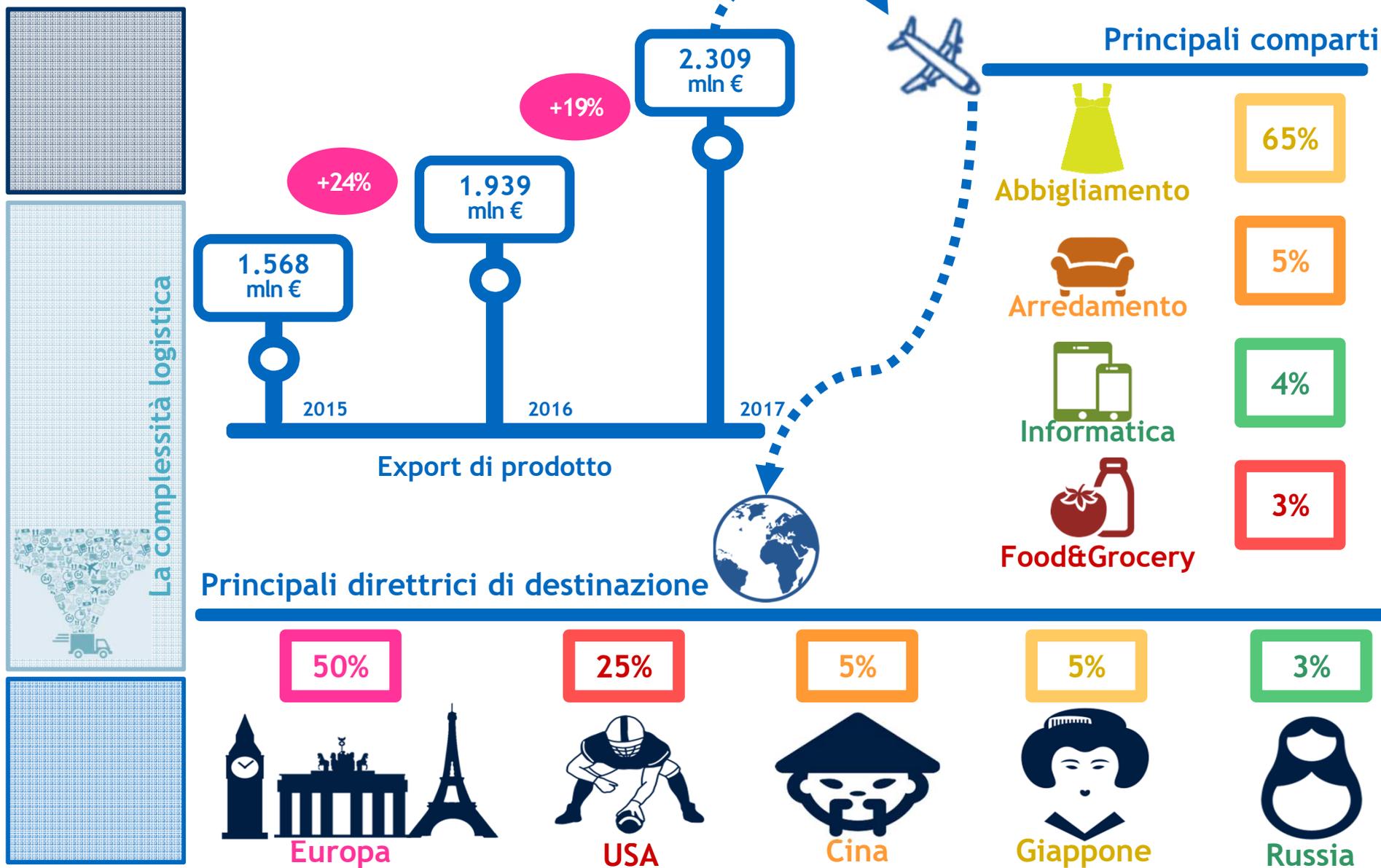


La consegna ultimo miglio

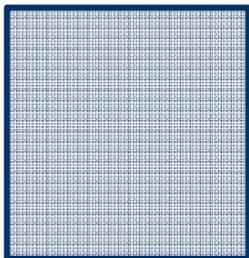
La logistica eCommerce tra prodotti e servizi



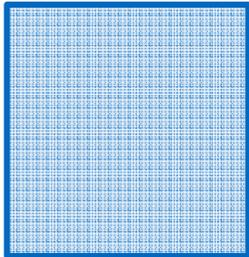
La dinamica dell'Export di prodotto



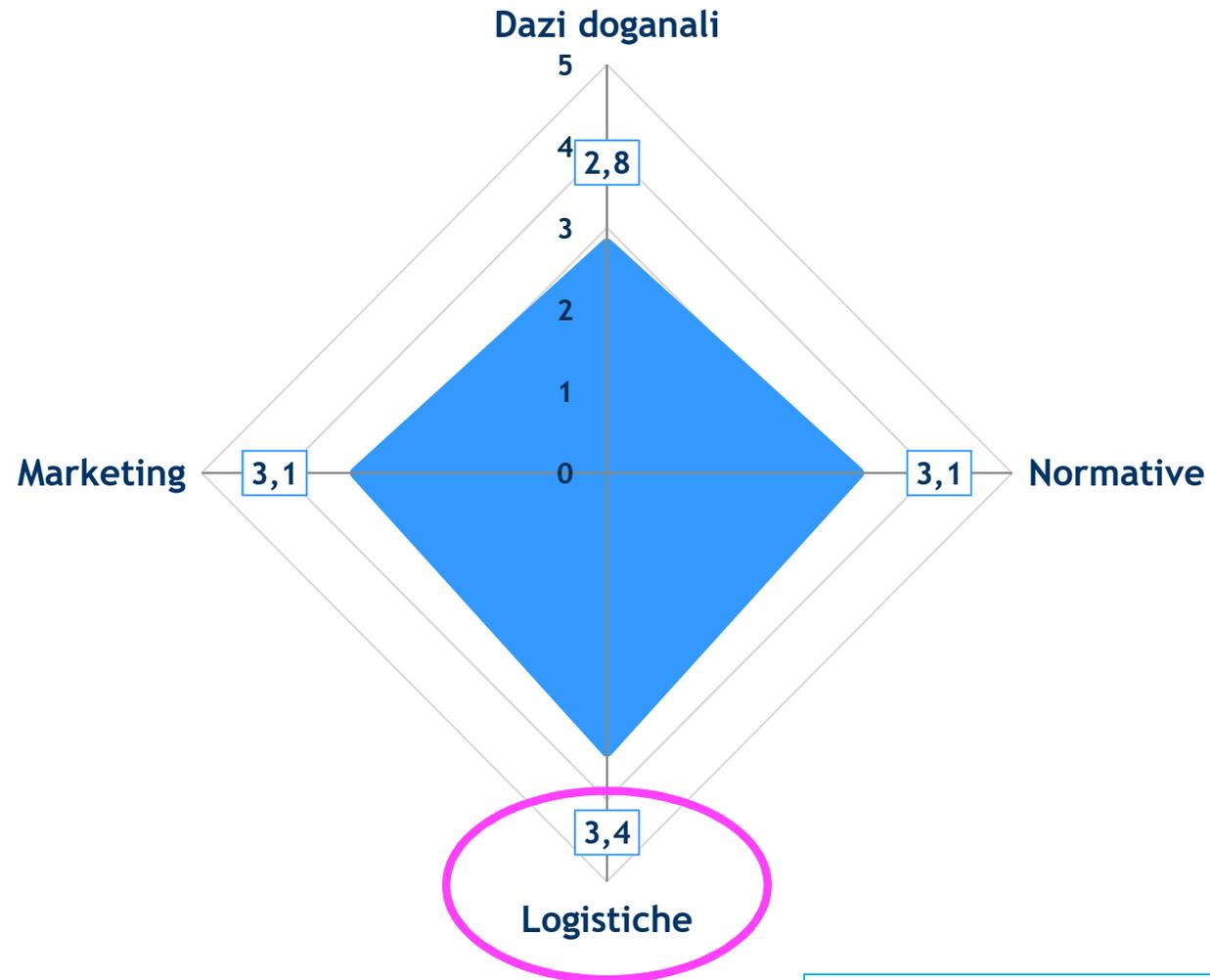
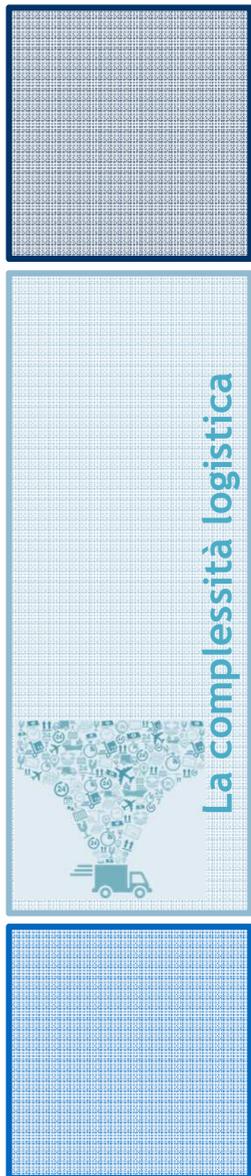
I modelli di Export diretti e intermediati



La complessità logistica



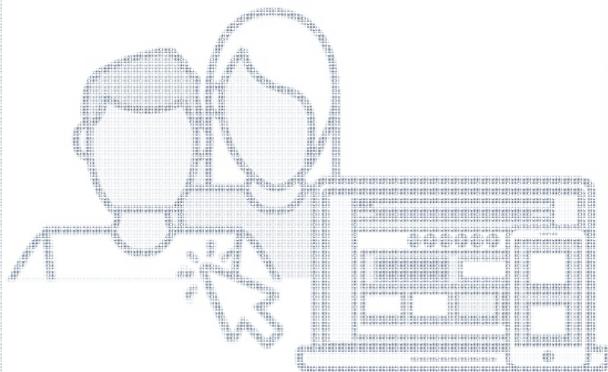
Le barriere all'Export digitale



Base merchant rispondenti: 37

Scala di valori compresa tra 1 e 5

I parte



Lo scenario eCommerce B2c

II parte



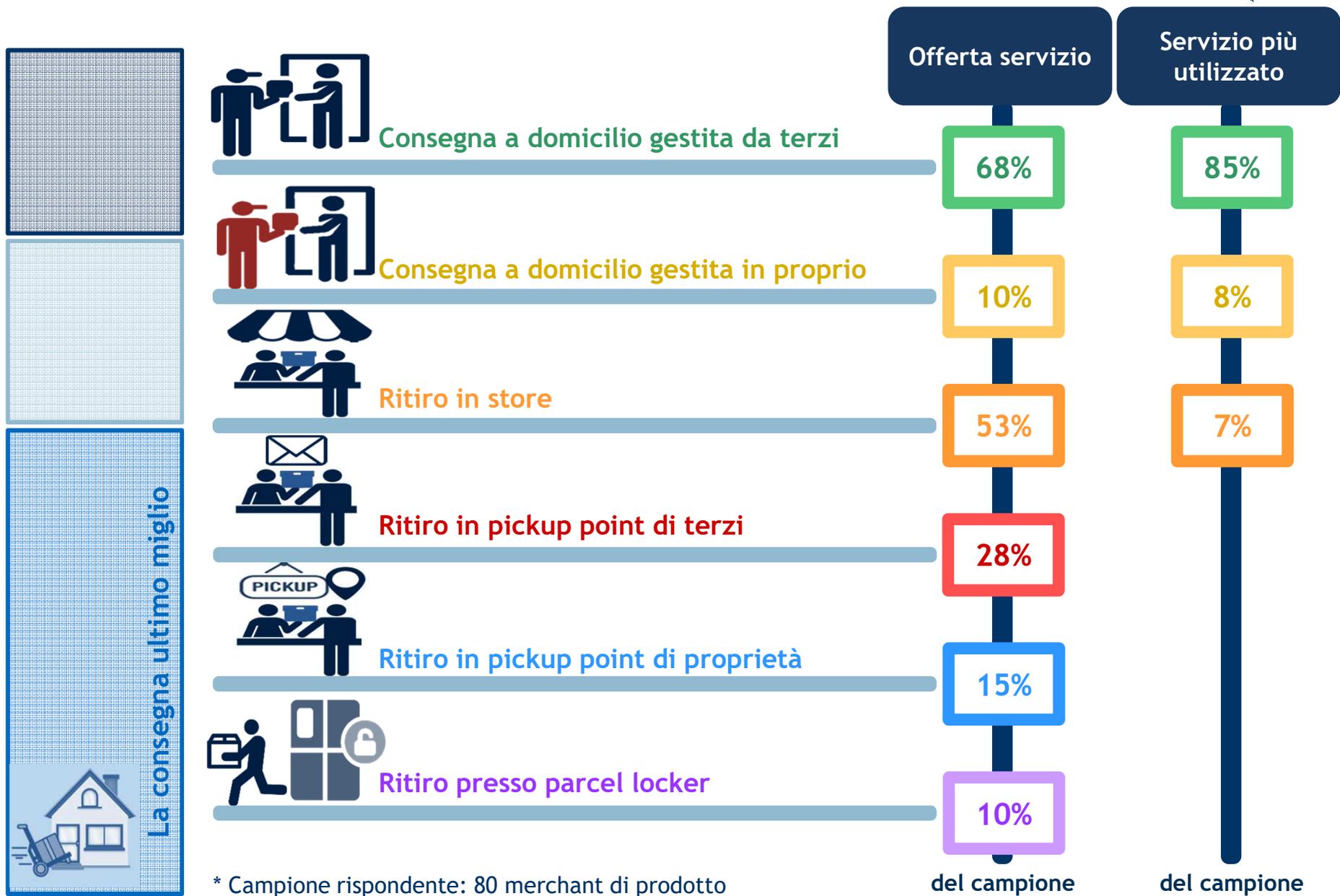
La complessità logistica

III parte

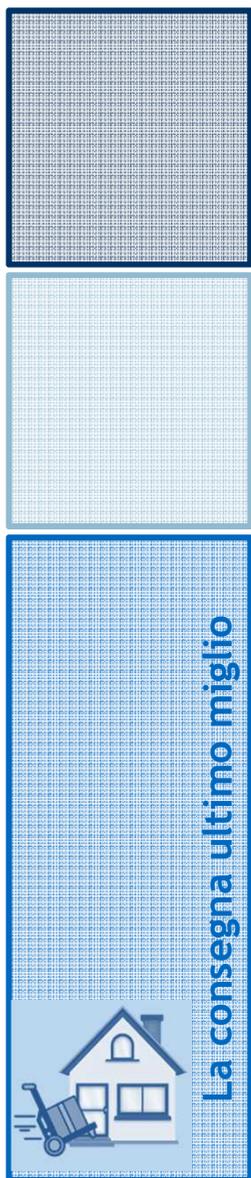


La consegna ultimo miglio

I servizi di consegna per l'eCommerce



I servizi di consegna a valore aggiunto per l'eCommerce



Servizi di consegna a valore aggiunto con medio-alta adozione

≈ 50%



Servizi di consegna a valore aggiunto con media adozione

≈ 25%

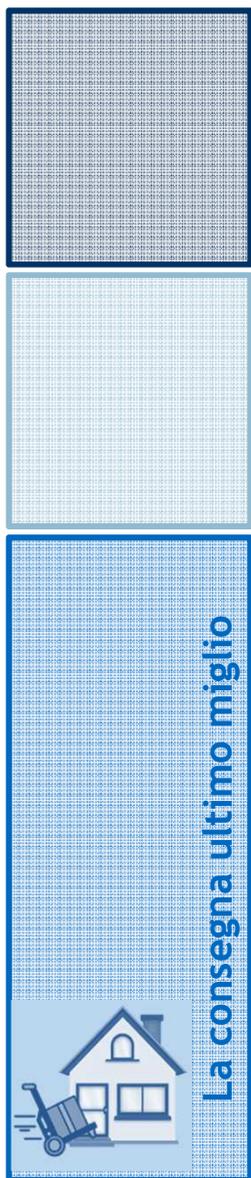


Servizi di consegna a valore aggiunto con bassa adozione

≈ 10%



I servizi informativi a valore aggiunto per l'eCommerce



Servizi informativi a valore aggiunto con medio-alta adozione

60%



68%

Preavviso consegna
tramite sms/mail



61%

Modifica
indirizzo



58%

Tracking ordine
in tempo reale

Servizi informativi a valore aggiunto con media adozione

50%



47%

Modifica giorno



44%

Gestione assenza
SMS/email

Servizi informativi a valore aggiunto con medio-bassa adozione

30%



32%

Preavviso con
telefonata



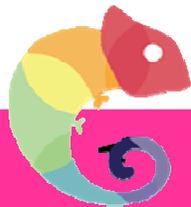
30%

Gestione assenza
telefonata

La logistica per l'eCommerce ... alcune considerazioni



Linee di lavoro comuni



Flessibilità

Offerta di metodi alternativi alla consegna a domicilio: ritiro

in store



in pickup point



c/o parcel locker



Interesse verso la consegna on demand e con fasce orarie allargate

On Demand



Serale



Sperimentazione di apertura porta o baule con chiavi digitali



Velocità

Interesse verso la consegna same-day e la consegna in 1-2 ore

Same-day



In 1-2 ore



Store come supporto all'eCommerce



- Valore visita in store per ritiro prodotti
- Utilizzo stock store per ordini eCommerce

La consegna ultimo miglio

