



Delivery Reinvention

- Luis Chacón -

- Leads the BusinessCase team, a Boutique-Global-Firm that works with multinational FMCG's identifying emerging and future business opportunities.
- Op-Ed Columnist for Forbes for several years, covering global affairs & industries.
- Postgraduate Diploma in Global Business at the University of Oxford (where previously graduated in Business Strategy and Innovation).
- Educational background also includes studies at Stanford, The University of Manchester, and Houston University.
- Has worked for twenty years advising global and regional FMCG operations such as Coca-Cola, Colgate-Palmolive, Diageo, Kellogg's, ABInBev, Unilever among others.
- Expertise in economics, storytelling, retail, futures, semiotics, creativity, business competitive, insights, globalization, innovation, design and behavioral sciences.
- Upcoming book: 'STOP THE TRENDS: What we did, omitted, and have to do to achieve a prosperous future'.

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A few months ago, most of the global population was *sent home*, which changed inhouse and consumption behaviors.

Because of the Covid-19 pandemic, there were more people in 'Lockdown' during the months of April and May than were alive during World War II, that's 2.6 billion, according to the United States Census Bureau.





With Delivery Services as one of the industries that has seen the largest expansion...

Nearly three years of consumer spend is being pulled forward, led by accelerated growth from delivery platforms.

Food delivery orders in the US skyrocketed 67% in March and digital restaurant orders jumped 63%, according to data from market research firm NPD Group.

Since the pandemic started, new customers have boosted the number of online grocery buyers by 30.0% globally (Kantar)

With lockdowns mostly gone, the online share of grocery sales in China remains high, at 25.1% (Euromonitor)

Delivery is here to stay

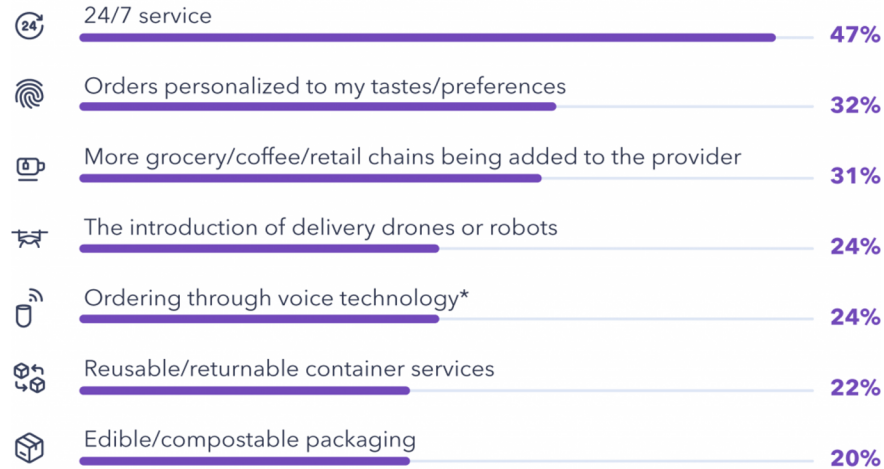
In Latin America there was a 26% increase in online shopping with the COVID-19 contingency. (Kantar)

Only in the UK, 28% of consumers are spending more time shopping for groceries online. (GlobalData)

As food and beverage ally

Food delivery services are set to benefit from ongoing innovation

% of takeout eaters in the U.S./UK who say the following most excites them when thinking about the future of the food delivery industry



*(e.g. Google Assistant, Amazon Alexa)

Question: What excites you the most when thinking about the future of the food delivery industry?

Source: GlobalWebIndex February 2020 Base: 1,518 (U.S.) and 1,650 (UK) takeout eaters aged 16-64

COVID-19 accelerated market trends calling for packaging shifts, namely the growth of ecommerce and the need for *packaging that delivers the products we expect in the shape we expect them.* (Mintel, 2020)

The New *Essentials*



Or whatever...





Delivery Beyond Delivering



**Delivery Transformations are triggering
Product, Packaging, and tech Innovations
(and viceversa)**

**moving packaging towards lighter,
quicker, cleaner, personalized, and
versatile innovations.**

Expressions

e-commerce giants deploying autonomous delivery robots.

Chinese delivery app Meituan Dianping has started deploying autonomous vehicles to send grocery orders to customers in one Beijing district. Other Chinese e-commerce like JD.com have announced are using robots to deliver medical supplies.



Contact free groceries pick – up delivery

The logo for Cleveron 501, featuring the word "Cleveron" in a dark blue sans-serif font and "501" in a larger, bold, blue sans-serif font.

Grocery pickup robot – contact-free delivery

www.cleveron.com

Cleveron 501 (Estonia) release during pandemic their 501 and 351 models, specialized on pick up interfaced mobile boxers where retailers and final costumers could get their products without delivery workforce.

Supporting peers by offering free, community-driven deliveries

Roodkappje (Netherlands) is a community-driven delivery platform to help small restaurants and markets reopen at least for deliveries.

Volunteers that go out for a jog or to walk your dog are turned into deliverymen who pick up parcels and deliver them around their neighbourhood.

Roodkappje Follow us: [in](#) [@](#) [f](#)

NEW!
Free community driven delivery!

Every 16 days hundreds of small businesses close - let's all help to keep them open. With Roodkappje we bring your favorite local market & cafe online so you can support them during this crisis. Delivery? **Free and contactless!** Want to contribute?

Yes, I am interested!

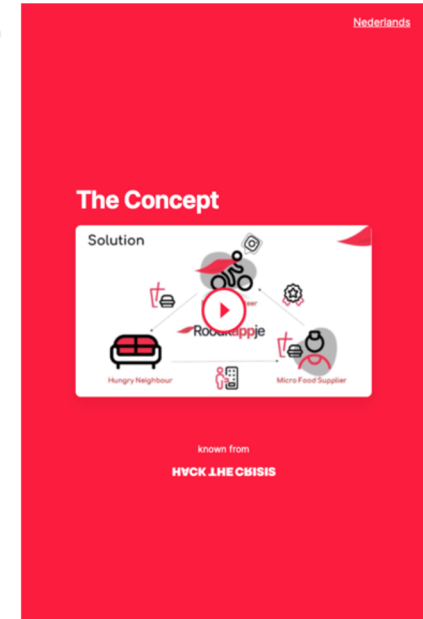
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I would like to join as (multiple selections possible)

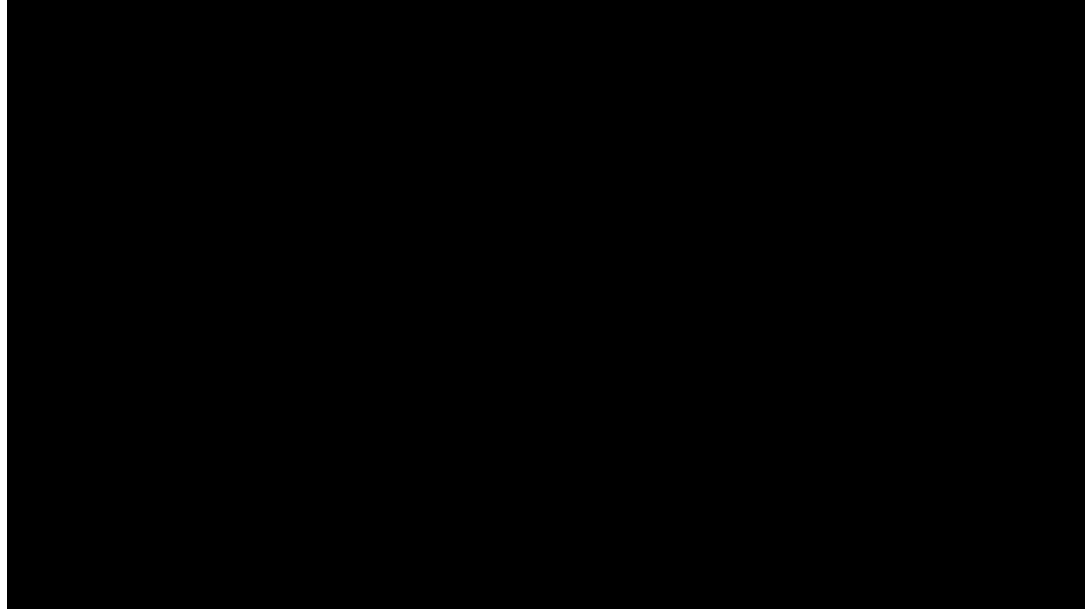
☐ Business ☐ Volunteer ☐ Supporter

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Sushi-inspired e-pack Delivery Innovations

Promising free delivery of garments
Rollor Pack is 100% renewable,
recyclable and biodegradable carton
innovation. Further, the pack
generally reduces total carbon
footprint compared to conventional
boxes.



Peers alliances for Kids InHouse Ready Solutions

Landwehrstübchen restaurant (Frankfurt), partnered with the founders of the “...aber anders!” restaurant to launch ‘Kinder-Stübchen: healthy, organic and freshly cooked kids dishes online available for delivery, to help parents overwhelmed with home-office and home-schooling.

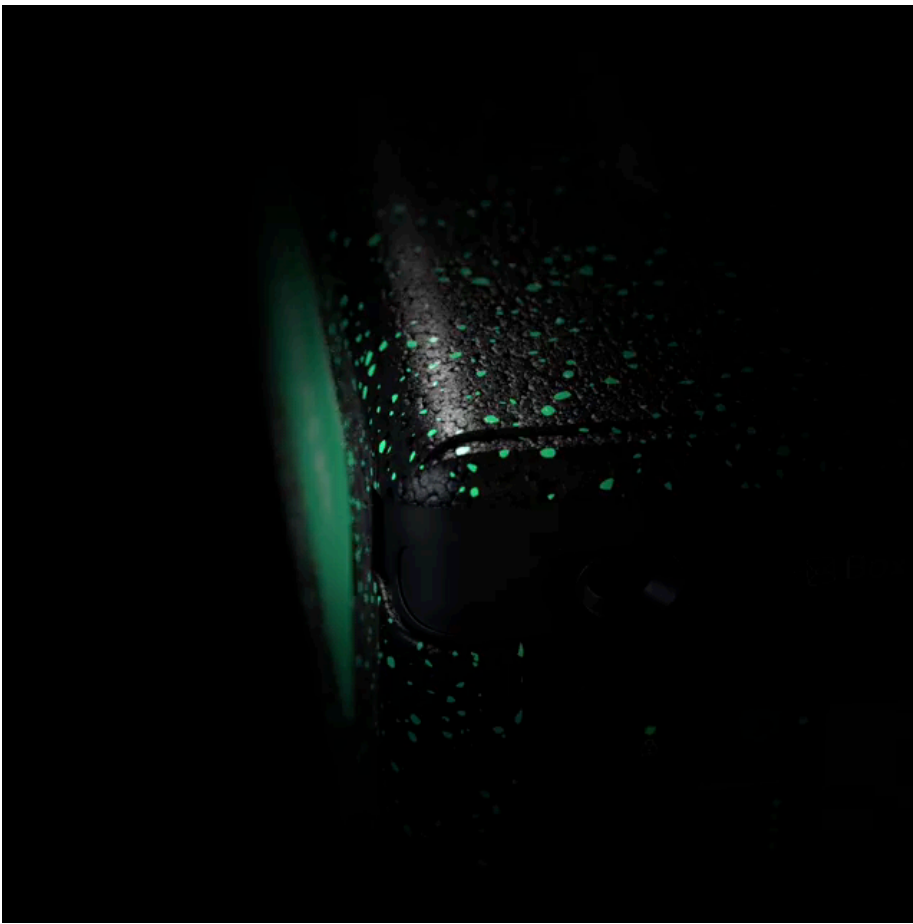


Rising of Smarth Health Packaging



Danone brand Font Vella's Coach2O cap instructs consumers to hydrate more effectively. The brand added a special smart cap to its Front Vella natural mineral water brand, which tracks user's water intake and encourage them to keep sufficiently hydrated.

Delivery Reusable Boxes for the inhouse lifestyle



Developed by German Start Up LivingPackets, THE BOX it's a connected delivery box made of proprietary material, designed for at least 1,000 shipments. When required, the pieces of THE BOX will be refurbished for an additional 1,000 uses. The paperless label makes addressing shipments quick and easy and allows businesses to accommodate last-minute amendments to delivery locations.

Food boxes and home-delivery for vulnerable shoppers

In partnership with StarStock, Asda has launched a dedicated online platform for £30 foods boxes offering 2-day home-delivery for vulnerable shoppers.

All boxes contain 31 essential items which have been in high demand during lockdown, like bread, pasta, tinned goods, long life milk and tea bags.



McDonald's reduces plastic across Restaurants and deliveries

78% of packaging used by McDonald's globally is made from fibre. This figure will move towards an 88% by 2022 using plastic only 12%, following the innovation strategy for 2020 and beyond covid strategy.





Global Evolution

Take Outs !

For food delivery, maximising consumer experience is essential. Packaging plays a big role in matching this experience to what the dining-in one would be, or facilitating a way to make a delivery experience stand out from others.

The ‘unboxing’ experience has been considered in the eCommerce packaging world for a few years now – this is a relatively new concept for food delivery.

The new challenge that center innovators attentions will be how to decrease packaging on delivery process while guaranties safety.

With wider functionality than communicating product information, smart packaging technology can be incorporated into a product to measure things like pH levels, temperature and fermentation to ensure the freshness, quality and flavour of a food.

Also consumers habits data.

‘Sustainable’ packaging will be supplanted by ‘responsible’ packaging - a practical approach brands can promote and defend, and consumers can understand and act on. The next decade will usher in an era of conscious, rather than conspicuous consumption.

While competition to develop and commercialize responsible packaging technologies will reach a fever pitch, responsible approaches, collaboration, and the sharing of intellectual property for the greater good will reign.

