

**TRB 2020 Workshop 1085**  
**Improving Last-mile and 50 Feet Logistics with**  
**Smart Initiatives to Improve Freight Mobility**

# On-Demand Instant Delivery Services Around the World

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# On-demand 'instant delivery' services

- Deliveries in two hours
- Smartphones and digital platforms
- Gig workers, self contractors

Buenos Aires



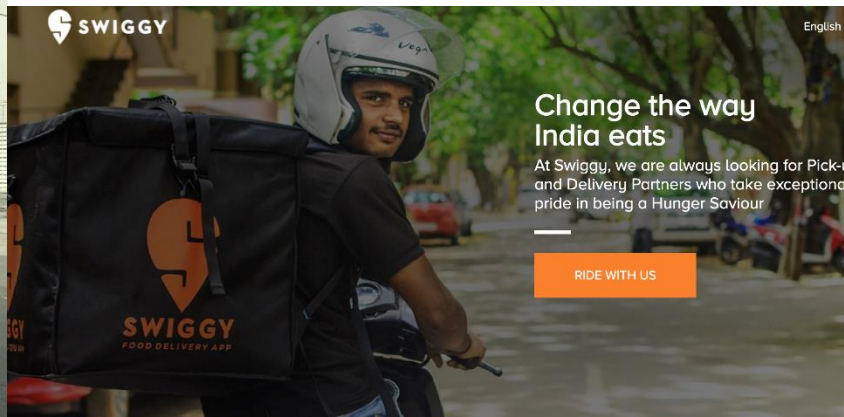
Lima



London



Mumbai



# Fun facts from 2019

Half the  
restaurants in  
Sydney using  
digital delivery  
platforms

?	Indicators?
<b>DoorDash(US)?</b>	\$900?million?revenue?(2019)? <b>Raised\$1.1bn?in?2019?</b> 7,500?employees?
Grubhub(US)?	\$1.1bn?revenue?(2018)? 140,000?restaurants?partners?
UberEats(US)?	\$1.5bn?revenue?(2018)? ?
Postmates(US)?	\$1.1bn?revenue?(2018)?
<b>Meituan(China)?</b>	<b>\$6.4bn?revenue?(2018)?</b> ?
<b>IFood(Brazil)?</b>	<b>600,000?orders/day?from?500?cities?(2019)?</b>
Glovo(Spain)?	20?countries?
JustEat(UK)?	500,000?daily?active?users?in?the?UK?(2018)?
<b>Deliveroo(UK)?</b>	30min?grocery?deliveries?(2019)? <b>Loss?of?\$300?millions?in?2018?</b> 21%?couriers?in?UK?are?students?(2018)?

?

# Competition, partnerships, market sharing

- In Europe, Takeaway buys Just Eat (Jan 9, 2020), second world meal delivery platform
- Battle between Takeaway (NL) and Prosus (ZA)
  - Dec 2019: 916p a share
  - Oct 2019: 800p a share
  - July 2019: 731p a share
- In Latin America, Glovo left Chile and Brazil in 2019
- In Europe, Deliveroo left Germany in 2019
- Partnerships
  - Amazon and Deliveroo: UK Competition & Market Authority currently investigating
  - Walmart and Postmates
  - McDonald's: UberEATS then Doordash
  - Alibaba and Ele.me



# Amazon Flex drivers to Prime Now urban fulfillment centers accross Los Angeles

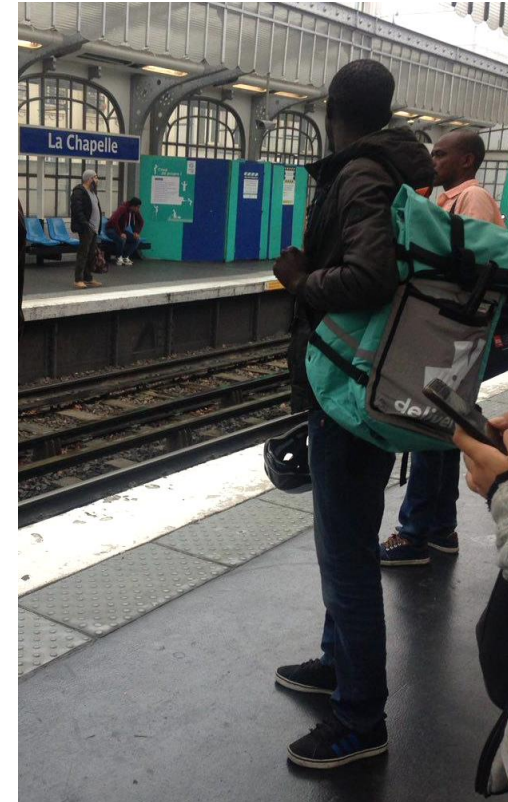


- Median daily number of departures from Amazon Prime Now hub in Sacramento (20,000 sq ft), (2019, Miguel Jaller UC Davis):
- 20 delivery vans and 97 Flex cars

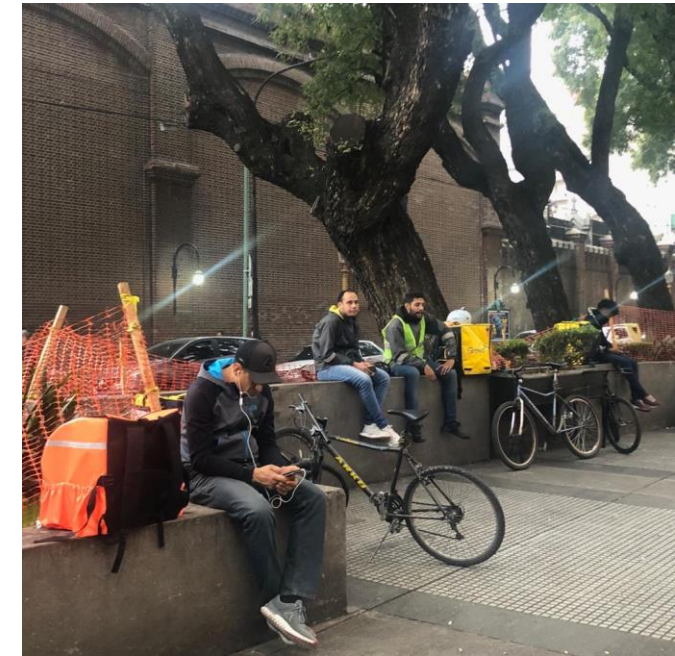


# Self-contracted couriers: from students to full-timers to migrants?

- Contracting out to undocumented migrants in Paris Place de la République square: 80% (survey August 2019, Siarry, 2019)
- Linked to decreasing pay from platforms
- Venezuelan refugees in Lima



On the Paris subway



Delivery workers waiting for gigs in Lima

# 'Alternative' delivery platforms

- Socially and environmentally conscious platforms  
e.g. **Urb-It** (London, Paris and Stockholm): only by foot, bike or public transport, better pay, 50% women
- Alternative social model, cooperatives e.g.  
**Applicolis**: associated with a cooperative, couriers can become partners by buying social shares

=> Costly niches but growing



# Turns of events on the legal front

- France
  - **Highest Court, Dec 2018:** TakeEatEasy delivery workers are actually employees because of GPS tracking, sanctions
- California AB5
  - 2018 California Supreme Court ruling Dynamex (contractors are part of core business and should be employees)
  - **2019 State legislation AB5**
  - Uber and Postmates legal action Dec 2019
  - Federal judge temporarily blocked implementation of law on motor carriers
- New York City regulators want to cap Grubhub fees to 10%

# What about carbon footprint?

- Much higher PM, NOx and CO<sub>2</sub> emissions if mopeds and cars are used
- Half of instant deliveries in Paris are now (2019) made by mopeds - although illegal -, as compared with 16% in 2016



# Conclusion

- Continued growth, globalization of firms, constant changes in business models
- Massive provider of unskilled jobs in megacities
- Legal issues taking the front stage
- Opportunities in transportation research: data collection and analysis for mobility and traffic planning, environmental assessments

# Resources

- METROFREIGHT  
[www.metrotrans.org/metrofreight](http://www.metrotrans.org/metrofreight)
- CITYLAB (2018) Observatory of Strategic Developments impact urban logistics ([http://www.citylab-project.eu/deliverables/D2\\_1.pdf](http://www.citylab-project.eu/deliverables/D2_1.pdf))
- CHAIR LOGISTICS CITY: [www.lvmt.fr/en/chaire/logistics-city-sogaris/](http://www.lvmt.fr/en/chaire/logistics-city-sogaris/)
- Paris surveys: <https://hal.archives-ouvertes.fr/hal-02374915>
- Browne, M., Behrends, S., Woxenius, J., Giuliano, G., Holguin-Veras, J. *Urban logistics. Management, policy and innovation in a rapidly changing environment*. Kogan Page, London
- Dablanc, L., Morganti, E., Arvidsson, N., Woxenius, J., Browne, M., Saidi, N. (2017) The Rise of On-Demand 'Instant Deliveries' in European Cities. *Supply Chain Forum – an International Journal*. Vol 18(4), p. 203-217.
- Siarry, P. (2019) Vulnerable delivery bike riders in Paris. Master's Thesis, Ecole d'Urbanisme de Paris.



Special thanks to students N. Saidi, P.  
Siarry, N. Lazarevic, J. Rouhier, P.  
Bairras, P. Marcher

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