




Consumers demand sustainable delivery options after pandemic experience

Consumer preferences and needs have shifted during the pandemic, putting more pressure on fleets to deliver on these promises. With consumers becoming more dependent on delivery services during lockdowns, stay-in-place orders, and times when leaving home was simply not safe, trucking (and the drivers behind the wheel) became their lifeline. A recent survey found patterns in the growing usage of—and dedication to—deliveries as a primary mode of receiving goods (vs. in-store experiences) and, subsequently, consumers' wants moving forward.

Safety is top of consumers' delivery priorities

Deliveries increased as a result of the pandemic and consumers say it was a major factor in keeping them healthy/virus-free. This added attention has fueled an interest in transportation-related charities.

-  **47%** had groceries/beverages/alcohol delivered for the first time during the pandemic
-  **32%** rely on delivery services for most of their purchases
-  **53%** have experienced instances where they used a delivery service to ensure that themselves or family members are safe

 **48%**

of consumers would support a transportation-related charity


Omnitracs is proud to support Truckers Against Trafficking. Here are other charities to support:


- **St. Christopher** – assists with financial needs due to a current medical problem
- **TruckersFinalMile** – helps truckers reunite with their families during crisis
- **Meals for 18 Wheels** – provides hot meals to truckers when they cannot be home with their families





Delivery experience drives loyalty and financial reward


Speed is the name of the game when it comes to deliveries (as demonstrated by the growth in 1-2 day shipping) and consumers want to accelerate them even more.

 **30%**
would pay more for same-day shipping

 **20%**
would pay more for real-time updates on delivery expectations

 **21%**
would pay more for a loyalty program that offered shipping discounts

 **65%**
would pay more for faster, more reliable deliveries (1-2 day shipping)

 **24%**
of consumers would pay \$5-10 for faster, more reliable deliveries (1-2 day shipping)

 **49%**

of consumers use 24-48 hour delivery services at least once a month

Sustainability future proofs delivery success

As we near the “end” of the pandemic (or “return to normal”), deliveries aren’t expected to become any less important. Consumers are used to a certain standard and will only expect more down the line.



47%

will continue their pandemic-driven shopping habits, leaning on deliveries to receive their goods



40%

would like to see more environmentally friendly delivery options, such as electric trucks, and believe they will have a positive impact on the environment



32%

worry that this will have an impact on shipping costs



45%

of consumers are comfortable with drone delivery services

What does this mean for fleets?

As consumers increasingly utilized deliveries for critical goods and safety reasons during the pandemic, the need for these services will not go away post-pandemic. Rather, consumers are looking for more last mile and sustainable delivery options in the future. As a result ...

- Businesses should continue to invest in delivery options for customers who began using them for safety, but now rely on them for convenience.
- Delivery providers may want to invest in dispatch, routing, and visibility solutions that allow them to optimize for these trends.
- A greener set of delivery solutions should be on the roadmap for fleets of all sizes.

For more information about Omnitracs and how it delivers on demand, visit omnitracs.com



About survey

Dynata, a leading market research tool, conducted this survey of 1,000 individuals (ages 18-65+) from the U.S. on behalf of Omnitracs.