

## The power of the Dark Store in the new logistics models.

*The world has been constantly changing in recent years, however, the pandemic accelerated any forecast and achieved transformations never before recorded, for all turns.*



Market analysis company Forrester Research predicts a global retail sales slump of about 10%, which is equivalent to \$ 320 billion in North America alone. In addition, it predicts that companies engaged in this business could take up to 4 years to regain their pre-pandemic status. This situation leaves us with expectation and pressure to make quick and precise decisions that help to reverse this statistic, which although it sounds very discouraging, the reality is that it also opens up opportunities to innovate processes that improve the quality of life of users and brands.

***We invite you to delve deeper, what alternatives are there to compensate the current situation and remain competitive?***

**The digitization of commerce ended up being consolidated.**

Online trading in just 6 months evolved what was expected for the next 3 years. Only in Mexico, according to the AMVO (Mexican Association of Online Sales) more than 500 million visits to websites were registered during the sale, which achieved a closing of \$ 20.1 billion pesos.

The digital realm was consolidated and helped many brands to market, however, this growth also threw up new logistics needs, among them: “the brand promise”. **Today users want immediacy, quality and low price.**

**¿Are we ready to face this premise? What technological alternatives exist?**



### ¡The transformation of supply chains!

The Dark Store is the solution of many of the retail giants, not only to get ahead, but to multiply their sales exponentially. One of the Retail companies recently announced its plans and strategies to include Dark Stores in Latin America, to streamline purchasing processes. The first implementation will take place in Chile and according to its projections, it will benefit more than 19 communities, which will have fast and alternative processes such as Pickup and Click and Collect.

The Dark Store is viable to serve the 74 million Mexican online users predicted by Statista Research for 2024. In addition to the many advantages that it already envisions, the Dark Store is modular and scalable, it allows implementation of automation technologies, artificial intelligence, robotics, which streamlines operations, reduces costs and satisfies high waves of orders.

Even though the Dark Store is a highly successful trend in Europe and the United States, it is important to analyze the level of automation with which it will start in Latin America. ¿How do you think the evolution of the Dark Store will be before the demands of the LatAm user?

Published by: **G.I.EICOM**

Leaders in Material Handling & Intralogistics Solutions

Material Handling & Logistics Solutions  
**WE CREATE | VALUE**

## Technological Tools for Ecommerce

Get the following guide for FREE with the most important tips to ensure logistical success in eCommerce



Download