

# **During Pandemic, Delivery Apps Comes to the Rescue**

The coronavirus pandemic has thrown the world out of gear. The supply chain industry is one of the hardest hit. During these times of crisis, governments and private players are looking towards the latest technologies to bridge the crucial supply gaps. In this sphere, Delivery Apps, particularly the food delivery apps, has offered a promising solution to the ongoing supply shortages.

## **More is not Enough**

While countries around the world continue to produce plenty of food for their people, the delivery of the essentials has been adversely affected by the imposition of countrywide lockdown and social distancing norms. With the imposition of such strict restrictions, demand for delivery apps has significantly gone up.

According to Statista, the downloads for food delivery apps like Instacart, Walmart, and Shipt have gone up by 218%, 160%, and 124%, respectively during March 2020.

## **Businesses are Adapting**

From small to big retailers, from restaurants to hotels, it is quite interesting to see how businesses are adapting to the crisis. The same is the case for many grocery store owners, which have been forced to shut down and will experience shortfalls even after lockdowns are lifted. Many store owners have attested to the fact that orders over delivery apps have risen from 20% to 75%.

No doubt then, more and more businesses are turning to delivery apps to reach their customers. It is well said by one of the retailers that if they cannot reach us, we will have to reach them.

## **Make more with Delivery Apps**

Coronavirus has opened up a new environment for all of us. Businesses who are adapting to the change will gain over the long run. It is high time for retailers to choose technology over fear, to make good of the challenges, and to bring consumers closer. Surely, delivery apps go the last mile in making this vision come true.