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Retailers see 28% increase in parcels over Black Friday

Welwyn Garden City, 10 December 2024: New data from Collect+, the in-store parcel service from PayPoint, reveals a 28.2% increase in parcels processed this year compared to the same time period during Black Friday 2023 as shoppers make the most out of deals in the run up to Christmas.

However, the data also showed a record spike in returns of parcels, with more than 1.6 million parcels being returned this year - an 2.6% y-o-y increase - and more expected in the coming days.

Over 1.6 million parcels were processed for returns over the Black Friday period (29 November – 08 December), an 31.3% increase when compared to a usual non-sales time period from last month (29 October – 08 November).

Nick Williams, Director of Parcel Services at PayPoint, said: *“Black Friday is one of the busiest times for our retailers, and with the ever-growing dependance on online shopping, retailers offering parcel services experience a significant annual surge. As the cost-of-living crisis prevails, consumers continue to rely on discount periods to spread the cost of Christmas, and this year seems to be more popular than before with an 30.1% increase in parcel service usage.*

“It remains the responsibility of our retailers to meet the demand for a convenient, reliable and safe place to have parcels delivered, taking the worry away of not being home when deliveries arrive. This bustling period promises retailers a flurry of customers using in-store parcel services, presenting them with an excellent opportunity to maximise impulse sales and welcome new customers instore.”

The data comes from Collect+, the largest carrier agnostic parcel network in the UK of over 13,500 local stores, working with leading brands like Amazon, eBay, Yodel, DPD, DHL, Royal Mail and Parcel2Go.