

Press Release

More Than Half of All Parcels Are Now Delivered to Parcel Lockers. Choosing an E-shop? Previous Experience and Price Matter Most

Prague, 19 August – The popularity of parcel lockers continues to grow, with more than half of all e-commerce orders now being delivered to lockers. However, home delivery remains a key service. The number of customers sending parcels is also increasing, most often via lockers. Consumers primarily choose online stores based on previous positive experience and product price. Polovina zásilek míří do boxů, u mladých je to ještě více

- Half of all parcels are delivered to lockers, with even higher usage among younger consumers
- Growing interest in sending parcels, most often through lockers as well
- Choosing an e-shop? Previous positive experience and price

Czech households most often choose an online store based on previous positive experience and product price. The cost and availability of delivery services, as well as a broad product selection, are also important decision factors. *"By contrast, marketing communication has the least impact on consumers' decisions, and perhaps surprisingly, so does the option of an easy returns process,"* comments **Petr Pěcha**, Managing Director of GLS Czech Republic, on the results of the latest Instant Research survey.

Previous positive experience with an online store is an important criterion for 94% of consumers. The lowest price is important for 92%, as is the price and availability of delivery. By comparison, marketing campaigns are a deciding factor for only 64% of shoppers, while a simple returns process matters to 73%.

"There is, however, an interesting generational difference. While positive references are the primary factor for shoppers aged 55 and over, younger consumers consider previous positive experience in only about half of cases. On the other hand, they are significantly more influenced by marketing campaigns than older generations," adds Petr Pěcha.

Every Second Parcel Is Delivered to a Locker

Every second parcel ordered from a Czech e-shop is now delivered to a parcel locker, according to the latest Instant Research survey conducted for GLS. The results show that 51% of respondents consider parcel locker delivery the most convenient option, while 30% prefer delivery to a parcel shop. By contrast, only 18% prefer delivery directly to an address (home or workplace).

Most extensive use of parcel lockers can be seen among consumers under the age of 26, with 60% of all their orders being delivered to lockers. However, people aged 55 and over have also quickly embraced this delivery option, with 41% of parcels in this age group delivered to lockers. Parcel lockers are most lacking in smaller municipalities with fewer than 1,000 inhabitants, which is why households in these areas show a stronger preference for home delivery (33%).

Parcel lockers have also become the most popular option for sending parcels directly between individuals. Users appreciate the simplicity and speed of parcel dispatch. In fact, more than half of households send parcels every month. *"Sending parcels has regained significant popularity, mainly thanks to various apps that make it easy to sell items that are no longer needed. And when it comes to sending such parcels, doing so conveniently through a mobile app and a parcel locker is the preferred choice,"* says Petr Pěcha, Managing Director of GLS Czech Republic, commenting on the survey results.

According to the survey, 53% of people send a parcel at least once a month, while 14% dispatch a shipment at least three times a month.

According to Petr Pěcha, this does not mean that home delivery is becoming obsolete. *"Home delivery remains a priority service that we intend to continue developing. In some cases, there is simply no alternative due to the size of the shipment. In others, the convenience of delivery to the doorstep and personal contact with the courier remain the customer's preferred option,"* he explains.

When choosing home delivery, customers particularly value the ability to easily change the delivery date or location. When such a change is needed, they use a mobile app in nearly half of all cases (46%).

Another 1,000 GLS Parcel Lockers to Be Added This Year

The GLS locker network is expanding rapidly. While the company operated just 250 of its own lockers two years ago, only a few weeks ago it launched its 2,000th GLS Parcel Locker. Today, GLS delivers to more than 7,000 parcel shops and lockers and operates one of the most extensive out-of-home networks in the Czech Republic.

"Our expectation last year that 2,000 proprietary lockers would be sufficient to meet customer demand this year proved to be insufficiently ambitious. Demand for new lockers shows no signs of slowing, and we will therefore continue expanding the network. By the end of the year, we would like to have at least 3,000 lockers across the Czech Republic. Even that may not be the final target," added Petr Pěcha.

"Feedback from both households and e-shops is unequivocal: parcel lockers have become by far the most popular solution not only for receiving parcels, but also for sending them conveniently," he added.

GLS's extensive proprietary locker network will help maintain a high quality of service during the peak pre-Christmas season, benefiting both e-shops and end customers.

"From my experience serving on a municipal council, I know that people would like to see even more lockers. Naturally, cooperation with municipalities is essential to ensure lockers are not only conveniently located and easily accessible, but also integrated into public spaces in a way that is both practical and visually appropriate. Our lockers are solar-powered, eliminating the need for complex utility connections," added Petr Pěcha regarding the selection of suitable locations.

The survey was conducted by GLS among a sample of 1,000 respondents in April this year. Data collection was carried out via the Instant Research application operated by Ipsos.

The Ideal Locker? Within a 5-Minute Walk or Drive

The aim is for households to have their nearest parcel locker within a five-minute walk or drive from home or work. According to an earlier GLS survey, this is already the case for 58% of consumers, while a further 27% have a locker within a ten-minute walk or drive. Only 3% of people are more than 20 minutes away from their nearest locker. While nearly 70% of residents in large cities have access to a locker within five minutes, the figure stands at only 43% in smaller municipalities.

About GLS Group

GLS Group is one of Europe's leading parcel delivery companies, with a strong presence in almost every country across the continent. Through wholly owned subsidiaries, GLS also operates in Canada and on the West Coast of the United States. The company provides services to customers in more than 50 countries worldwide.

The GLS network comprises 120 central and regional hubs and more than 1,600 depots, supported by over 36,700 delivery vehicles and 6,400 long-haul trucks. In addition to home delivery services, GLS delivers parcels to more than 110,000 parcel shops and 20,000 lockers.

In financial year 2024/25, GLS generated revenues of €5.9 billion and delivered 926 million parcels.