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Press release

A hectic time of year. How is logistics coping with the holiday peak?

More than 200 additional couriers and several percent more shipments per delivery truck. The weeks before Christmas are an intense time for the logistics industry.

What does it look like in practice?

The hot period in the KEP industry began at the end of November and will continue until Christmas. Logistics companies have been preparing for the peak practically all year - monitoring e-commerce trends and anticipating possible shipment streams during this time.

During the peak season, GLS Poland's transport partners employ more than 200 new couriers, and each delivery truck carries several percent more shipments than usual.

"Every year, our transport partners receive a volume forecast from us in early November for the upcoming season on their routes, so they can prepare early for the holiday peacock" says Lukasz Markiewicz, chief operating officer of the West region and chairman of Steering Committee Operations.

Logistical support is also provided at warehouses, where the number of employees increases by 20% during this time.

"For us, the priority is first and foremost the time and convenience of our customers, so both we and our transport partners do everything to ensure that parcels arrive on time during the holiday season. Our extensive network of branches is not without significance here. Szybka Paczka points, of which we already have more than 6,000 across the country, are also gaining in popularity. It is thanks to them that customers can send and receive parcels close to home or workplace from Monday to Friday, from morning to evening, and even on Saturdays" - says Małgorzata Markowska, promotion & communication manager.

Big B2C increases

According to Provident's Barometer, we will spend close to PLN 750 on gifts this year. Given the results of a recent Gemius survey, which show that already 79 percent of Poles buy online and more and more are even being convinced to shop on social media, this year's gifts will also be bought online.



GLS is already seeing seasonal gains of several tens of percent in the B2C sector. The increase in volumes at major customers such as Ikea is, year-on-year, more than 50 percent, and the Christmas peak can also be seen at Morele.net. – *“For this customer, during the peak season we handle up to 50 percent more shipments than in other months, and for a single day the increases reach up to 400 percent”*. - emphasizes Malgorzata Markowska.

The Christmas peak at GLS is also an increase in exports - also at the level of several dozen percent on a monthly basis. This result is possible thanks to the GLS Group's developed network throughout Europe, the US and Canada. The company's presence in more than 40 countries gives the Polish business the opportunity to develop and export its products and technologies across the continent. In addition, the intensively growing network of ParcelShops - more than 50 thousand and parcel vending machines - more than 6.6 thousand, offers customers throughout Europe convenient sending and receiving.

- *“We know the local markets very well, and with this knowledge we give a choice of both door-to-door or out-of-home services. This is especially important during this busiest time of the year, when everyone wants their parcel to arrive quickly and safely”* concludes Malgorzata Markowska.

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About GLS Group

GLS Group is one of the largest independent courier service providers in Europe, with a developed active presence in almost all countries on the continent. Through a network of subsidiaries, it also operates in Canada and on the West Coast of the US. Every day, this allows GLS to efficiently deliver millions of packages and related stories to customers and communities. GLS manages its network proactively - it connects the markets it operates in a flexible and agile manner, responding to their rapid changes and dynamics. The company is proud to provide its customers with high-quality services in more than 40 countries. The GLS network consists of about 120 distribution centers, more than 1,600 branches, nearly 36,000 vehicles responsible for the final stage of delivery and more than 6,200 line cars. This guarantees excellent flexibility and increased coverage. In 2022/23, GLS Group generated record revenues of €5.4 billion, delivering 862 million parcels in all markets served. For more information, visit gls-group.com.