

## DHL Parcel to consolidate branding for its shopping portal

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"Allyouneed's entry into the Polish market reflects our strategy of establishing new services and products in Europe's booming e-commerce markets in order to promote the development of this growth market," says Andrej Busch, CEO DHL Parcel Germany and DHL Parcel Europe. "Poland is one of the fastest-growing markets and serves as an excellent launch pad for expanding our marketplace model into other countries."

### MeinPaket to become Allyouneed

Now the "MeinPaket.de" marketplace is also operating - and growing - under the "Allyouneed" umbrella brand in Germany, where 3.5 million private customers can shop

for more than 15 million products offered by over 3,000 dealers.

### Allyouneed to become Allyouneed Fresh

The "Allyouneed" online supermarket is now operating under the "Allyouneed Fresh" brand name in a conscious effort to direct the attention of private customers to the online supermarket's extensive array of fresh produce. "The trend of conveniently taking care of supermarket purchases online and having the goods delivered to the desired destination within a narrowly defined time frame will continue to gain acceptance in Germany," says Andrej Busch. "We have an outstanding platform in 'Allyouneed Fresh' and we plan to promote its growth both domestically and internationally."

"Allyouneed Fresh" offers its 150,000 regular customers in Germany a selection of more than 20,000 products, including 3,000 items of fresh produce. Parallel with the rebranding in Germany, the Allyouneed shop established for the Chinese market is also switching to the new brand. DHL Parcel plans for both platforms, the "Allyouneed" marketplace and the "Allyouneed Fresh" online supermarket, to provide innovative impulses for its logistics capabilities and to secure its leading position in the German parcel market for all business customers.

Source: [Deutsche Post DHL](#)

