International Post Corporation

Shetland Islands tops list for UKâ€™s biggest online shoppers over Black Friday weekend

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Royal Mail today reveals the top ten areas where shoppers made the most online purchases over the Black Friday weekend this year. Bargain hunters in the Shetland Islands top the list of the UKâ€™s biggest online shoppers for the weekend, followed by shoppers in Kirkwall and St Albans. North West Londoners top the London list and Llandrindod Wells tops the Wales list. Four of the top ten hotspots are located in Scotland.

Black Friday continues to mark the start of the Christmas shopping season in the UK. According to recent research* from Royal Mail, belief that the event offers the best discount of the year is only one of the drivers for shoppers, with a third of people saying they shop during Black Friday as they like to get their Christmas shopping sorted early and one in five worried items on their wish list will sell out.

The top ten online shopping hotspots are based on analysis of parcels accepted into the Royal Mail network between 23 and 27 November from online retailers.

To help with deliveries during the busy Christmas shopping period, Royal Mail has recruited 16,000 seasonal workers, opened five temporary sorting centres and increased its fleet with an additional 6,800 vehicles. Over 1,000 office workers from functions such as HR, legal and marketing are also supporting with deliveries ahead of Christmas. These measures are about delivering the best possible service to customers throughout the Christmas period.

Source: Royal Mail