TikTok Shop partners with Royal Mail to provide â€˜Click and Dropâ€™ service to its merchants

20-11-2023

TikTok Shop has today announced a new partnership with Royal Mail to help merchants of all sizes improve their delivery experience and thrive on the platform.

For the first time, merchants can integrate Royal Mail's Click & Drop service with their TikTok Shop account, enabling them to arrange shipments and get orders delivered to customers quickly and efficiently.

Click & Drop is Royal Mail's primary shipping solution. By integrating the service into TikTok Shop, merchants of all sizes can save time and improve the delivery experience. This includes seamlessly printing postage labels, which can then be dispatched on their existing Royal Mail collection, collected via Parcel Collect, dropped in a parcel postbox or taken to a Royal Mail Customer Service Point or Post Office® branch. Merchants will also be able to see their TikTok Shop orders alongside other sales channels, all in one place.

Click & Drop will be available to existing TikTok Shop sellers who install the Royal Mail Click & Drop integration from the Service Market in the Seller Centre, with merchants also able to easily set up via Royal Mail.

As businesses on TikTok Shop continue to scale, the Royal Mail Click & Drop integration will improve their shipping experience, speed up dispatch times and ultimately improve customer experience.

Patrick Nommensen, TikTok Shop GM of UK Ecommerce, said: "Our aim is always to help merchants grow their business on TikTok Shop. The partnership with Royal Mail will make our merchants' lives easier and bring considerable customer benefit by streamlining and improving the fulfilment process. Working with such a trusted and established organisation will save vital time for merchants and ensure our customers get their orders as quickly as possible."

Nick Landon, Chief Commercial Officer at Royal Mail, said: “People love shopping online and through social media, and TikTok Shop is a great example of that. People also love getting deliveries from their trusted Royal Mail postie. It gives them the confidence to order again, and everyone benefits from that growth. We are really excited about working with TikTok shop, helping them to grow and delivering a brilliant service to all of their

customers. Sellers can rest easy knowing their deliveries are in good hands."

Source: Royal Mail

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