

Consumers increasingly choose Out-Of-Home delivery during the holidays

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“Innovation makes delivery more personal”

The Hague, December 1, 2025 – The holiday season remains the annual peak for online shopping. This year, PostNL sees clear changes in how consumers wish to receive their parcels. Consumers are increasingly opting for more control over their delivery. More than 3.2 million people have now set their delivery preferences, an increase of nearly 30% compared to last year. Compared to 2024, the preference for receiving parcels out of home has grown by 40%. This way, everyone can easily receive their parcel, even when they are not at home.

Over 60% growth in use of parcel lockers
PostNL is well prepared for the busiest time of the year. With additional couriers, sorting capacity, and extra delivery days, millions of Black Friday deals and Sinterklaas gifts are being delivered. PostNL advises consumers to also make smart choices themselves by setting delivery preferences. For example, by selecting a favourite PostNL location, a safe place around the house, or a delivery day when they are sure to be home. Compared to last year:

- 30% more delivery preferences set,

now 3.2 million total;

- 40% growth in standard out-of-home delivery;
- 60% more use of parcel lockers;
- 274% growth in delivery to an agreed safe place around the house;
- satisfaction with PostNL pickup points and parcel lockers remains high (NPS +50).

“Innovation makes delivery more personal”
“Consumers mainly want a delivery moment that fits their schedule, especially during this busy holiday period. By setting delivery preferences, they increase the chance that a parcel arrives exactly where and when they want it,” says Stephan van den Eijnden, Commercial Director at PostNL. “The 2025 holiday season clearly shows that flexible, sustainable, and user-driven delivery is catching on. With the growth of OOH delivery and the strong increase in delivery preferences, you can see that innovation is making delivery more personal.”

Parcel lockers offer convenience

The rapid rise of out-of-home delivery is no coincidence. Consumers appreciate that parcel lockers are often accessible 24/7, allowing them to pick up their parcel

whenever it suits them. PostNL continues to
invest in expanding the parcel locker

network.

Source: [PostNL](#)

