

Royal Mail reveals "the hottest orders" of lockdown online shopping

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New Royal Mail research gives a fascinating insight into the deliveries that Brits have received during lockdown, and what we will be ordering in future.

Previously released figures from the Company unveil that nearly half of UK adults have been receiving more parcels since March 23rd. According to the new research, the most popular product categories that have been ordered online since this date include clothing, food and drink and books.

Despite having nowhere to go, most Brits kept up appearances during lockdown. Clothing is the most-ordered product category, and make-up, moisturiser and razors some of the most popular items. Not surprisingly, home is firmly where the heart is for many. Gardening became a central facet of British life, with plants and flowers, compost and gardening gloves making the top twenty.

There's No Place Like Home

The research indicates that a third of UK adults expect to spend more time at home in future than they did before lockdown measures began. And some 8 in 10 anticipate their level of online shopping will continue at the same rate, or even increase, in the months and years to come. Products suggesting that the home will feature more prominently in people's day-to-day lives in future were popular. Online purchases included home dining products, such as smoothie makers, home bars and coffee

machines.

Home improvements have also topped the priority lists of many, with deliveries of paint, paintbrushes and sanding paper making the top twenty. Additionally, deliveries of candles and bedding have helped to create a calm domestic atmosphere. With food and drink being one of the most popular categories, many Brits turned to battling the bulge through home fitness orders. Among the high volume of home-gym delivery items were exercise bikes, yoga mats and dumbbells. People expect to order more clothing, groceries, books (19%) and takeaway meals (19%) in future, than they did before March 23rd.

Online Shopping Under Lockdown: A National Picture

Some interesting facts and figures from the research include:

A quarter of the nation expects to work from home more post-lockdown, and this is reflected in shopping patterns. Paper and stationery feature amongst the most-ordered items, alongside technical equipment, including printers and laptops.

The nation embraced its crafty side under lockdown. 1 in 10 (8%) people purchased a paint set; whilst adult colouring books (6%) sewing kits (5%) and knitting equipment

(4%) are also popular.

Respondents from the West Midlands, North West and Northern Ireland have ordered the most clothes online since lockdown measures began.

Green-fingered respondents in Wales have had the most plants and flowers delivered.

Mark Street, Head of Campaigns at Royal Mail commented: "Keeping the nation connected is of vital importance to us, and our people have done an amazing job in

helping to lift people's spirit in these unprecedented times. This all comes on top of the important role we have played in delivering items, including hospital prescriptions and COVID-19 testing kits. Receiving an online delivery from one of our postmen or women continues to be a highlight of the day for many of our customers, and we believe that this will continue far beyond the boundaries of lockdown."

Source: [Royal Mail](#)

