International Post Corporation

Booming second-hand market: DHL and Vinted significantly expand cooperation

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Together, the two companies aim to drive the continued growth of the second-hand market in Germany.

Bonn - Clothing, electronics or household goods: More and more people are selling used items through online marketplaces. According to the latest DHL E-Commerce Trends Report, 67 percent of online shoppers in Germany have already sold items via an online marketplace. As a result, Germany is one of Europe's most active markets for trade between private individuals.

As part of a strategic partnership, DHL and Vinted are now significantly expanding their cooperation. Together, the two companies aim to drive the continued growth of the second-hand market in Germany. The partnership combines Vinted's broad reach with DHL's nationwide presence. Vinted is one of Europe's largest peer-to-peer marketplaces for pre-owned goods. DHL operates Germany's most extensive parcel service network. As more pre-owned goods change hands online, reliable and easy-to-use shipping solutions become increasingly important. Through the continuous expansion of its nationwide network of parcel lockers, DHL is helping create the conditions needed for continued growth in recommerce.

Simple Shipping as a Growth Driver for Second-Hand Trade

The two companies aim to significantly expand and simplify the shipping and collection of Vinted parcels through DHL's network of Packstations, Poststations and DeinFach lockers. A particular focus is on the locker-to-locker shipping option, which is expected to be used more widely on the platform in the future.
Using DHL Packstations, Vinted sellers can drop off parcels around the clock, while buyers can collect them whenever it suits them. Shipping via Packstations is already available without prior registration. In addition, Vinted buyers do not need to register for the Packstation service in order to receive parcels at a Packstation. The collection code required for pickup is sent by DHL via email and will also be available directly through Vinted in the future.
"Reselling used goods online has evolved from a niche activity to an everyday phenomenon within just a few years. As a

result, expectations regarding shipping are rising. People buying and selling privately want shipping to involve as little effort as possible. It should be just as easy as purchasing from an online store. Many people want to send or collect parcels independently of opening hours. This is exactly why automated solutions such as Packstations are becoming increasingly important. That is also why we will continue to invest heavily in expanding our automated network in the years ahead," said Benjamin Rasch, Head of Sales and Products, Post & Parcel Germany, DHL Group. "Vinted is one of the companies driving Europe's booming second-hand market. We are delighted to continue Vinted's success story in Germany together."
DHL already operates around 41,000 parcel drop-off and collection points across Germany, including post offices, parcel shops and automated facilities. The network of Packstations, Poststations and DeinFach lockers is expected to grow from 18,500 to more than 30,000 locations by 2030.

Longer Product Lifecycles Increase the Need for Convenient Shipping

The DHL E-Commerce Trends Report also highlights how widely shipping services are already used in the peer-to-peer market. Around 70 percent of respondents use parcel shops or automated lockers to ship items they have sold online. Only 30 percent hand over goods in person.

"Tons of people in Germany use Vinted to give products a second life. This requires shipping solutions that fit seamlessly into everyday life. Thanks to DHL's nationwide network and, in particular, its 24/7 accessible Packstations, our members can send and receive parcels with maximum flexibility. This provides a strong base for further expanding our offering in Germany, and deliver against our ambitious growth aspiration" said Dovile Riskute, Senior Director of Business Development and Operations, Vinted Go.

Trading pre-owned goods helps keep products in use for longer. For Vinted, this is a core element of its business model. DHL is also investing in the sustainability of its logistics network and already operates more than 38,500 electric delivery vehicles in Germany. The partnership therefore combines the resale of used goods with increasingly low-emission parcel delivery.

Source: DHL Group

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