International Post Corporation

Yodel expands Vinted C2C deliveries to Paypoint/Collect+ parcel shops

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British delivery firm Yodel and payment system supplier PayPoint are expanding their partnership with C2C marketplace Vinted, which will see volumes â€œsignificantly increase,â€ with the majority being delivered to PayPointâ€™s more than 6,000 Collect+ parcel shops.

According to PayPoint, the multi-year agreement will see significant transaction growth processed through the recently launched Collect+ ‘Store to Store’ service. The agreement will also build on the strong growth delivered in the Collect+ business over the past two years, PayPoint noted.

Vinted and Yodel growth

The growth in volumes from Vinted follows a dramatic rise in popularity of selling and sourcing pre-loved fashion, with the company’s transaction numbers growing sevenfold in the UK over the past 18 months. This has been fuelled by consumers moving away from fast fashion to make more sustainable choices and support them with additional income sources.

The trend towards online marketplaces has resulted in a surge in Yodel’s C2C parcel volumes through its Yodel Direct service, which has been supported by the company’s expanding OOH proposition.

CEO Mike Hancox recently told CEP-Research in an interview that the company had seen “spectacular” growth in C2C volumes this year. The company has reported a 162% increase in C2C volumes and has invested heavily in its OOH technology, delivering a scalable logistics solution that allows the business to react as consumers’ demands for more convenient and greener delivery services have increased.

Source: CEP-Research