bpost launches the bbox boutique, an innovation hub for urban parcel logistics & retail

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New concept bridges the gap between e-commerce and the city

bpost is launching the bbox boutique, an innovative hub designed to reinvent urban parcel logistics for local residents, consumers, retailers, e-commerce players and public authorities. In the first four boutiques, two in Brussels and two in Antwerp, bpost will experiment with new logistics services, while also allowing
parcels to be sent and collected.

With the introduction of this new concept, bpost strengthens its role as a leading logistics player with a clear focus on parcels, convenience, proximity and sustainability. With the bbox boutique, bpost aims to test and roll out new services for different target groups:

For consumers and retailers:

Allowing neighbourhood residents or passers-by to collect and send parcels.
Offering promotions or product launches for e-commerce companies in search of a physical location in the city, where they can also offer their best-selling products to consumers.
Sending items without labels or packaging from one private individual to another.
For local communities:

Click & Collect for local shops: the retailer places the order in a locker, and the buyer collects it whenever they want, even outside opening hours.
Offering same-day pickup of missed deliveries for city residents.
Renting bbox lockers as private storage for residents or visitors during shopping trips or museum visits.
For logistics players:

Offering same-day delivery through microwarehousing: this allows e-commerce players to have orders delivered on the same day from their warehouses around the city to a bbox boutique.
Night Delivery for businesses: postal workers deliver professionals' work materials during the night to a bbox boutique near their workplace or home, saving them time in the morning by avoiding a stop at the company depot.
Story image
The bbox boutiques are freely accessible from

6am to 9pm., and outside those hours via a QR code linked to the specific parcel. They are constantly monitored and cleaned daily to ensure a safe and reliable experience for all users.

In recent weeks, four boutiques have opened in 'soft launch' mode, two in Brussels and two in Antwerp. These locations are already processing a growing number of parcels per day, confirming the clear demand for such urban solutions. Interest is also coming from commercial partners, who are spontaneously reaching out to test or offer services in the boutiques.

The first four bbox boutique locations are:
- Hoogstraat 184, 1000 Brussels
- Tenbosstraat 83b, 1050 Ixelles
- Volkstraat 39, 2000 Antwerp
- Tabakvest 83, 2000 Antwerp

Growing out-of-home possibilities

Customer surveys conducted by bpost show that young adults and families aged 25 to 45 increasingly need out-of-home delivery options, especially in urban areas where space is scarce. The use of bbox lockers has already grown by 105% this year.

The bbox boutique responds to this trend by bringing together all bpost parcel services in one accessible location featuring up to 300 lockers. bpost also expects to open additional bbox boutiques in Belgian cities next year. These will be added to the existing network, which surpassed 4,000 pickup points in November and consists of Post Offices, Post Points, Parcel Points and bbox lockers – a trend that will continue to gain momentum next year.

Laurens Himpe, Chief Automated Parcel Officer at bpost, sees the boutique as a driver of new ideas: "It's our ideas factory: a place where we test, learn and develop new services that we can then scale up. In cities, we face the greatest demand but limited space, making it the perfect environment for innovation. Thanks to this concept, we can offer better out-of-home solutions , from parcel services to collaborations with public authorities and circular partners. In this way, we connect the digital world with a physical experience space."
Chris Peeters, CEO of bpostgroup, emphasises the strategic value of this new step: "With the bbox boutique, we are setting a new standard for urban parcel and retail services. We combine our logistics expertise with innovation, enabling consumers and retailers to rely on solutions that truly meet their needs. This concept demonstrates how bpost continues to evolve and fulfil its societal role in a rapidly changing world."

Source: bpostgroup

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