

DHL expands parcel delivery offering in Sweden with investment in parcel locker network

02-04-2024

This expansion of DHL's offering aligns with the company's global strategy to strengthen its capacity and capabilities in the e-commerce sector.

DHL will expand its out-of-home delivery network in Sweden by around 1,000 parcel lockers in 2024, utilizing the white-label solution of its partner iBoxen and primarily focusing on metropolitan regions. This expansion of DHL's offering aligns with the company's global strategy to strengthen its capacity and capabilities in the e-commerce sector. The investment in Sweden represents a long-term commitment, with plans to continue electrifying last-mile transportation, digitizing services, expanding the parcel locker network, introducing new services, and boosting brand awareness. These initiatives are aimed at further enhancing the service quality for online buyers and better catering to their shopping and shipping preferences.

"E-commerce is constantly evolving, and at DHL, we are evolving alongside it. As we expand our presence in the Swedish market, we aim to make a lasting impression on consumers. The introduction of a significant number of parcel lockers marks the first step in our efforts to enhance accessibility and provide a stronger offering to e-retailers and consumers. We want to be the natural first choice for shippers and shoppers," says Robert Zander, CEO DHL Freight Sweden & Nordics.

The trend of online shopping remains strong. The number of shipments and online shoppers continues to grow. This is supported by the Swedish Confederation of Transport Enterprises' Parcel Index, which reports a nearly 9% increase in parcel volume in 2023. In Sweden, where service points were traditionally the customers first choice, consumer behavior evolved over the last years and there is a growing demand for different delivery options, with an increasing preference for parcel lockers. The evolving consumer preferences and requirements encompass various factors such as flexibility, price, service level, availability, and sustainability.

"We are addressing the evolving consumer demand for diverse out-of-home solutions through our e-commerce initiative in Sweden. Leveraging our expertise, quality, and local network in both B2B and B2C, along with our comprehensive international offering, we have a solid foundation that allows us to expand our services and ultimately increase customer satisfaction," says Robert Zander, CEO DHL Freight Sweden & Nordics.

Source: [DHL Group](#)