International Post Corporation

Remote and rural areas of UK are shopping hotspots for online Black Friday purchases

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Royal Mail today reveals the top ten areas where shoppers made the most online purchases over the course of Black Friday weekend this year. Savvy shoppers in Shetland Islands top the list of the UKâ€™s top buyers in the biggest cyber shopping event of the year, followed by Kirkwall, Hebrides, Central London and North West London.

Central London tops the England list, Shetland Islands the Scotland list, Llandrindod Wells the Wales list and Strabane the Northern Ireland list.

This year, rural and remote locations dominate the top ten list*. For many of these customers, online shopping has become central to their way of life as they have negotiated the impacts of the pandemic. Royal Mail domestic parcel volumes are up around a third compared to pre-COVID levels.

Online purchases made during Black Friday weekend and beyond will continue to be distributed by retailers and delivered by Royal Mail over the coming days, depending on consumer preferences.

Nick Landon, Chief Commercial Officer at Royal Mail, said: “We’re proud to play such an important role in delivering Christmas. Given our unparalleled reach across the UK, we’re uniquely placed to reveal the Black Friday weekend online shopping hotspots for 2021. Customers across the UK continue to put their trust in the knowledge, expertise and reassurance of the Royal Mail brand.”

Source: Royal Mail