PostNord's Record-breaking parcel volumes during Black Week; 31 percent increase from last year

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Shopping really hit top gear in the Nordic countries around this yearâ€™s Black Friday. The volume of e-commerce parcels resulting from this day of shopping â€“ which has now become an entire week of reduced prices and discounted offers â€“ was already expected to be unusually high due to the coronavirus pandemic and associated limited opportunities to shop in physical stores.

“Many people take the opportunity to shop when the prices are good, and I think even more people than usual clicked to buy Christmas presents for their loved ones this year around Black Friday. PostNord is entrusted with transporting a large proportion of what people in the Nordic countries buy online, and as a provider of critical infrastructure we are proud of being able to help simplify life as Christmas approaches,” says the President and Group CEO of PostNord Annemarie Gardshol.

In total, PostNord handled 9.1 million parcels (including letters with goods, such as Varubrev and Maxibreve) in the Nordic region during this year’s Black Week (23–29 November 2020), which is an increase of just over 31 percent compared to last year, when the volume was 6.9 million parcels.

Parcel volumes were very high in all PostNord’s markets. Compared to 2019, PostNord handled approximately 26 percent more parcels in Norway, 26 percent more in Sweden, 38 percent more in Denmark and 70 percent more in Finland. In Norway, PostNord set a new record as it delivered 1 million parcels during the week. In Finland, the number of home deliveries increased by more than 170 percent compared to 2019. In both Sweden and Denmark, new records were set during the night between Monday and Tuesday in the week after Black Friday; close to 1.3 million parcels in Sweden and over 0.7 million parcels in Denmark in one day.

“We prepared well for these busy weeks and their high parcel volumes. As a result of the pandemic, it has been more difficult than usual to make forecasts. With careful preparation, good cooperation with our customers and a forward-looking ability to solve problems, we have done well with the deliveries. Everything has run smoothly, from the first sorting at our terminals, via distribution and right through to the partner

outlet or recipient's door, and I would like to say an extra big thank you to our fantastic employees, who have made this happen," says Annemarie Gardshol.

PostNord and the partner outlets urge recipients who have not chosen home delivery or delivery to a parcel box to avoid busy times when collecting their parcels. And to come well prepared for the collection, with ID documents and similar ready to be shown.

Source: PostNord

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