

## Despite economic decline, GLS Netherlands expects huge peak in parcels

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- *20% of Dutch people wait to buy their holiday gifts on promotional days such as Black Friday and Cyber Monday.*



**Utrecht, 22 November 2022** - The holiday season is in sight, which means we are currently in one of the busiest periods of the year for e-commerce companies and delivery services. Despite the current economic developments, [GLS Netherlands](#) once again expects high volumes during Peak Season. As always, the delivery company helps spread the festive spirit and GLS Netherlands has taken several steps, such as assigning additional staff, to meet customers' expectations and needs during this busy period.

### **Kicking off the festive season**

Despite the expected peak, Dutch consumers are not deterred by the expected order rush, according to research\* by GLS Netherlands. The majority (57.5%) of Dutch people are not avoiding online purchases, although half say they are placing orders earlier in anticipation of the peak.

The advance of the festive season begins during the end of November with the blown-over US (online) promotional days such as Black Friday and Cyber Monday. For example, a quarter of Dutch people, especially those aged between 18 and 35, say they are susceptible to the (online) promotional days. Almost half of this group says they are susceptible to all the expected deals. Despite the fact that the vast majority can resist temptation, almost one in five Dutch people wait to buy their holiday gifts until promotional days such as Black Friday and Cyber Monday. GLS Netherlands has seen increasing traffic around the Black Friday period every time in recent years.

### **Customer satisfaction: number one on the list**

To make delivery a positive experience for consumers, GLS Netherlands offers many flexible options that make it easier for them to get their hands on their parcels on the first delivery attempt. The delivery service allows recipients to choose their own delivery location, such as their neighbours or one of the GLS Parcel Shops. This gives recipients the flexibility to receive their order at a location that best suits their personal desires.

**Committed to delivery**

Despite many people buying their gifts for the holidays in November, GLS Netherlands expects high volumes again in December. In preparation for the rush, GLS Netherlands plans to deploy extra staff based on volume forecasts to avoid potential bottlenecks. The company is planning more rides and different routes for 'last mile delivery'. GLS Netherlands is also working closely with other GLS countries to guarantee international shipments and make optimal use of large-scale infrastructure.

\* Survey conducted in partnership with Multiscope among 1,335 respondents, October 2022