

Press Release

Interest in Black Friday breaks records, GLS delivers a quarter more parcels than last year

Prague, 28 November 2025 – Discount campaigns linked to Black Friday have traditionally become the first peak of the pre-Christmas shopping season. This year's numbers confirm the trend: in the week leading up to Black Friday, GLS delivered a record volume of parcels. The number of parcels delivered last week is tens of percent higher than the usual weekly average and has increased year-on-year by 24 percent. První významný vrchol předvánoční sezóny právě vrcholí. Klienti ve velkém využívají slevy spojené s Black Friday. Ve srovnání se stejným týdnem loňského roku objem rozvezených balíčků vzrostl o 24 procent.

The first major peak of the Christmas season is reaching its climax. Customers are making extensive use of Black Friday discounts. Compared to the same week last year, the volume of delivered parcels has risen by 24 percent.

"Black Friday has already become a popular part of the pre-Christmas season and the first real peak of shopping activity. Many households now automatically wait to see what deals Black Friday will bring and postpone their purchases. And they're not using Black Friday only for Christmas gifts but also for everyday shopping," says Petr Pěcha, Managing Director of GLS in the Czech Republic.

Demand for delivery during Black Friday week is thus a quarter higher than in last year's already record-breaking season. "We expect this trend to continue right until Christmas — we are heading into a very strong and record-setting season. We are prepared for this surge in demand; we have significantly strengthened our capacity and our network of delivery locations. In total, we deliver to more than 6,000 pick-up points and parcel lockers," adds Petr Pěcha.

This growing appetite for Black Friday is also confirmed by this year's GLS pre-Christmas survey. According to the survey, 68% of people make use of Black Friday-related discounts. Roughly half of them wait for this event to buy Christmas gifts, while the other half shop due to the discounts but not primarily for Christmas.

Most parcels are now headed to parcel lockers, which have become the most popular delivery method. GLS is heavily investing in its own locker network. Two years ago, it operated just 250 lockers; for the upcoming season, it has 1,500 — and continues to expand. "On average, we put one new locker into operation every six hours. And we'll keep going as long as the lockers prove beneficial and we can keep them full," Pěcha explained. "Thanks to this rapid expansion, we are fully prepared for Christmas and can assure customers that large-scale rerouting of parcels to alternative locations will not occur," he added.



Petr Pěcha also reminds shoppers to plan ahead when buying Christmas gifts and to check the last guaranteed delivery dates of each e-shop. "We can deliver all gifts that our couriers pick up no later than 22 December. Those parcels will be delivered on 23 December, because on Christmas Eve our couriers will enjoy a well-deserved break after the demanding season," concludes Pěcha.

About GLS Group

GLS Group is one of the largest parcel delivery companies in Europe, with a strong presence in nearly every country on the continent. GLS also operates through wholly owned subsidiaries in Canada and on the U.S. West Coast. It provides services to customers in more than 50 countries. The GLS network consists of 120 central and regional hubs and more than 1,600 depots, served by over 36,700 delivery vans and 6,400 trucks. In addition to home delivery, GLS delivers to more than 110,000 pick-up points and 20,000 parcel lockers. In the 2024/25 financial year, GLS achieved revenue of €5.9 billion and delivered 926 million parcels.