

## Almost half of UK adults have been receiving more parcels during the corona-virus pandemic

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New Royal Mail research reveals the full extent of Britain's online shopping habits during lockdown, as nearly half (45%) of UK adults have been receiving more parcel deliveries since measures began.

The research clearly revealed the emotional significance that the parcel has developed during lockdown, with more than a third (36%) claiming receiving a parcel is the highlight of their day. Over half (53%) feel that receiving parcels has become more important since March 23rd.

Online shopping activity could either continue or even increase for some 8 in 10 (83%) UK adults; over three fifths of whom believe that the current amount of money they spend (66%) and the frequency with which they shop online (68%) will continue post-lockdown. Over a quarter (26%) anticipated that they would spend more money online once measures are lifted – around 15% more on average.

Interestingly, although those in younger age brackets (18-34) have been receiving the most parcels in this timeframe (52% have been receiving more during lockdown), there

is actually little difference between age groups. In fact, more than four in ten (43%) Britons aged 55+ have been receiving more parcels.

Those from the East of England have been receiving the most parcels since measures began (53%), followed by Wales (48%), Londoners (48%) and Yorkshire and the Humber (47%). Northern Ireland has been receiving the least (30%).

Shane O'Riordain, Managing Director of Marketing, Regulation & Corporate Affairs at Royal Mail commented: "Keeping the nation connected in these unprecedented times is of vital importance to us. It is perhaps unsurprising that for many customers, receiving an item that they have ordered online from our postmen and postwomen can really brighten up their day in such challenging times."

Source: [Royal Mail](#)