Press Release

Christmas will be more generous again this year. People have more money and want to spend it — gifts will mainly go to parcel lockers

Prague, 29 October 2025 – Fewer than two months remain until Christmas. This year's holiday season will bring strong sales growth for both e-shops and brick-and-mortar stores, as households plan to spend more on gifts than last year. Most gifts will be purchased online; only 6% of people say they will not shop online at all. Half of all gifts will be delivered to parcel lockers.

- 48% of people prefer delivery to a parcel locker (only 21% two years ago)
- 85% of households will buy at least half of their gifts online
- Average spending on gifts will increase; 43% of people will spend over CZK 5,000
- The season has now begun, with the first peak expected during the increasingly popular Black Friday

"Real wages have grown at a solid pace this year, and concerns about high inflation have faded. Retail sales have been rising fairly strongly all year long, and e-commerce revenues are increasing by double digits year-on-year. The just-launched pre-Christmas season will reinforce these trends — we are likely to see the strongest Christmas season in history," predicts Petr Pěcha, Managing Director of GLS Czech Republic.

85% of people will buy at least half of their gifts online

"The days when you could only buy gifts in crowded shopping centres full of stress are gone. Although brick-and-mortar retailers certainly won't need to complain about this year's pre-Christmas sales, most activity will take place online," adds Petr Pěcha. According to a major pre-Christmas survey by Ipsos for GLS, 85% of people will purchase at least half of their gifts online.

Almost half (48%) say they will buy most of their gifts online, and 10% expect to do all their Christmas shopping exclusively online. Only 6% of people do not plan to buy any gifts online.

Average spending is rising — the season is beginning now

About 10% of shoppers expect to spend more than CZK 10,000 on gifts, and 43% will spend more than CZK 5,000. Only 4% of respondents plan to spend less than CZK 1,000 on gifts.

The growth in average spending is driven by stable inflation and strong real wage growth. In the first half of this year, the average wage approached CZK 50,000 and increased by more than 5% in real terms. This contributes to rising retail sales, which are growing by around 5% this year, while online sales are up by more than 10%.

The Christmas season is just beginning now. While only 2% of respondents say they have already purchased all their gifts, 39% plan to have all shopping completed by the end of

November. Discount events around Black Friday at the end of November are becoming increasingly popular; 68% of people are preparing for them — whether to buy Christmas gifts or simply to take advantage of discounts.

"Black Friday has already become one of the high points of the pre-Christmas season; for us, it signals that we are truly entering the final stretch. The next delivery peaks come after individual Advent weekends, especially after early December paydays. We are well prepared for this year's surge — we prepare for the peak season all year long, not only by expanding and boosting the capacity of our delivery network but also by investing in digital technologies," says Petr Pěcha.

Gifts will be delivered mainly to parcel lockers — their popularity continues to grow

Parcel lockers have now definitively become the most popular destination for Christmas gifts. This year, 48% of all gifts will be delivered to lockers (just 21% two years ago).

"Parcel lockers have experienced an enormous boom over the past two years. Their popularity is such that capacity is still insufficient. Customers appreciate, above all, the 24/7 pickup option and convenient locations," explains Petr Pěcha. The main benefit of 24/7 pickup was cited by 66% of respondents, while 12% named convenient access or faster pickup without queues as the key advantage.

Public popularity of parcel lockers continues to grow, making them by far the most preferred parcel delivery method. For this reason, GLS has significantly expanded its locker network over the past two years. While it had only about 250 lockers two years ago, it now operates 1,300 and plans to expand toward 2,000.

In addition to network expansion, GLS has focused this year on further improving customer experience and digitalization. It launched a new app that, among other unique features, shows the real-time location of the courier — similar to what customers are used to with urban food delivery. The app now also allows users to easily generate a code to send parcels via lockers.

The major pre-Christmas shopping survey was conducted by GLS in the second half of October on a sample of 1,046 respondents from across the Czech Republic. Data was collected via the Instant Research application from Ipsos.