Press Release

Santa Claus Will Be Generous Again: Consumers Are Ready to Spend

Prague, 9 November 2026 – Czech households are expected to spend more on Christmas gifts this year than they did last year. As many as 14% of people plan to spend more than CZK 10,000 on gifts. Online retailers are set to benefit most from rising real wages and consumers' willingness to spend, as only 5% of people say they will not shop online, according to the traditional pre-Christmas survey conducted by Ipsos for GLS.

- **84% of households will buy at least half of their Christmas gifts online.**
- **Average spending on gifts will increase: 47% of people plan to spend more than CZK 5,000, while 14% expect to spend over CZK 10,000 (up from 10% last year).**
- **The Christmas shopping season is starting now, with the increasingly popular Black Friday set to be its first major peak. Three-quarters of consumers want to have their Christmas gifts purchased by the end of November.**
- **93% of people would appreciate the option of Saturday parcel delivery.**

"Both online retailers and their customers have rather optimistic expectations this year. Real wages are rising and households have accumulated the highest savings in history, giving e-shops reason to expect revenue growth. This year's Christmas season is likely to be very strong, possibly the strongest ever. A significant share of Christmas gift spending is expected to go to online retailers," says Petr Pěcha, Managing Director of GLS Czech Republic.

Average spending is rising, with 14% of people planning to spend over CZK 10,000 on gifts

As many as 14% of shoppers expect to spend more than CZK 10,000 on Christmas gifts, compared with just 10% in last year's survey, which used the same wording. A further 47% plan to spend more than CZK 5,000, up from 43% last year. By contrast, only 4% of respondents intend to spend less than CZK 1,000 on gifts.

84% of Shoppers Will Buy at Least Half of Their Christmas Gifts Online as the Shopping Season Gets Underway

According to the latest major pre-Christmas survey conducted by Ipsos for GLS, 84% of people plan to buy at least half of their Christmas gifts online. By contrast, only 5% say they will not shop online at all.

The Christmas shopping season is now getting underway

The Christmas shopping season is starting in earnest in the coming weeks. According to this year's survey, Czech households seem keen to enjoy a peaceful Christmas without leaving their gift shopping until the last minute. Almost three-quarters of respondents (73%) want to have all their gifts purchased by the end of November. Black Friday and the discounts surrounding it are also growing in popularity, with 68% of people planning to take advantage of these offers – whether to buy Christmas gifts or simply to make the most of the special deals.

"Black Friday has become one of the key highlights of the pre-Christmas season. For us, it is a clear sign that we are entering the final stretch. The next peaks in parcel volumes before Christmas then come after each of the Advent weekends," added Petr Pěcha.

93% of People Would Welcome Saturday Parcel Delivery to Parcel Lockers

In September, GLS became the first carrier to introduce Saturday delivery to parcel lockers across the Czech Republic.

"This is neither a local initiative nor a temporary measure to compensate for insufficient capacity before Christmas. All e-shops can use Saturday delivery permanently, throughout the Czech Republic. This fundamentally changes the rules of the game. The first few weeks have already shown that demand for this service will be high," added Petr Pěcha.

In the latest survey, 93% of shoppers said they would welcome this option.

60% Say There Are Enough Parcel Lockers Already, While One in Five Would Like to See More

Parcel lockers remain the most popular delivery option for Christmas gifts, with half of all parcels expected to be delivered to them this year. Alongside price, convenience and ease of use (30%) and not having to depend on a courier's schedule (27%) are among the key factors influencing the choice of delivery method. When it comes to parcel lockers, people particularly value the option of collecting their parcels around the clock (69%) and their convenient locations.

Three in five respondents believe there are already enough parcel lockers in their municipality. While 20% would welcome more lockers, the same proportion say there are already too many. Views on the number of lockers differ mainly between larger cities and smaller municipalities, with calls for further installations still particularly common in smaller communities.

More than half of respondents (58%) say they have a parcel locker within a five-minute walk or drive from home, while a further 30% can reach the nearest one within ten minutes. However, according to Petr Pěcha, the expansion of the parcel locker network is far from over.

"Over the past two years, we have grown from 250 to 2,000 parcel lockers and thought that would be enough. However, demand from municipalities and customers has turned out to be higher than expected, so we plan to put another 1,000 lockers into operation by spring," concluded Petr Pěcha.

The large-scale survey on the pre-Christmas shopping season was conducted by GLS in the second half of October among a sample of 1,045 respondents from across the Czech Republic. Data was collected through the Instant Research app operated by Ipsos.

About GLS Group

GLS Group is one of the largest parcel service providers in Europe. Its network spans more than 40 countries and territories across Europe, Canada and the United States. With approximately 115 hubs and more than 1,700 depots, GLS provides businesses with the reach, resilience and local market expertise they can rely on, while delivering the reliability and convenience that millions of customers expect every day. GLS continuously raises the bar in customer experience and operational and commercial excellence. At the same time, it invests in the areas shaping the future of logistics, including out-of-home delivery solutions, parcel lockers and AI-powered operations. From international parcel shipping and fulfilment to freight services, GLS continues to develop the capabilities and partnerships that help its customers grow beyond borders. In the 2025/26 financial year, GLS achieved record revenue of EUR 6 billion and delivered 977 million parcels. For more information, visit www.gls-group.com.