

THE INPOST LOCKER REPORT

A smiling woman with curly hair, wearing a green shirt, is the central figure. She is positioned in front of a bright yellow background that features a faint grid pattern, suggesting a locker array. The text "TURNING PARCELS INTO PROFIT" is overlaid on the image.

TURNING PARCELS INTO PROFIT

Discover how parcel lockers convert passing foot traffic into paying customers.

[READ REPORT →](#)

Lockers are becoming an integral part of people's lives, embedded into everyday routines.

InPost is transforming the way people send, collect, and return parcels across the UK. Our network of tens of thousands of parcel lockers is designed to make everyday life more convenient by offering a 24/7 solution that fits seamlessly into customers' routines.

Traditionally, lockers have been seen as a quick and secure option for Collect (receiving online purchases) and Returns (sending unwanted items back to retailers). But InPost has now gone a step further with the launch of Send, enabling anyone to post parcels directly from a locker.

Why lockers? →

LOCKERS

AN INTRODUCTION




78% say they make a purchase when using a parcel locker.

OVER HALF


of business visits by locker users are to use the locker.

78% say parcel lockers being available at a business location they already visit is a key reason for business visitation.

64% say they visit sites more when they have parcel lockers.

 **62%** of locker users use InPost, making it the out-of-home delivery category leader.

OVER HALF 
(56%) say lockers make them think more positively of the business.


79% of locker users would switch to another location if lockers were removed.

 **£22.90** spent on average by locker users when using a parcel locker.



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CCTV in use



The bigger picture

Attracting footfall isn't easy. Customers are fickle, competition is fierce, and loyalty is a tough nut to crack.

As a business owner, you've probably had to fight harder for the same customers, while costs keep climbing.

Introducing a feature that attracts attention and brings people through your doors can make such a difference.

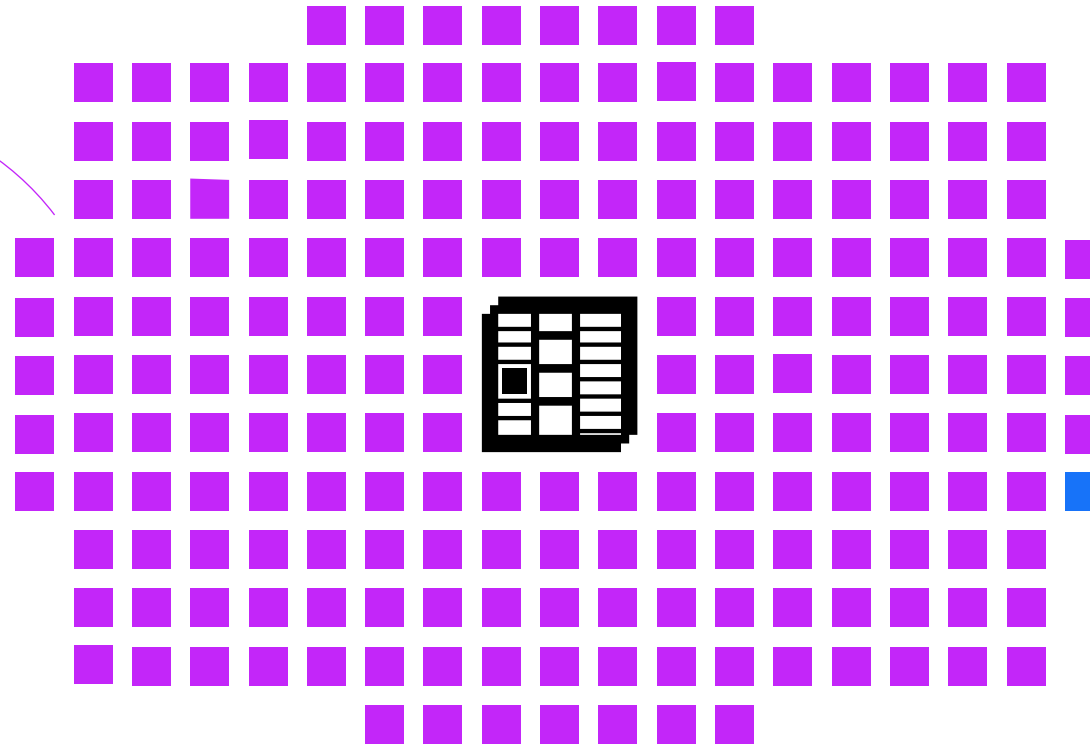
That's where parcel lockers come in as a real commercial driver. Pulling people in, changing habits for the long term, and tying customers to your site.

We asked the people who matter most:

2,000

CONSUMERS

Spread across the UK about how, when and why they use parcel lockers, their parcel habits and shopping patterns.



KEY INSIGHT

We wanted to find out what lockers really mean for businesses. What came back was clear: lockers aren't just about picking up parcels. They spark extra spend, drive repeat visits and increase loyalty.

This report gives you the numbers, the stories and the takeaways you need to decide if an InPost Locker is the right fit for your site.

1 IN-DEPTH CASE STUDY

With Bay Bashir, a convenience store owner who's lived the reality of installing an InPost Locker to see what lockers actually mean for footfall, spend and perception on the ground.

[Skip ahead: read the case study →](#)

Why it matters to you

InPost Lockers don't just attract visits; they convert them into sales.

That's extra revenue you simply wouldn't see without a locker.

Add loyalty, stronger brand perception, plus a service that runs itself, and the business case is clear: lockers generate incremental revenue at zero cost or effort to you.

Here's the crux...

MORE VISITS = MORE REVENUE POTENTIAL.

78% of locker users spend when they use a locker, and more than half of that spend wasn't planned.

LOCKERS CREATE LOYALTY.

Over three-quarters of users say they'd switch to another business if lockers disappeared.

LOCKERS BOOST PERCEPTION.

Hosting a locker makes your site look more modern, reliable, and trustworthy. In an era where perception drives value, that truly matters.

WHAT'S COMING NEXT:

By the end, you'll have a data-backed case for why lockers are the future for businesses. This report will take you through:

1. WHO ACTUALLY USES LOCKERS?

Who the locker users are and why they're the kind of customers you actually want.

[Read →](#)



2. VERTICAL DEEP DIVES

With tailored insights and stats.



SUPERMARKETS

[Read →](#)

CONVENIENCE STORES

[Read →](#)

TRANSPORT HUBS

[Read →](#)

THE HIGH STREET

[Read →](#)

FORECOURTS

[Read →](#)

SHOPPING CENTRES

[Read →](#)

3. THE INPOST LOCKER HOST EXPERIENCE

A locker host eye-view, including what hosting a locker is really like, from installation to day-to-day.

[Read →](#)



4. ADDRESSING BARRIERS AND REJECTORS

The barriers (and why they're not really barriers), tackling the 8% of 'locker rejectors'.

[Read →](#)



5. PACKAGING IT ALL UP.

The business case with clear takeaways on why hosting a locker makes sense for your site.

[Read →](#)



6. CHECKOUT.

Where next.

[Learn more →](#)





WHO ACTUALLY USES LOCKERS?

CHAPTER 1

AND WHAT MAKES THEM COME BACK AGAIN AND AGAIN?

Behind every parcel collection is a pattern of behaviour that boosts sales and loyalty. Uncover the audiences driving repeat visits, and why lockers have become an anchor for everyday shopping habits.

OF THOSE WHO CURRENTLY USE LOCKERS

The average LOCKER USER

40

Years old

£47,947

Average earnings

80% are employed | **48%** have children | **5%** are students

Living in:

11% village | **15%** small town | **17%** medium town | **22%** large town | **35%** city

The average InPost LOCKER USER

39 ↓

Years old

£49,302 ↑

Average earnings

78% are employed | **47%** ↓ have children | **6%** are students

Living in:

16% village | **20%** small town | **22%** medium town | **20%** large town | **21%** city

KEY INSIGHT

Regardless of your store type, InPost Locker users are everywhere, meaning all types of businesses can benefit.

It's not just one type of customer:

Locker users cut across demographics, but they cluster into three clear groups, each with direct commercial value for businesses hosting lockers.

BUSY FAMILIES

Parents juggling work, kids, and endless errands. For them, lockers mean fewer missed deliveries and a reason to combine school runs, grocery trips, and parcel collection in one stop.

EVERYDAY CONVENIENCE-SEEKERS

Shoppers who choose ease above all else. They're driven less by brand loyalty and more by 'what's quickest right now.' A locker gives them a reason to enter a site they might not otherwise visit.

URBAN PROFESSIONALS

Office workers, hybrid commuters, and young professionals who value flexibility. They're attracted to businesses near transport hubs or convenience stops where they can grab coffee, fuel, or groceries alongside their parcel.

KEY INSIGHT: WHY THIS MATTERS

Each of these groups bring different types of spend — groceries, food-to-go, fuel, last-minute gifts. The common thread is habit.

Once lockers are integrated into their routine, they become anchor points that repeatedly drive visits and sales.



Locker considerers vs locker users

Two groups stand out in the research:

1.

LOCKER USERS:

Already relying on lockers for pick-up and drop-off.

2.

LOCKER CONSIDERERS:

People open to lockers but not yet using them.

43%

of non-users are actively considering lockers.



Of those, 92% say they'd prefer an InPost Locker.

This is a growth pipeline that businesses can tap into *right now*.

Lockers change behaviour

Sarah, 42, professional.

Picks up a parcel on Tuesday, grabs the shopping basics. The convenience means she now stops off weekly to get her parcel and do the weekly shop at the same place.

Priya, 22, student.

Relies on lockers because her flat has no doorman. She's loyal to locker-hosting sites, avoiding those that don't.

Dan, 39, commuter.

Uses a transport hub locker twice a week, and each time grabs a coffee before boarding his train.

Over a year, that's 100+ extra transactions.



24/7

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CCTV in use



SCAN
SCAN
TAP
GO



A DEEP DIVE INTO VERTICALS

CHAPTER 2

Not every location is the same, but the data tells us lockers drive value across all locations.

- 13 **SUPERMARKETS** →
- 15 **CONVENIENCE STORES** →
- 17 **TRANSPORT HUBS** →
- 19 **HIGH STREETS** →
- 21 **FORECOURTS** →
- 23 **SHOPPING CENTRES** →



At supermarkets.



Why lockers matter right now

Supermarkets face one of the most competitive retail battlegrounds in the UK. Discount chains are pulling price-conscious shoppers away.¹ Delivery services are tempting people to skip in-store visits altogether.²

Loyalty is fragile.
Margins are thin.³

In this environment, supermarkets need reasons for customers to choose *their* store, not *any* store. Hosting an InPost Locker is a way to create that edge. It ties the supermarket to a wider set of everyday needs, and it embeds the store into people's weekly – even daily – routines.

In other words: if you don't have a locker, you're missing out on one of the most powerful loyalty anchors available today.

Stats relate to users whose preferred parcel location is a supermarket.

¹<https://www.grocerygazette.co.uk/2024/08/05/data-swap-shop-aldi-lidl/>

²<https://www.apnews.org/uk-high-streets-stumble-in-june-as-shoppers-flock-online/>

³<https://www.grocerygazette.co.uk/2023/07/04/sainsburys-grocery-inflation/>

90%

of customers frequently make a purchase during a locker trip.

73%

would switch supermarkets if lockers disappeared.

58%

say they visit supermarkets more often because of lockers.

36%

of supermarket visits are to pick up / drop off a parcel.

£19.90

average spend per visit (£21.50 when intended, £14.30 when not).

Not just a weekly shop

Supermarkets already dominate the weekly routine. They're where the big trolley shops happen, where families stock up for the week, and where countless smaller top-up trips fill the gaps.

Add a locker, and those trips start multiplying. The data shows that supermarkets with lockers generate incremental baskets worth £14 – £20 on each visit that wouldn't have happened otherwise. And with 90% of customers buying something during a locker stop, those aren't just extra footsteps through the door, they're thousands in extra turnover every single year.

Take the locker away, and those sales don't vanish into thin air. They move, straight to competitors who host lockers.

Why supermarkets benefit

The synergy is obvious:

■ LOCKER TRIPS = BASKET POTENTIAL

Grocery baskets can flex from small top-ups to large family shops. Every extra trip is an opportunity for incremental spend.

■ MORE VISITS = MORE FOOTFALL

Lockers make supermarkets even stickier, increasing overall site visits so supermarkets benefit from healthier anchors that drive traffic across the site.

■ INCREMENTAL SPEND = HIGHER SALES

There's an extra £14-£20 basket spend on unplanned visits, adding meaningful turnover.



LOCKERS = LOYALTY

73% would switch to another store if lockers disappeared.

THE TAKEAWAY

Those with lockers

Your supermarket becomes a multi-purpose hub. Customers come more often, spend more, and see the site as modern and reliable.



vs

Those without lockers

Customers drift to competitors who host lockers. You risk losing both the parcel-driven visits and the associated grocery spend.



KEY INSIGHT

Lockers don't just drive footfall, they turn it into revenue. Even unplanned visits generate £14.30 in spend, contributing to an average of £19.90 per trip. For supermarkets, that means reliable incremental sales, but also a clear risk: without lockers, that spend can go straight to competitors.



At convenience stores.

The perfect fit

Convenience stores thrive on short, sharp missions. Grab milk, pick up snacks, top up gas and electricity. Average visits are measured in minutes, not hours.

These small, frequent shops are exactly where lockers shine.

Two-thirds of locker-user visits to convenience stores are driven by the locker itself. That means customers are choosing the site for a very deliberate reason.

Once they're there, nearly three-quarters buy something too.

Even when shopping wasn't planned, the average 'extra' basket is more than £5. Multiply that across dozens of locker users a day, and you're talking thousands of pounds a month in additional sales that wouldn't exist without the locker.

Convenience stores are facing pressure on all sides:

SUPERMARKETS AND DISCOUNTERS PULLING CUSTOMERS INTO BIGGER WEEKLY SHOPS

RISING COSTS (ENERGY, STAFFING) EATING INTO MARGINS⁴

INCREASED COMPETITION FROM DELIVERY APPS CUTTING INTO QUICK-MISSION TRAFFIC⁵



83%

would switch to another store if lockers disappeared.

73%

make a purchase during locker visits.

68%

say they visit more often because a store has a locker.

65%

of locker-user visits to convenience stores are locker-related.

£11.90

The average spend per visit (£18.30 when shopping intentionally, £5.20 when not).

Stats relate to users whose preferred parcel location is a convenience store.

⁴ <https://www.thegrocer.co.uk/news/economic-headwinds-hammering-convenience-sales-investment-and-jobs-says-ac/708731.article?>

⁵ <https://www.thegrocer.co.uk/analysis-and-features/can-rapid-delivery-services-from-tesco-and-co-op-save-our-c-stores/701637.article?>

What convenience store owners get out of it

Steadier, stronger footfall.

Lockers generate predictable, intentional visits, even at off-peak times.

More visits mean more opportunities to sell.

In fact, 68% say they visit the convenience store more because it has parcel lockers.

Incremental spend on every trip.

An average of nearly £12 per locker visit adds up fast and even 'non-shopping' visits are worth over £5.

Stand out for all the right reasons.

Stores with lockers are seen as modern, reliable, and useful.

That lifts brand perception and improves customer sentiment toward the store as a whole. In fact, 56% say they have a more positive opinion of the convenience store because it hosts a locker.

Lockers give convenience stores a new edge. They embed the store into local routines, making it the obvious stop not just for parcels, but for everyday top-ups. And because lockers run themselves, they don't create extra burden for already stretched staff.

Loyalty and retention

One of the most striking findings is the loyalty effect. More than two-thirds of customers say they visit convenience stores more often because of lockers. And 83% would switch to another store entirely if lockers disappeared.

That's not small talk, that's behaviour. In a hyper-competitive sector where local loyalty is everything, that's gold dust.

For businesses, lockers act like a glue, binding customers to the site and making it part of their weekly rhythm.

THE TAKEAWAY

Those with lockers

The store becomes a daily utility hub. Customers come for parcels, spend money while they're there, and return more often.



vs

Those without lockers

Customers drift to competing sites that offer the service, taking both their parcel visits and their top-up shopping with them.



KEY INSIGHT

Hosting an InPost Locker makes a convenience store more attractive, more profitable, and more competitive. It's one of the simplest ways to future-proof a site in a sector where margins are thin and loyalty can be scarce.



At transport hubs.

Why lockers matter for hubs right now

Transport hubs face a tricky environment. Passenger numbers fluctuate⁷, retail tenants often struggle with short dwell times, and competition for commuter spend is fierce. Lockers give hubs a new source of intentional visits that aren't tied to timetables or rush hours.

Instead of traffic peaking with trains and buses, lockers spread visits across the day.

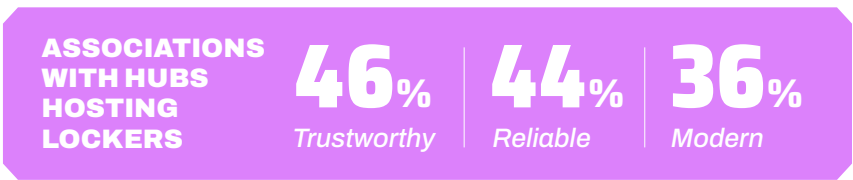
Someone might swing by before work, another after, and others during quieter midday periods. That creates a smoother flow of footfall for business tenants, reducing reliance on commuter spikes.

Turning passing-by into loyalty

Transport hubs – train stations, bus depots, underground stops – are some of the busiest public spaces in the UK. Millions of people pass through daily, but for businesses and operators, the challenge is clear: how do you turn passing traffic into purposeful visits?

That's where lockers come in. Nearly 7 in 10 users (69%) say they would switch to another hub if lockers disappeared.

KEY INSIGHT
Lockers don't just create visits, they secure long-term loyalty to the location.



⁷ <https://www.retailgazette.co.uk/blog/2018/05/airports-used-clear-leaders-travel-retail-stations-closed-gap/>



A perception boost that pays off

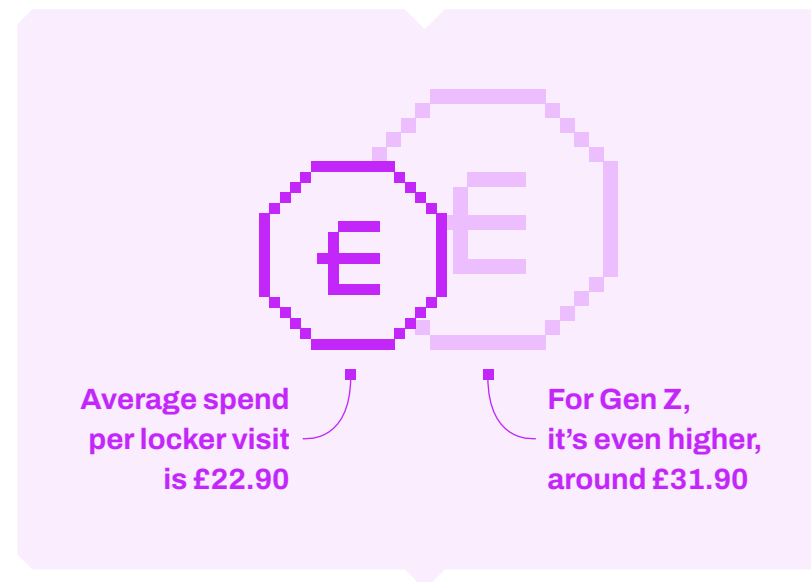
Lockers are helping enhance the experience at transport hubs, with 42% of users saying they feel more positively about a hub when lockers are available.

They associate it with being modern, reliable and trustworthy, traits that matter for both passengers and the businesses on-site.

For operators and tenants, that reputation shift is more than cosmetic, it makes hubs more attractive for leasing and strengthens long-term site value.

Spending behaviour at hubs

While there isn't hub-specific spend data, the broader picture is strong:



Applied to transport hubs, that means lockers drive incremental spending in categories perfectly suited to these locations: coffee, snacks, sandwiches, small retail items.

In other words, exactly the kind of high margin purchases that support profitability.

THE TAKEAWAY

Those with lockers

Customers have a reason to come even if they're not travelling. Commuters build the hub into their weekly routine, often adding food, drink, or retail purchases. Crucially, lockers keep nearly 70% of users loyal to your location.



vs

Those without lockers

The hub remains a 'passing-through' space. You rely solely on travel-driven traffic, missing out on additional intentional visits and incremental sales.



KEY INSIGHT

Transport hubs are all about movement. Lockers anchor that movement, turning fleeting passengers into returning customers and giving transport operators and local businesses a steady stream of footfall, spend, and positive perception to build on.



On the high street.

High streets need a new story

High streets are under pressure. Online shopping has chipped away at retail sales.⁸ Vacancy rates are high.⁹ And customer loyalty is fragile.¹⁰ For many businesses, success lies in making the high street feel relevant again.

Lockers offer a practical way to do exactly that. Yes, they serve a functional need, but they give people a new reason to visit the high street, one that plugs into their everyday routines.

The role lockers play

Lockers are drawing younger, higher-income shoppers back to the high street. With nearly two-thirds of all visits triggered by parcel activity, they generate a steady flow of additional footfall that simply wouldn't be there without a locker.

And when they do come, perceptions shifts. 61% say lockers make them view the high street more positively, associating sites with lockers as modern, reliable, and convenient, qualities many high streets badly need.

Who these customers are

The high street locker audience skews younger, more urban, and more affluent.

This is the demographic high streets want to win back: younger professionals with disposable income, who might otherwise default to shopping online or sticking to retail parks.

AVERAGE USER PROFILE:

AGE:
38 (Younger than supermarket & convenience store users)

INCOME: **£47,583**
(comfortably above the national average)

EMPLOYED:
83% (many in full-time roles)

AN URBAN SKEW



75%

of locker users at high street locations say they'd switch to another location if lockers disappeared.

64%

of high-street visits are to pick up / drop off a parcel.

61%

of customers say lockers improve their opinion of the high street.

Stats relate to users whose preferred parcel location is on the high street.

⁸ <https://bira.co.uk/news/high-street-and-retail-footfall-drops-sharply-in-june-shows-new-data-from-brc/>

⁹ <https://www.asiantrader.biz/centre-for-cities-uk-high-street-vacancy-report?>

¹⁰ [https://bira.co.uk/news/bira-warns-of-high-street-fragility-following-latest-brc-retail-report/?](https://bira.co.uk/news/bira-warns-of-high-street-fragility-following-latest-brc-retail-report/)

Why lockers matter for high streets right now

The decline of high streets is well-documented. But local councils, BIDs and landlords are all looking for ways to revitalise them.¹¹

The challenge is finding interventions that are:

VISIBLE

Something customers notice.



USEFUL

Meeting a real, everyday need.



LOW-COST

Not requiring major redevelopment or investment.



Lockers tick all three boxes. They're bright and eye-catching. They deliver clear utility, especially for younger, online-shopping demographics. And they require minimal investment from locker hosts with guaranteed income.

What this means for high street businesses

Lockers offer:

1

INCREMENTAL FOOTFALL

People coming into town centres specifically for the locker.

2

NEW CUSTOMERS

Lockers attract younger, urban professionals who might otherwise avoid the high street.

3

REPUTATION UPLIFT

Lockers make the site feel modern, reliable and relevant.

Importantly, these benefits ripple out, boosting neighbouring businesses too. That multiplier effect is exactly what high streets need.

This makes lockers one of the fastest, most practical regeneration tools available today.

THE TAKEAWAY

Those with lockers

The high street becomes a utility hub. Customers weave it into their weekly routines, spend while they're there, and leave with a stronger sense that the location is relevant and modern.



VS

Those without lockers

The high street risks slipping further out of people's daily lives. Customers default to out-of-town retail or home delivery, leaving local businesses to fight over a shrinking pool of footfall.



KEY INSIGHT

High streets need more reasons for people to show up. Lockers provide one. They deliver steady, intentional visits, attract younger demographics and improve perception.

¹¹<https://www.london.gov.uk/programmes-strategies/shaping-local-places/high-streets/supporting-high-streets/regeneration-projects-animating-places?>



On forecourts.

Why lockers matter for forecourts right now

Forecourts are already high-frequency stops, fuel, snacks, coffee, top-ups. Lockers amplify that role by giving people yet another reason to swing by.

More than half of forecourt locker visits are driven by the locker itself, meaning these aren't piggyback purchases, they're entirely new trips. On average, customers spend £16.40 per visit, turning parcel collections into high-margin baskets of coffee, snacks, and essentials.

Nearly 70% say they now visit more often.

Whilst 83% would switch to another forecourt if lockers disappeared. In a fiercely competitive sector, that makes lockers both a revenue generator and a powerful loyalty anchor.

Lockers at forecourts mean:



UPSELL POTENTIAL

Locker stops are short, creating opportunities for impulse buys (coffee, snacks, essentials).



LOYALTY PROTECTION

Customers stick with the forecourt that makes their lives easier.



INCREMENTAL VISITS

Not only fuel-driven, but parcel-driven.



83%

of locker users say they would switch to another locker location that offers parcel lockers (if the forecourt no longer offered one).

69%

say they visit a forecourt more because it has parcel lockers.

61%

Nearly two-thirds of all forecourt visits are to pick up or drop off a parcel.

54%

say they make a purchase when using a locker at a forecourt.

£16.40

average spend per visit (£16.90 when intended, £15.60 when not).

Who these customers are

AVERAGE USER PROFILE:

AGE:
43

HOUSEHOLD
INCOME: **£46,000**

**CONVENIENCE-DRIVEN
OFTEN STOPPING
WHEN COMMUTING
OR ON SCHOOL-RUN
ROUTES. EMPLOYED.**



For locker hosts, that's steady, reliable footfall at times of day that matter – morning commutes, after-work pick-ups, weekend top-ups.

THE TAKEAWAY

Those with lockers

Forecourts become more than a quick fuel stop, they turn into intentional, repeat destinations. Over half of visits are driven by the locker itself, with customers spending an average of £16.40 per trip on coffee, snacks, and essentials. Lockers boost footfall during key times, increase impulse purchase opportunities, and build loyalty, keeping customers coming back rather than drifting to competitors.



KEY INSIGHT

Lockers are a proven way to pull customers in and get them spending.

And the profile is clear: busy, convenience-led customers making intentional trips. That means extra sales of high-margin items – coffee, snacks, fuel top-ups – layered on top of parcel visits.

VS

Those without lockers

Visits are purely fuel or convenience-driven, missing out on the incremental trips and associated spend that lockers generate. Without this anchor, forecourts risk losing both intentional footfall and high-margin basket sales to nearby competitors that do offer parcel lockers.



**IMAGINE HOW
IT'D BE WITH
A LOCKER**





At shopping centres.

Why lockers fit perfectly with shopping centres

Shopping centres are designed to be destinations. Whether for fashion, food, or leisure, customers rarely come just for one thing. Lockers strengthen that positioning by giving people another compelling reason to visit.

Almost half of all shopping centre visits are now locker-related.

Crucially, once customers arrive, 95% of them frequently make a purchase. On average, these visits generate £31.70 in spend.



But the most telling figure is the difference between planned and unplanned shopping:



Intended purchase:
£34.80 average basket.

Non-intended purchase:
£23.70 average basket.

That “non-intended” number is unusually high compared to other retail environments. It shows that lockers aren’t just capturing spend that was going to happen anyway, they’re creating *new, incremental sales* that wouldn’t exist without the locker. For shopping centres, where tenant success is measured in basket growth, that uplift is invaluable.

Stats relate to users whose preferred parcel location is at a shopping centre.

95% *make a purchase during a locker visit.*

91% *would switch to another location if lockers disappeared.*

73% *say they visit more often because the centre has a locker.*

61% *say they have a more positive opinion of the centre because it hosts a locker.*

44% *of shopping centre visits are locker related.*

ASSOCIATIONS WITH STORES HOSTING LOCKERS

73% <i>Reliable</i>	43% <i>Trustworthy</i>	43% <i>Innovative</i>
-------------------------------	----------------------------------	---------------------------------

£31.70 *The average spend per visit (£34.80 when shopping intentionally. £23.70 when not).*

What shopping centre operators get out of it

- 1 Steady, intentional visits**
Lockers generate repeat footfall, often at off-peak times, supporting the overall retail mix.
- 2 High-value incremental sales**
Unplanned locker-driven purchases average £23.70 per visit, proof that lockers deliver meaningful, additional revenue rather than just shifting spend around.
- 3 A stronger brand perception**
Centres with lockers are seen as more reliable, trustworthy, and innovative. 61% of customers say their opinion improves because lockers are available.

The average customer

Locker users at shopping centres are young, employed, and affluent, exactly the kind of customers shopping centres want.

With above-average incomes and busy lifestyles, they're primed for convenience-led visits that turn into discretionary spend.

Two-thirds are families with children, driving multi-purpose trips that extend beyond parcel collection into fashion, food, and leisure. And with the majority based in urban or large town catchments, their profile aligns perfectly with shopping centre locations.



73% MALE | **AGE: 37** | **HOUSEHOLD INCOME: £50,000+**

84% LIVE IN CITIES / LARGE TOWNS | **66%** FAMILIES WITH CHILDREN | **82%** EMPLOYED

THE TAKEAWAY

Those with lockers

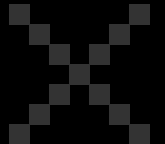
The centre becomes more than a retail destination, it's a convenience hub that guarantees repeat visits and new spending opportunities.



vs

Those without lockers

Customers take their parcels, and their purchases, to competing centres.



KEY INSIGHT

Lockers turn visits into sales. Almost half of trips are locker-related, 95% lead to a purchase, and unplanned baskets average £23.70, creating meaningful, incremental revenue that wouldn't otherwise be there.

THE INPOST LOCKER HOST EXPERIENCE

CHAPTER 3

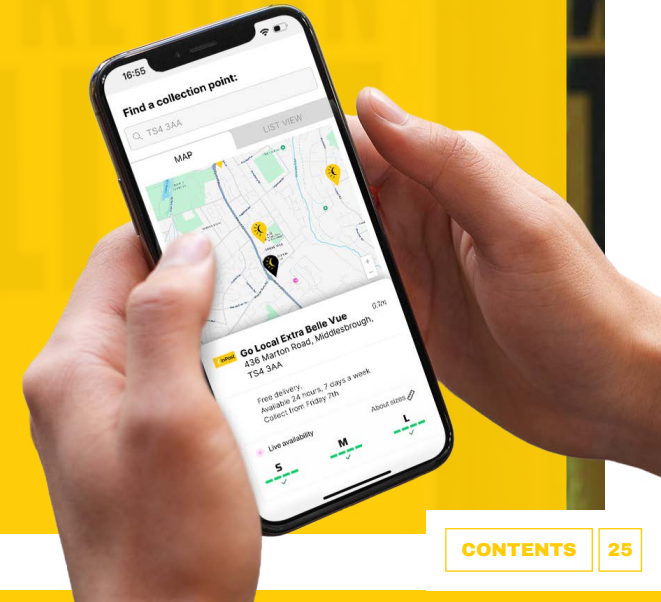


A local success story.

With Bay Bashir, Go Local Extra, Middlesbrough


Bay Bashir is a seasoned retailer with 28 years of experience and the owner of five family-run convenience stores.

One of his busiest locations, the Go Local Extra on Marton Road in Middlesbrough, added an InPost Locker, and the impact was immediate and significant.




CASE STUDY: BAY'S THOUGHTS

WHY HE DID IT

 **To stay competitive, you need ideas that make your shop a destination. The InPost Locker does that.**

- ✓ Bay wanted something that would set his store apart.

WHAT HAPPENED

 **The lockers are bringing new customers to our door and driving incremental sales. It's a win for me and for other local businesses.**

- ✓ Roughly a quarter of locker users also shop in-store (and Bay thinks it's probably more).
- ✓ He's seen **more new customers** and more transactions overall.
- ✓ Other nearby shops have benefited from the extra footfall too.

ON WORKING WITH INPOST

 **They work around you. Really nice, trustworthy people.**

- ✓ Bay found our team **easy and flexible**.

ON OPERATION

 **It just runs itself. That's exactly what I like about it.**

- ✓ **Zero involvement from staff**, it's completely self-serve.

ON INSTALLATION

 **Honestly, it couldn't have been any easier.**

- ✓ **Quick.** In place in a day, up and running in 10.
- ✓ **Tailored to his site**, with bollards added for protection.
- ✓ **No disruption** to the store's day-to-day. It's completely self-serve.

ON CUSTOMER IMPACT

- ✓ Locals without cars now have a nearby, easy parcel option.
- ✓ **Customers love the look:** smart, lit up at night, a visual upgrade for the store.

ADVICE TO OTHER RETAILERS

 **I'd recommend it 100%. Don't go small – go as big as you can. The lockers don't cost me...**

“THEY MAKE ME MONEY”



CASE STUDY: THE RESULTS



73%

say they frequently make a purchase when using a parcel locker at a convenience store.

Stats relate to users whose preferred parcel location is a convenience store.

That's the winning formula: extra visits, incremental sales, community goodwill, all from a service that runs itself.

Bay's experience is backed up by the data:



2 IN 3

(65%) of all convenience store visits are to pick up or drop off a parcel.



83%

of locker users say they would switch to another locker location that does offer parcel lockers.

(If the convenience store no longer offered one)

ADDRESSING BARRIERS AND REJECTORS

CHAPTER 4





Just 8% are
'locker rejectors'

The myth of 'locker haters'

Whenever a new service rolls out, there's a question:

What about the people who don't like it?

For lockers, the answer is reassuring: they're a very small minority. Only 8% of our consumer sample rejected lockers outright.

And when we looked closer, their reasons weren't about lockers being unsafe, confusing, or unappealing. They were practical barriers:

 There isn't one close enough to me...

"I'M NOT FAMILIAR WITH THEM..."

 I don't drive past one on my route...

In other words, the concern is access, not the concept.

BARRIERS TEND TO BE FUNCTIONAL, NOT NEGATIVE PERCEPTIONS

(location, access, hours)

93%
trust their parcels are safe.

96%
are satisfied with the service.

93%
say lockers are easy to use.



Why barriers aren't deal-breakers

Functional barriers are solvable. As the network grows, lockers become more convenient, more visible, and easier to fit into daily life. For businesses, that's good news because hosting a locker makes you part of the solution.

Essentially, you're removing the very barriers that stop people adopting lockers.

Compare that with objections that would be harder to overcome, like *'I don't trust it'* or *'I don't like the idea'*.

Those simply aren't showing up in the data.

For locker hosts, the implications are clear:



Very low reputational risk.

Rejectors are rare, and their objections aren't about image, they're about access. Hosting a locker puts you on the right side of that equation.



The upside outweighs the downside.

For every sceptic, there are many more customers who want lockers and will actively choose your site because of them.



Helps with a strategic upgrade.

Lockers are a practical, low-effort way to make your site more relevant, with the data to back it up.

KEY INSIGHT

Sure, there will always be a few people who don't use lockers. But the data shows they're a small minority, and their reasons are fixable. For the vast majority, lockers are easy, safe, and reliable, and they lift the way people see your site.

So instead of worrying about barriers, locker hosts can see lockers for what they really are: a strategic upgrade that boosts revenue by driving repeat footfall, attracting new customers, and increasing basket spend, all with no downside.



PACKAGING IT ALL UP

THE FINAL PICK-UP

The commercial logic

Across the board – supermarkets, convenience stores, transport hubs, high streets, forecourts, and shopping centres– the story is consistent.

Lockers serve businesses. They bring people through the door, and they get them spending, even when they didn't plan to.

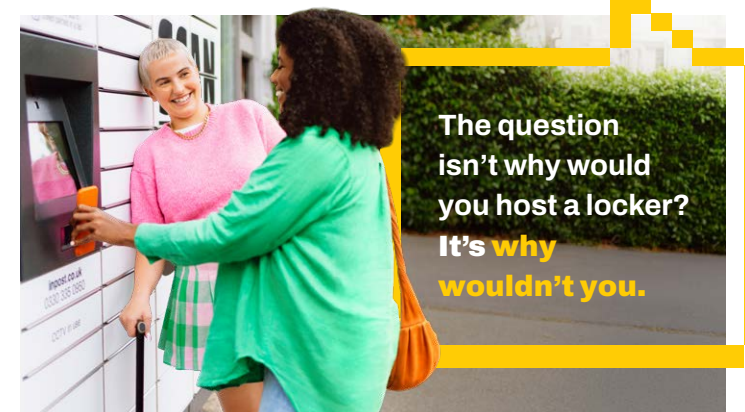
The consumer data is unambiguous, more than half of visits to certain locations are locker-driven, three-quarters of users would switch if a locker disappeared, and customers consistently spend more when they pick up or drop off a parcel.

Here's the equation:

**LOCKER =
INTENTIONAL VISITS
INTENTIONAL VISITS =
MORE OPPORTUNITIES
TO SPEND
MORE SPEND =
HIGHER SITE VALUE.**

That's the flywheel. A simple, amenity that creates real commercial uplift and it keeps spinning week after week.

Lockers are a win-win: customers love them, locker hosts feel the uplift in footfall and spend.





CUSTOMERS ARE GETTING READY TO VISIT.

Your next step? Talk to InPost.

Get a site assessment, see how a locker could fit into your property, and start turning parcel traffic into loyal customers and incremental revenue.

[LEARN MORE →](#)

