

Changing users behaviour with  
innovative propositions:



# Parcel lockers & Reusable Mailer bags

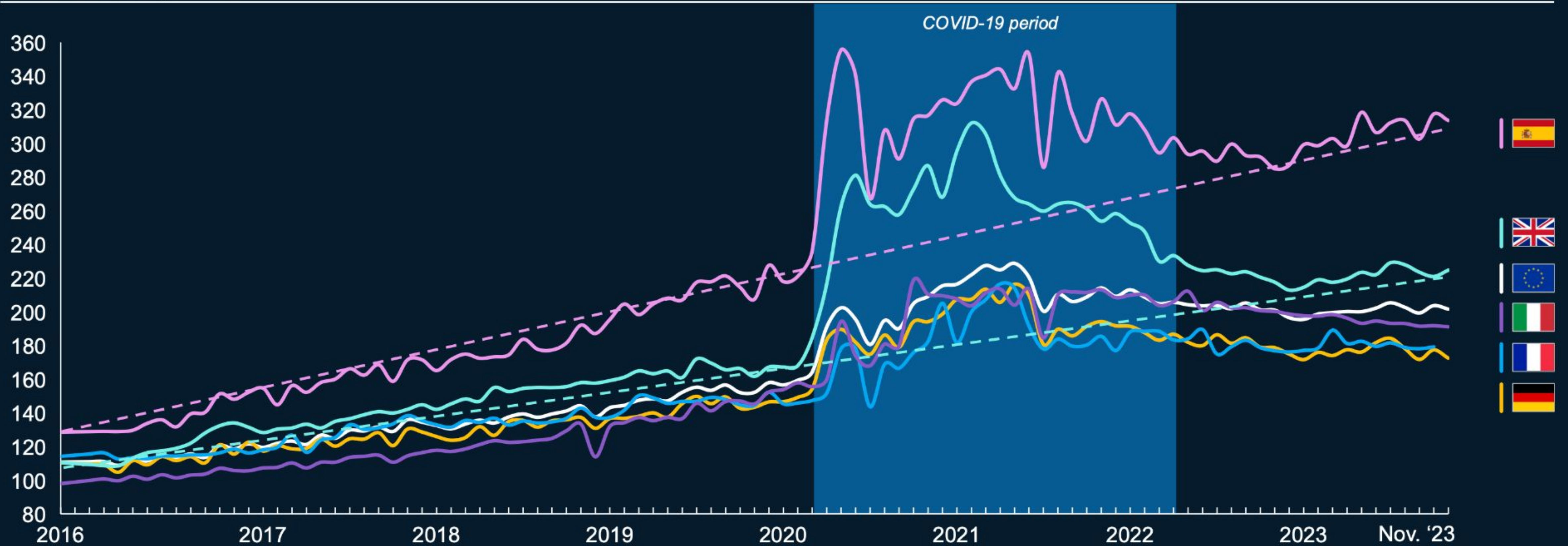
*Vinted*



# 1. After re-balancing in 2022, e-commerce is coming back to pre-COVID growth rates

## Monthly online retail sales index

Index 2015 avg. = 100



Note: Data indexed to 2015 average and is price and seasonally adjusted.

\*Eurostat data for EU countries includes retail sales via mail order houses or via internet.

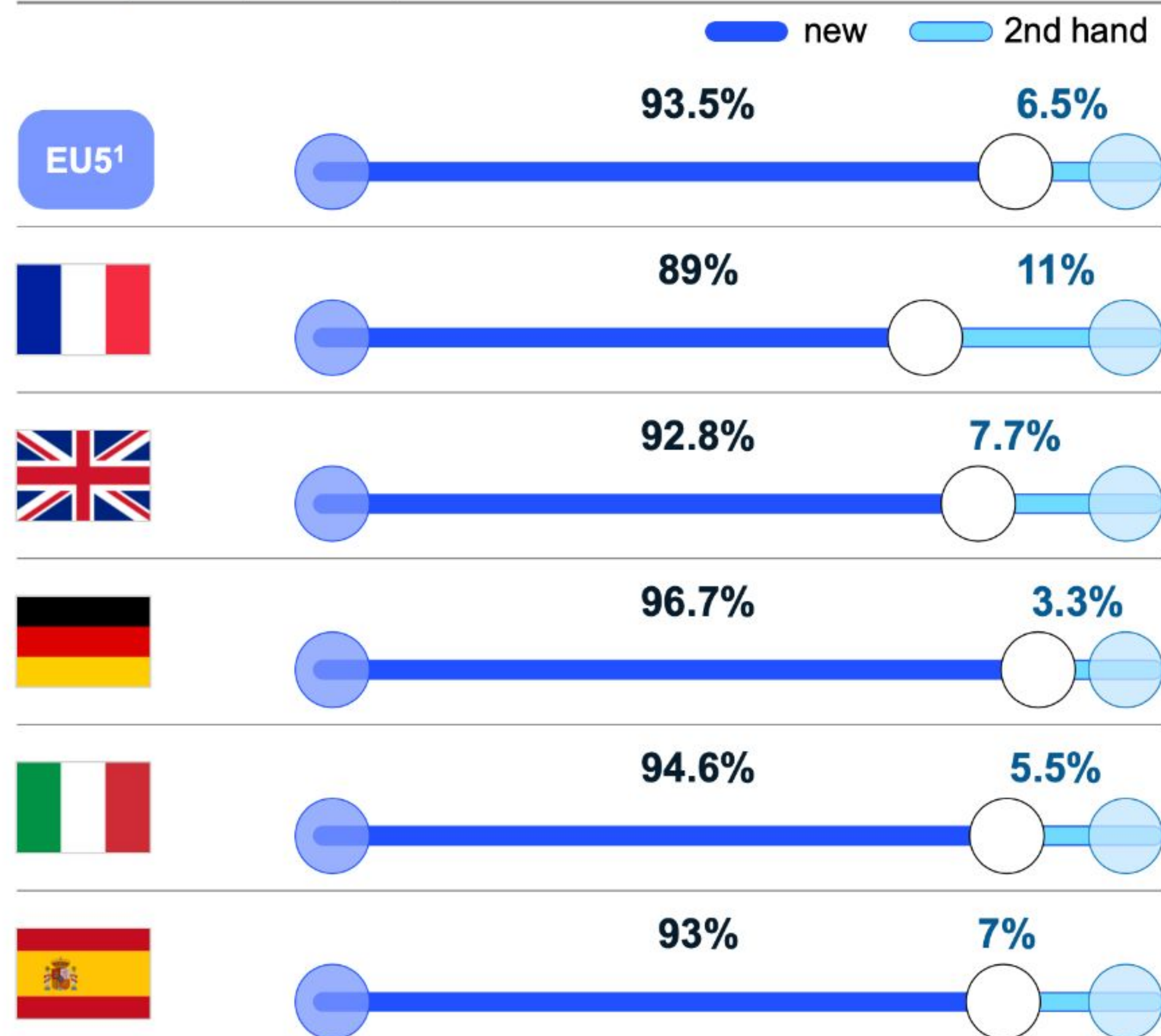
\*\*ONS data include all internet retailing excluding automotive fuel and is inflation adjusted for CPI excluding Liquid Fuels, Vehicle Fuels & Lubricants

Source: McKinsey team analysis, Eurostat, ONS



## 2. Circular business models are on the rise

Share of new vs. second-hand e-com sales in value, in % (in Sep. 2023)

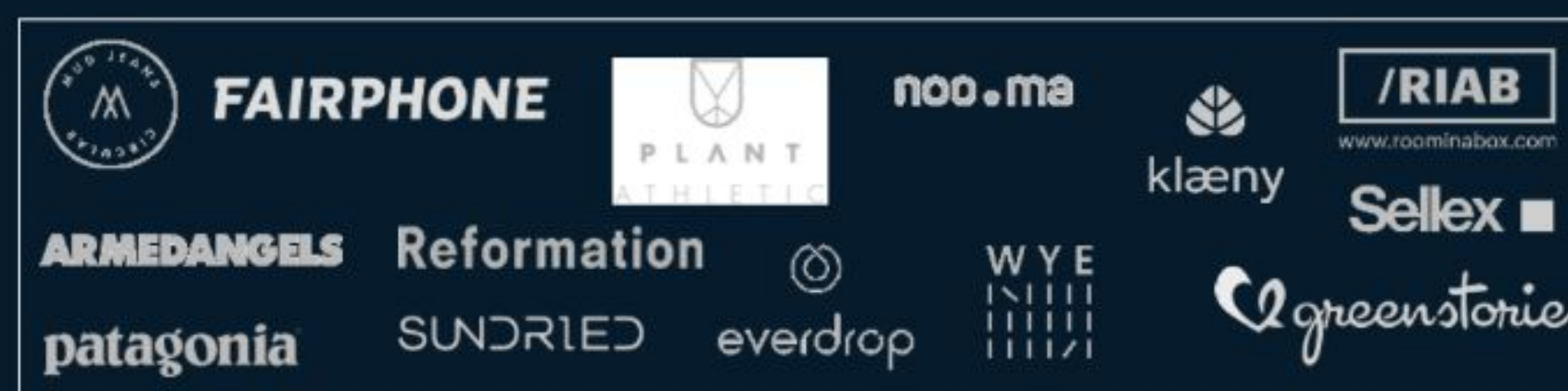


1. EU-5 used for the analysis: UK, DE, FR, IT, ES

Source: Fox Intelligence, web/press search

Examples of new up- and coming players and circularity pioneers that started to shape various circular consumer goods categories

Recycled, sustainably produced products



Refurbished products



Resold and rented products





**Our mission** is to make second-hand fashion a natural first choice for everyone. To achieve this we try to solve barriers and friction points that users face when they trade between themselves.





**Vinted Go Parcel  
lockers**



On average, carbon emissions  
per delivery were **1.28 kg CO<sub>2</sub>e**  
**967 g CO<sub>2</sub>e per product**

Delivering to a Pick Up and Drop Off  
(PUDO) location instead of to a buyer's  
home reduced emissions by  
**62%**

For almost a quarter of respondents, the journey  
to and from a PUDO took an average of 13 minutes





Vinted Go

XS

S

M

















# Vinted Go

Smart Locker Network

**1100**

Paris

**280**

Lyon

**480**

Lille

**APRIL 2024**

3000+ LOCKERS and  
PUDO points





The image features six teal-colored brushstroke accents arranged in a circular pattern around the text. The strokes are slightly irregular and have a soft, painterly texture. They are positioned at approximately the 10, 12, 2, 4, 6, and 8 o'clock positions relative to the center of the text.

# Vinted Mailer bags







# Unified packaging initiative - Mailer bags

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The main purpose of this project:

**Minimize empty packaging space** within our shipments to mitigate the potential increase in shipping costs resulting from carriers charging based on volumetric weight rather than actual weight.

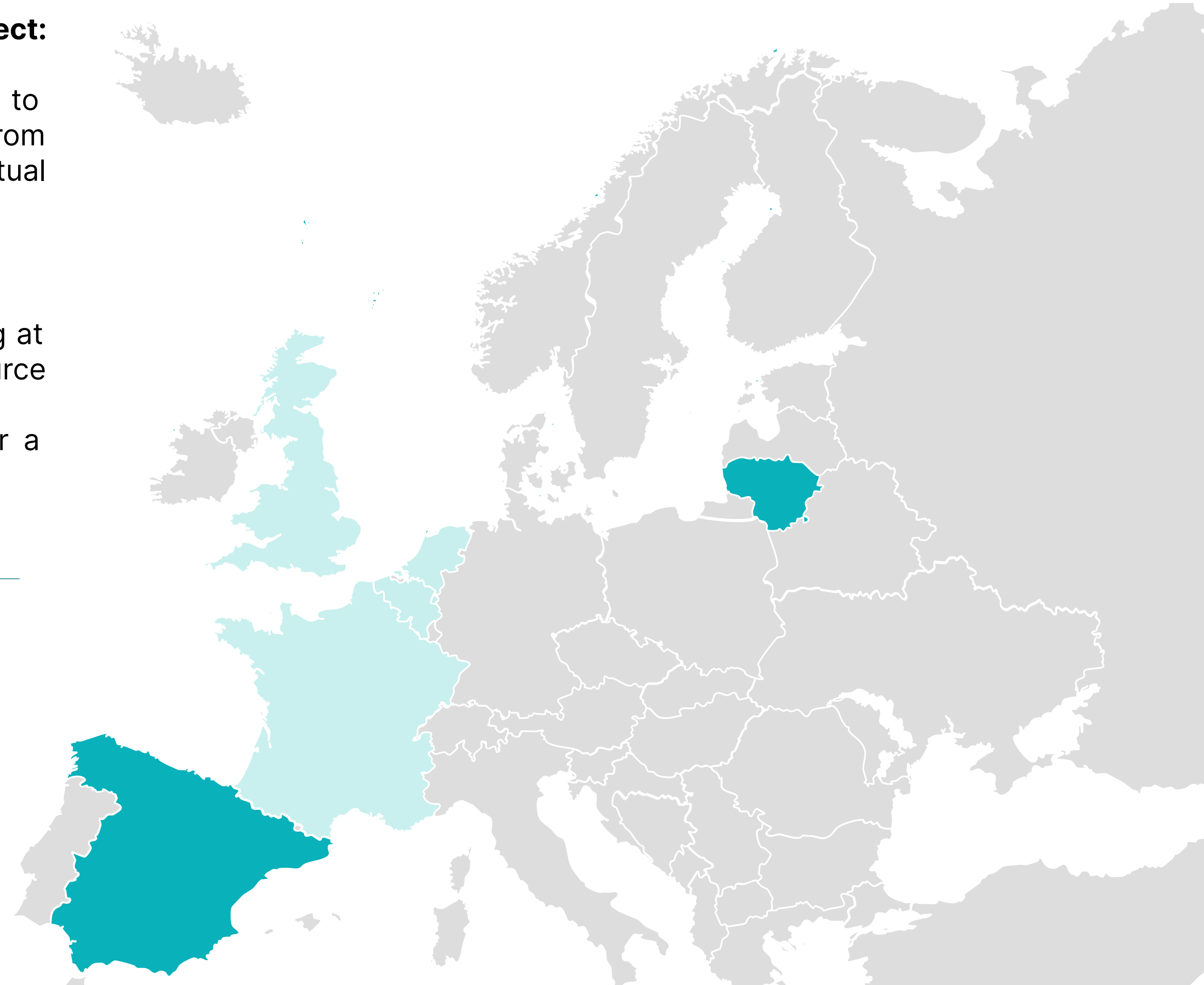
**Other purposes:**

- **Improve the sellers experience** by providing packaging at the drop-off point, eliminating the need for them to source packaging.
- Ensure buyers receive **properly packed** shipments for a better customer experience.

***Scheduled project launches in 2024***

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1. Lithuania - LP Express (Lithuanian Post), Live
2. Spain - Correos (Spanish Post) in Q2-Q3, 2024
3. France, UK, Netherlands, Belgium in Q3-Q4, 2024
4. Remaining countries - 2025/2026





# VINTED MAILER BAG



## Key takeaways:

- The Vinted mailer bag **initiative** was **well-received**, with most liking the offer and nearly a quarter showing increased interest in buying or selling more on Vinted.
- Members who used the bag had a positive experience. 82% of sellers found the **shipping process more convenient**, citing ease, speed, and no need for personal resources. 89% of buyers appreciated the bag, especially for its **reusability**.
- Users are **not yet ready to pay** for the bags.
- Approximately a quarter of buyers have expressed **concerns about the bag's reliability** due to its paper material.



*Vinted*



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Let's connect on LinkedIn

