
Yodel expands in China, signing deals for 50m parcels with international ecommerce marketplaces

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Yodel has expanded its international offering to deliver an estimated 50 million additional parcels annually for Chinese logistics and e-commerce powerhouses.

With Yodel having already seen a 230% uptick in international parcel volumes entering its network year on year, these strengthened Chinese partnerships will see the business grow its international client parcel volumes further.

In China, Cainiao, Shein, Temu and TikTok are the region's top e-commerce supply chain solution providers, and operate logistics facilities in strategic locations around the world, serving over 200 countries and regions. Yodel is set to play an integral role in the UK arm in some of these networks, with its diverse range of services placing it in a strong position for businesses of this scale.

With Yodel having a relationship with the majority of the UK's top retailers, these international partnerships are further additions to Yodel's growing client roster, having announced new contracts with clients such as New Look and The Cornish Company earlier in the year. It also follows a strong year of growth for Yodel with full-year volumes up 3%, and revenues up 3.4% in FY23.

To support Yodel's expanding presence in China, the carrier has also welcomed Vivian Yu into its newly-established role of International Account Director. Vivian will report into Yodel's Director of Partnerships, James Hosier, in the International team, and will be responsible for managing and developing international accounts, and expanding Yodel's presence further in the Chinese market. Vivian has exhaustive experience managing international trade, customers, and suppliers in the manufacturing and innovation industries.

Mike Hancox, CEO of Yodel, said: "With Chinese e-commerce platforms rapidly rising in popularity, the volume of international parcels from China into Yodel's network has significantly increased in the last year. The addition of new, direct partnerships with the key e-commerce marketplaces in China, coupled with the rapid expansion of parcel volumes from our existing Chinese client base is a testament to the recent

investments made by the business to expand our presence not only in China, but internationally in coming months. As a trusted carrier offering a competitive network capacity, and efficient, reliable, and flexible solutions for customers, we are excited to take on increasing international volumes, particularly as we look to invest in PMC shipping, developing our infrastructure to support large scale volumes coming into the UK and delivered by Yodel.”

“Welcoming Vivian Yu into the role of International Account Director will be integral to such partnerships, and to our international growth as a business. Vivian has already proven to be a valuable addition for overseeing our expanding client base in China and beyond.”

(Yodel)