

Primark confirms new click and collect service

Retailer Primark is launching a new click and collect service – with three stores in Wales in the initial rollout. While stores remain a key focus for growth, the retailer is adapting to the changing shopping habits of customers.

It will introduce the service, where customers order online and then collect in person, initially at 25 stores in North Wales, the north west of England and Yorkshire. The service will be launched by the end of the year.

Primark's three Welsh stores taking part in the trial are in Wrexham (Regent Street), Broughton Shopping Park in Broughton and Parc Llandudno Retail Park in Llandudno.

Kari Rodgers, Primark UK retail director, said: "We're thrilled that customers across north west England, parts of Yorkshire and North Wales, will soon be the first in the the UK to get the chance to try out our new Click + Collect offer.

"From launch, they'll be able to browse and buy from our extensive range of kids clothing and nursery products, from the comfort of their own home, before coming to collect from one of our chosen 25 stores."

Primark has 191 stores in the UK of which eight are in Wales. On expanding its click and collect service said it was focused on the trial and wanted to understand customer reaction first.

All 25 stores in the trial are:

Birkenhead, Grange Road.

Blackburn, The Mall Blackburn.

Blackpool, Bank Hey Street.

Bolton, Crompton Place Shopping.

Broughton, Broughton Shopping Park.

Burnley, Charter Walk Shopping Centre.

Bury, The Rock Shopping Centre.

Carlisle, English Street.

Chester, Foregate Street.

Huddersfield, New Street..

Lancaster, Marketgate Shopping Centre.

Liverpool, Church Street.

Llandudno, Parc Llandudno .

Manchester, Market Street.

Manchester, The Trafford Centre.

Oldham, Market Place.

Preston, Fishergate Shopping Centre.

Sheffield, Meadowhall.

Sheffield, The Moor.

Southport, Chapel Street.

Stockport, Chestergate.

Wallasey, Cherry Tree Shopping Centre.

Warrington, Golden Square.

Wigan, Standishgate.

Wrexham, Regent Street.

Primark employs 70,00 people across 14 countries in Europe and the US. Founded in Ireland in 1969 under the Penneys brand, it plans to reach 530 stores by the end of 2026, including its first ever in Romania and Slovakia.

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