

Marks & Spencer introduces 'Bring Your Own Bag' for click-and-collect orders

What is it?

Following a trial, M&S has launched a Bring Your Own Bag (BYOB) initiative for click-and-collect orders at 251 of its stores. By asking people to bring bags, the need for a plastic carrier for online orders is removed. Customers are reminded to bring their own bag at checkout and again when their order is ready.

Why does this matter?

Reducing plastic packaging is a priority for both retailers and consumers. People are used to bringing bags for life to stores when shopping and a similar approach for online orders collected in store could further reduce single-use plastics for packaging, helping to protect the environment.

Strategic implications:

M&S is the first major retailer to introduce BYOB for people collecting online orders in store and other retailers could follow.

Winning Strategies:

Frictionless sustainability
Power in purpose



"Using our stores to fulfil click-and-collect orders continues to grow, and we want to use this as a channel to encourage a behaviour change that helps to reduce unnecessary packaging waste."

"During the trial phase, we had great feedback from customers as they saw it as a simple action that, collectively, can make a big difference."

M&S.com director Stephen Langford

