NORDIC E-COMMERCE

Sweden, Denmark and Finland, an attractive region within the EU

HOW WE INVESTIGATE BEFORE WE PURCHASE (in %)

- 74 Using a search engine (usually Google)
- 63 Using price-comparison sites
- 48 Reading reviews by other buyers
- 24 Looking at the products in a mail order catalogue
- 22 Trying out or looking at products in a retail store
- 17 Using social media for research

HOW WE PREFER TO PAY ONLINE

Each country has it's own favorites and you have to offer at least these 4 options to cover the region

1. DANKORT
2. DIRECT BANKING
3. PAYMENT WITH INVOICE
4. CREDIT CARDS

POPULATION

20.315.000

Sell online in this region as if it was one country and reach some of the worlds most experienced online shoppers. The competition will be less intense than other markets of the same size. This is an attractive opportunity!

84%

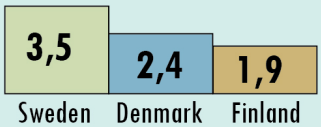
population in the region has purchased online during 2011

€675

Average Nordic e-shopper spending per person in 2011

TOTAL VALUE OF THE ONLINE MARKET IN 2011

€7,8 billion



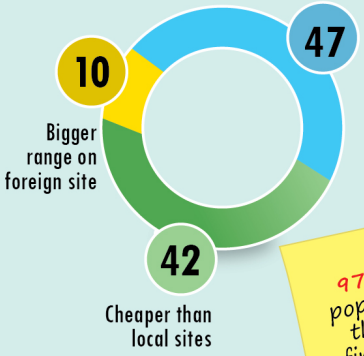
Between the 27 EU countries it is only in Germany, UK and France the online market has a higher value than this region

10 MOST PURCHASED PRODUCT ONLINE (in %)

5,2 million orders are placed every month.

- 47 Electronics
- 41 Books and audiobooks
- 40 Clothes/shoes
- 23 Movies
- 22 Music CDs
- 16 Sport and activity
- 12 Cosmetics, skin and hair care
- 12 Journal/newspapers or magazines
- 11 Home decor
- 9 Toys

WHY PEOPLE SHOP IN FOREIGN WEB SHOPS



Web shops with a wide product range are often missing in the small Nordic countries.

97% of the population in the region finds a clear communication of the total price very important

WHAT YOU HAVE TO DO TO BE SUCCESSFUL

Offer the relevant payment methods.

Communicate your return policy clearly - and make sure the return cost is acceptable.

WHAT WILL HURT YOUR CONVERSION RATE

If you answer phone calls and e-mails in a foreign language.

If you don't use the local currencies. It makes price comparison more difficult and the customer will also be concerned about the exchange rate.

WE USE SOCIAL MEDIA

Twitter showed a **100%** growth in the region during the last year and today there is around **600.000** users

Facebook are used by more than **50%** of the population

SALESUPPLY
think global act local

Sources: Post Nord, Socialbakers, Couchbase.com, Dansk e-handels analyse, DIBS, Wikipedia.
See Infographics from other countries at: http://makesyoulocal.com/e-commerce-statistic