

DANISH E-COMMERCE

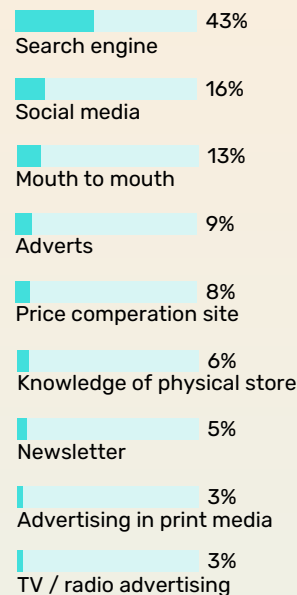
What you need to know to
sell online in Denmark

POPULATION

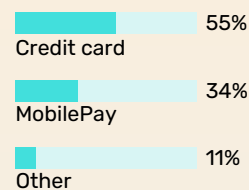
5.9 MILLION

Denmark is recognised for its robust economy, technological advancements, and leadership in the green energy sector. The country is also a leader in e-commerce, playing a pivotal role in the development of the digital marketplace and is one of the largest markets in the Nordic region.

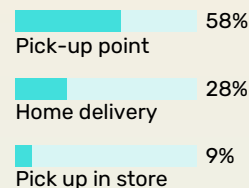
HOW WE INVESTIGATE BEFORE WE PURCHASE



HOW WE PREFER TO PAY ONLINE



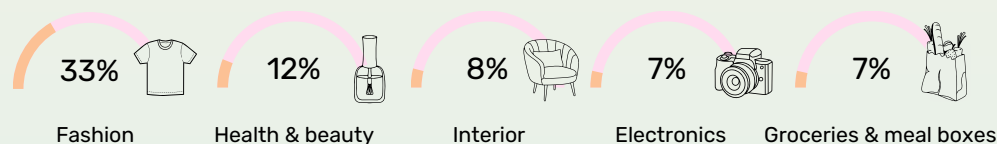
PREFERRED DELIVERY METHODS



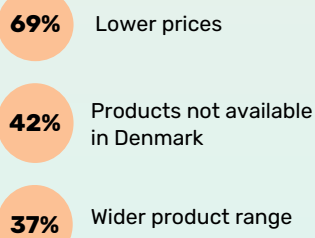
TOTAL VALUE OF THE ONLINE
MARKET IN 2024:

17.8 billion
EUR

WHAT DANES BUY ONLINE



THE MOST COMMON REASONS THAT MOTIVATE DANES TO PURCHASE ONLINE



WHAT YOU SHOULD DO TO BE SUCCESSFUL

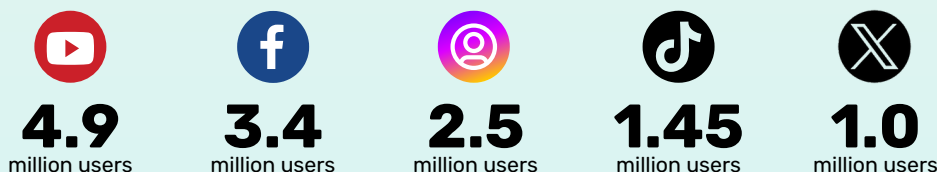
Transparency, sustainability, and accurate product information are important factors for Danes. A user-friendly mobile shopping experience, alongside efficient customer support build consumer trust and ensure success.



WHAT WILL HURT YOUR CONVERSION RATE

Having access to familiar payment options like MobilePay and Dankort is essential. The lack of clear terms and authentic customer reviews can lead to hesitation and lower conversion rates.

SOCIAL MEDIA NUMBERS



81%

of people are
shopping online

209 EUR

Monthly average value of online
shopping per person in 2024

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