

ESTONIAN E-COMMERCE

What you need to know to
sell online in Estonia

POPULATION

1.37 MILLION

Estonia stands out for its prevalence of technology companies and digital infrastructure excellence. Estonia is rapidly growing e-commerce market with 94% percent of Estonians using the internet and 86% of Estonians shopping online.



PREFERRED PAYMENT METHODS

- 1 Card or netbank payment
- 2 Bank transfer
- 3 Online money transfer system



TOP 3 REASONS NOT TO BUY ONLINE

- 1 Want to see products in real life
- 2 Online Payment Security Concerns
- 3 Distrust in quality

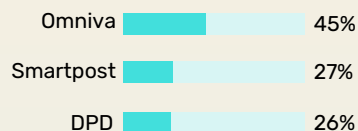


PREFERRED DELIVERY METHODS

- 1 Parcel machine
- 2 Courier
- 3 Post office



TOP 3 PARCEL MACHINES



E-COMMERCE TURNOVER IN 2024

**4 billion
EUR**

WHAT ESTONIANS BUY ONLINE



86%

of people are
shopping online

MOST COMMON REASONS FOR ESTONIANS TO LOOK FOR PRODUCTS ABROAD

- 1 Comfort
- 2 Wider product range and more sizes
- 3 Lower prices than regular shop
- 4 More user feedback
- 5 Better product presentation



WHAT YOU SHOULD DO TO BE SUCCESSFUL

A well-localised webshop and native customer service are essential for building trust. Fast and reasonably priced delivery is important. Estonians prefer to use bank links for payment and parcel machines for delivery, so make sure they are available.



WHAT WILL HURT YOUR CONVERSION RATE

An expensive return process, long refund process and complicated checkout process deter Estonians from your webshop. Forcing customers to register an account to place an order can hurt your conversion.

17 MILLION

parcels were ordered to parcel
machines in 2024, which is 2 million
more than in 2023

GET LOCAL MARKETING INSIGHTS

Local Marketing Calendar

SOCIAL MEDIA NUMBERS



0.98
million users



0.70
million users



0.48
million users



0.38
million users



0.26
million users