

# FINNISH E-COMMERCE

What you need to know to sell online in Finland

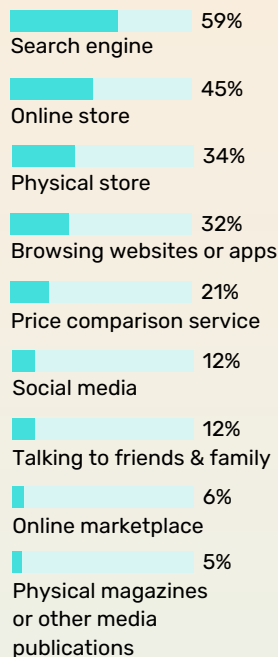
## POPULATION

**5.6 MILLION**

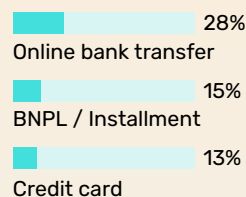
Finland's tech-savvy consumers value quality, and transparency. With high internet penetration and a research-driven shopping approach, it's a prime market for e-commerce. Businesses offering seamless experiences and fair pricing will thrive in this digital-first Nordic economy.



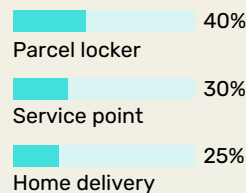
## HOW WE INVESTIGATE BEFORE WE PURCHASE



## HOW WE PREFER TO PAY ONLINE



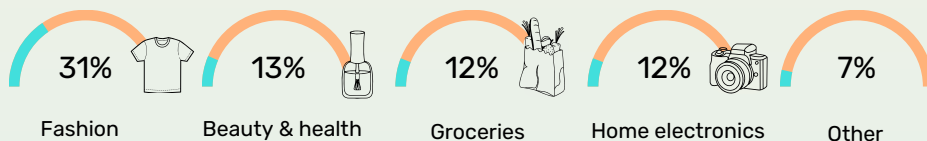
## PREFERRED DELIVERY METHODS



TOTAL VALUE OF THE ONLINE MARKET IN 2023:

**5.28 billion EUR**

## WHAT FINNS BUY ONLINE



## THE MOST COMMON REASONS THAT MOTIVATE FINNS TO PURCHASE ONLINE



## WHAT YOU SHOULD DO TO BE SUCCESSFUL

Finnish consumers expect transparency, reliability, and compliance with local regulations. Clearly communicated product details, delivery times, and return policies build trust, while familiar payment and shipping options—along with Finnish customer support—ensures a smooth shopping experience.



## WHAT WILL HURT YOUR CONVERSION RATE

Finns quickly spot poor localisation, and inaccurate translations can damage credibility. Not following consumer protection guidelines or failing to offer trusted local payment and delivery methods will drive potential customers away.



**80 %**

of people are shopping online

**203 EUR**

Monthly average value of online shopping per person in 2023

## GET LOCAL MARKETING INSIGHTS

[Local Marketing Calendar](#)

## SOCIAL MEDIA NUMBERS

