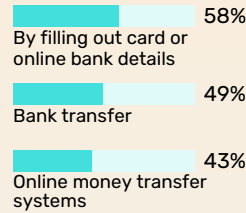


# LATVIAN E-COMMERCE

What you need to know  
to sell online in Latvia



## PREFERRED PAYMENT METHODS



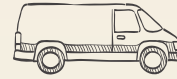
## TOP 3 REASONS NOT TO BUY ONLINE

- 1 Want to see products in real life
- 2 Unfamiliar payment options
- 3 Prefer physical shops

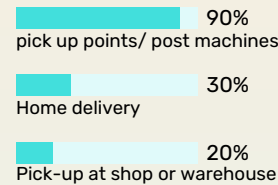
## POPULATION

**1.9 MILLION**

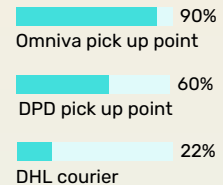
E-commerce market in Latvia has high potential and is rapidly growing at 15% annually, with revenue expected to rise to 3.7 billion (+54.05%) between 2024 and 2029. Due to the country's small size and cultural features, one of the most important factors is trustworthy web pages, as 79% of buyers prefer to purchase from national sellers, making localisation essential.



## PREFERRED DELIVERY METHODS



## TOP 3 DELIVERERS



APPROXIMATE VALUE OF  
THE ONLINE MARKET  
IN 2024:

**0.72 billion  
EUR**



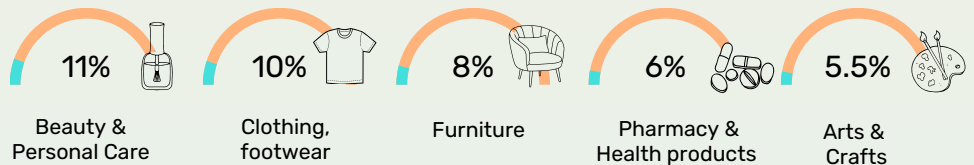
**69%**

of people are  
shopping online  
once per month

**68%**

of people shopped online via  
smartphone in 2024

## LATVIAN WEBSHOPS PER CATEGORY



## MOST COMMON REASONS FOR LATVIANS TO SHOP ONLINE

- 58% Time saving
- 52% Easy to compare products and services
- 30% Lower prices
- 20% Avoiding unplanned purchases
- 13% Avoiding crowds and queues



## WHAT YOU SHOULD DO TO BE SUCCESSFUL

References from satisfied customers will give your business needed credibility amongst the local competition. Free delivery option for fulfilled purchases over certain amount will motivate customers to buy extra products, whereas option to display estimated delivery date within purchasing process will improve trust and set clear expectations for clients.



## WHAT WILL HURT YOUR CONVERSION RATE

Long delivery time and high delivery prices, lack of information and setting minimal purchase limit are often mentioned as reasons for not placing the orders online. Lack of precise return policy description will make customers hesitate especially if you are based outside Latvia.

## SOCIAL MEDIA NUMBERS



**1.46**  
million users



**0.83**  
million users



**0.74**  
million users



**0.62**  
million users



**0.54**  
million users

## GET LOCAL MARKETING INSIGHTS

[Local Marketing Calendar](#)

MAKES<sup>3</sup>LOCAL