

# NORWEGIAN E-COMMERCE

What you need to know to sell online in Norway

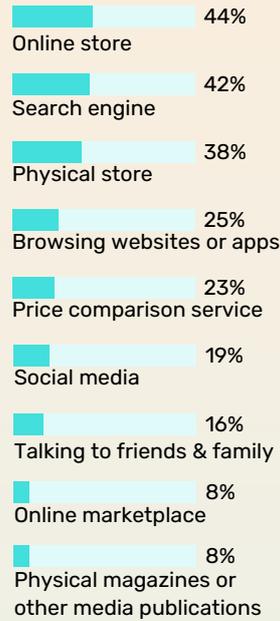


## POPULATION

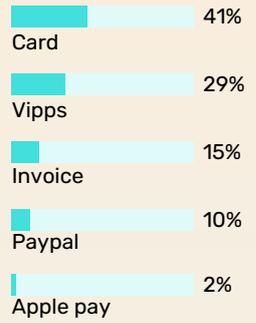
**5.5 MILLION**

Norwegians care about sustainability, but when looking at the measures they would like to choose from, there is still a high percentage of people who don't know what they want beyond minimal packaging.

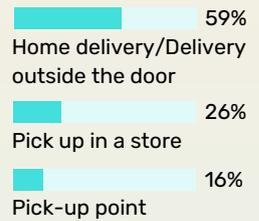
## HOW WE INVESTIGATE BEFORE WE PURCHASE



## HOW WE PREFER TO PAY ONLINE



## PREFERRED DELIVERY METHODS



TOTAL VALUE OF THE ONLINE MARKET IN 2024:

**11.7 billion EUR**

## WHAT GERMANS BUY ONLINE



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



## WHAT YOU SHOULD DO TO BE SUCCESSFUL

For Norwegians, simplicity and user-friendliness are crucial when shopping online. They prefer a fast, smooth process without unnecessary steps. E-commerce businesses that provide a seamless experience are more likely to meet customer expectations and drive loyalty.

## WHAT WILL HURT YOUR CONVERSION RATE

For foreign companies entering the Norwegian market, high shipping costs and long delivery times are the main reasons customers abandon their purchases. 20% of customers abandon their carts due to expensive shipping fees. Additionally, offering local payment options like Vipps is essential to prevent losing potential customers.



**58%**

Norwegians shop online at least once a month



**6%**

Shops online more than once a week.

## GET LOCAL MARKETING INSIGHTS

[Local Marketing Calendar](#)

## SOCIAL MEDIA NUMBERS

