

SWEDISH E-COMMERCE

What you need to know to
sell online in Sweden

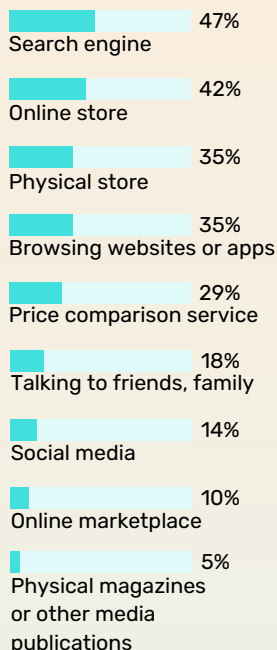
POPULATION

10.5 MILLION

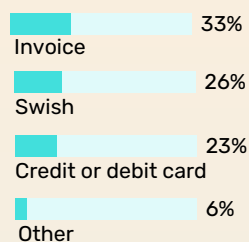
Sweden excels not only in sustainability, welfare, gender equality, and education but also in e-commerce, making it the largest market in the Nordic region. The country also has one of the highest online shopping rates in Europe, with over 7 million online shoppers, which is a remarkable high number considering the size of the its population.



HOW WE INVESTIGATE BEFORE WE PURCHASE



HOW WE PREFER TO PAY ONLINE



PREFERRED DELIVERY METHODS



- 1 Pick-up point
- 2 Home delivery
- 3 Parcel locker

TOTAL VALUE OF THE ONLINE
MARKET IN 2024:

**14.6 billion
EUR**

WHAT SWEDES BUY ONLINE



THE MOST COMMON REASONS FOR SWEDES TO PURCHASE FROM ABROAD



WHAT YOU SHOULD DO TO BE SUCCESSFUL

Be transparent. Swedes are fine with 2-3 days delivery, but they value reliability above all. Make your return policies easy to understand; 80% of Swedish consumers consider clear return information crucial when choosing an online store.



WHAT WILL HURT YOUR CONVERSION RATE

Not offering a Buy Now, Pay Later option. Swedes prioritise seeing and feeling products before payment, and having Klarna in your webshop is seen as a trustmark, with 32% relying on it for security in new stores.



92 %

of people are
shopping online

205 EUR

Monthly average value of online
shopping per person in 2024

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