# 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 ecommerce, 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 REFORE WE PURCHASE Search engine 42% Online store 35% Physical store 35% Browsing websites or apps Price comparison service 18% Talking to friends, family 14% Social media 10% Online marketplace

Physical magazines

or other media publications

HOW WE PREFER To pay online	
Invoice	33%
Swish	26%
Credit or debit ca	23% ard
Other	6%
PREFERRED DELIVERY METHODS	
1 Pick-up point	

Home delivery

Parcel locker

TOTAL VALUE OF THE ONLINE MARKET IN 2024:

## 14.6 billion **EUR**



of people are shopping online

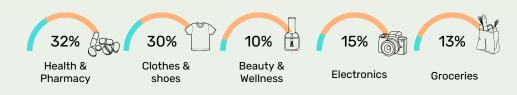
## **205 EUR**

Monthly average value of online shopping per person in 2024

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**Local Marketing Calendar** 

#### WHAT SWEDES BUY ONLINE



#### THE MOST COMMON REASONS FOR SWEDES TO PURCHASE FROM ABROAD

**62**% Goods not available in Sweden

40% Lower prices

Larger product range

6% Inspired by social media

#### 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.

#### **SOCIAL MEDIA NUMBERS**



