

Clicks, carts & conversions in Sweden

What today's online shoppers really want (and how to deliver)

Whether you already sell to this market or you want to expand across borders, these insights can help you meet local expectations, engage shoppers and grow your sales.

[Explore the full series of country reports and the Global E-Commerce Trends Report here.](#)

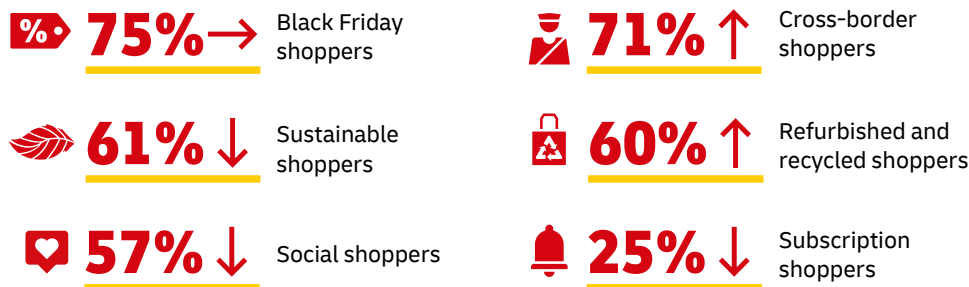
Key

↑ = Higher than global average

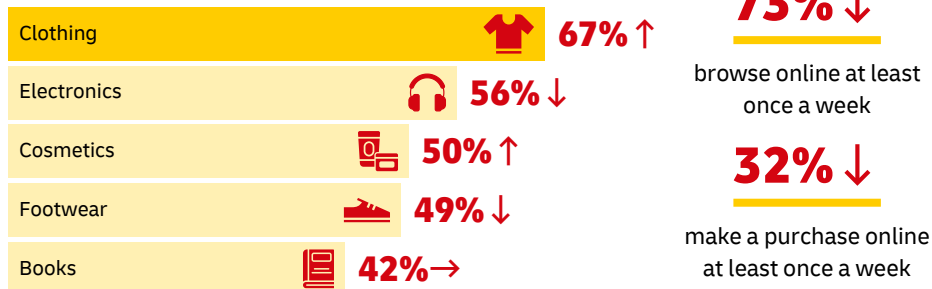
→ = Same as global average

↓ = Lower than global average

Unpacking the dynamic Swedish market



What do they buy?



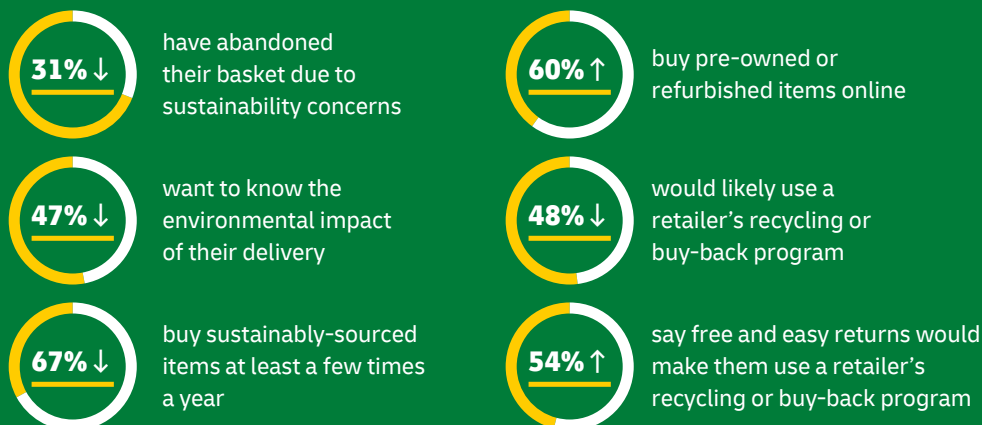
94% ↓ buy from marketplaces

Which ones do they buy from the most?

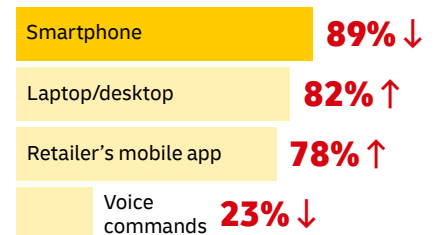


The shift to more sustainable choices

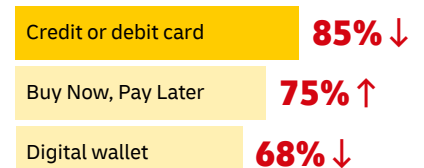
1 in 2 Swedish shoppers say sustainability will become more important to them in the next five years.



What device do they use?



How do they pay?



Social shopping

57% of Swedish shoppers have made a purchase on social media, and 57% say it could become their top shopping destination by 2030.



What are their delivery and returns expectations?

87% ↑ of Swedish shoppers will abandon their basket if not offered their preferred delivery options, and 80% ↑ if not offered their preferred returns options.

Delivery preferences

Parcel shop **38% ↑**

Home delivery **32% ↓**

Parcel locker **26% ↑**

If they're not home to receive their parcel, they prefer to:

Redirect to a parcel shop **36% ↑**

Redirect to a parcel locker **26% ↑**

Change the delivery day **23% ↓**

Returns preferences

Parcel shop **77% ↑**

Parcel locker **16% ↓**

Home collection **7% ↓**

What are their return label preferences?

Label included in their parcel **66% ↑**

Scan a QR code at drop off **22% ↓**

Print-at-home label **12% ↓**

66% ↑

have returned an item to an online retailer

91% ↓

return up to 30% of their purchases

39% ↑ track and redirect their deliveries using the delivery provider's app.
27% ↓ use the delivery providers' website.

Who buys from Sweden?



China

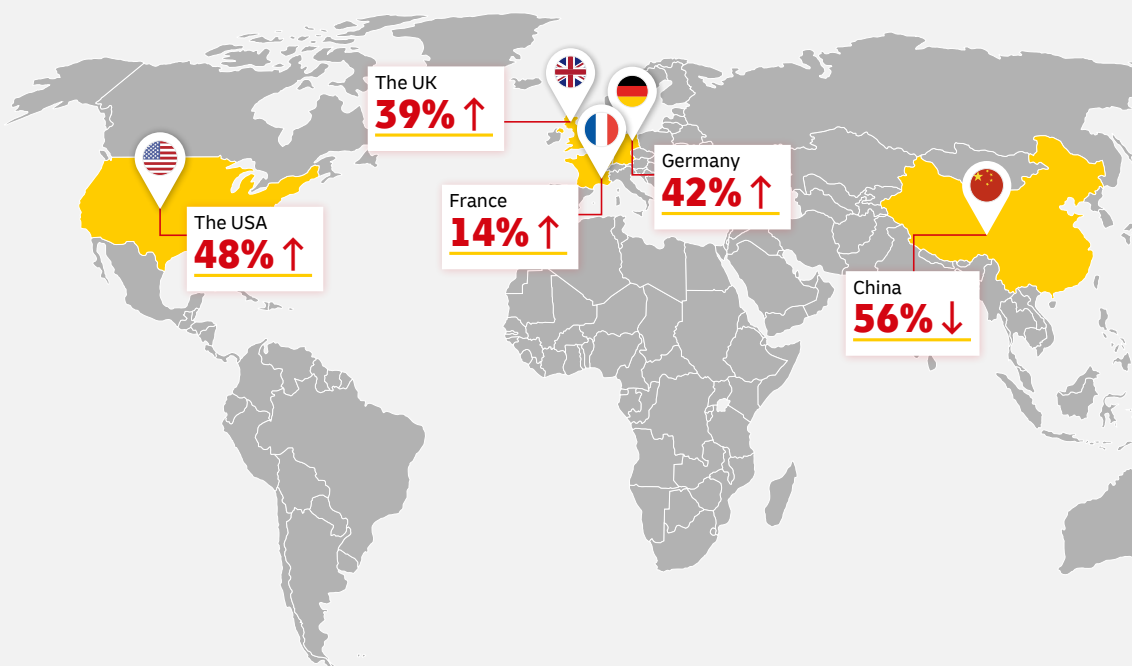


Poland



Germany

Where does Sweden buy from?



60% ↑

buy from other countries to get lower prices

44% ↑

don't buy from other countries because of customs charges

44% ↓

say prices in their local currency would encourage them to buy cross-border

What does it take to win over Swedish shoppers?

56% ↓

say high delivery costs frustrate them

74% ↑

say free delivery would improve their online shopping experience

4 in 5

won't buy from an online retailer if they don't trust the delivery or returns provider

35% →

have abandoned their basket because their preferred payment method wasn't available

45% ↓

mainly buy from online retailers that offer free returns



Unpack even more global insights...