

# 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.

- ↑ = Higher than global average
- → = Same as global average
- ↓ = Lower than global average

## **Unpacking the dynamic Swedish market**

**∞** 75%→

Black Friday shoppers

**≥** 71%↑

Cross-border shoppers

**61%**↓

Sustainable

**60%** ↑

Refurbished and recycled shoppers

**57%** ↓ Social shoppers

**25%** ↓

Subscription shoppers

### What do they buy?



**73%** ↓

browse online at least once a week

32%↓

make a purchase online at least once a week

#### 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.



have abandoned their basket due to sustainability concerns



buy pre-owned or refurbished items online



want to know the environmental impact of their delivery



would likely use a retailer's recycling or buy-back program



buy sustainably-sourced items at least a few times a vear

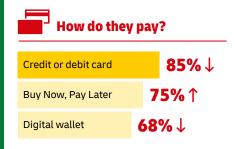


say free and easy returns would make them use a retailer's recycling or buy-back program

### ■ What device do they use? 89%↓ Smartphone **82%** ↑ Laptop/desktop **78%** ↑ Retailer's mobile app

commands 23% \lambda

Voice



## **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. **62%** ↓

say trends or viral products influence their buying decisions

**46%** \

are interested or somewhat interested in live-streamed shopping events

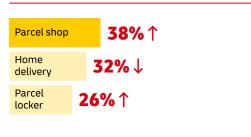
**56%** \( \

say offers or discounts on social media influence their buying decisions

## What are their delivery and returns expectations?

87% of Swedish shoppers will abandon their basket if not offered their preferred delivery options, and 80% 1 if not offered their preferred returns options.

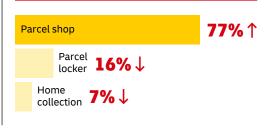
#### **Delivery preferences**



#### 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**



#### What are their return label preferences?

Label incli in their pa		66%↑
	Scan a QR code at drop off	%↓
Prir	nt-at-home 12%↓	

#### Who buys from Sweden?

have returned an item

to an online retailer

**91%**  $\downarrow$ 

return up to 30% of

their purchases

39% ↑ track and redirect

their deliveries using the delivery provider's app.

providers' website.



China



**Poland** 



Germany

**60%** ↑

buy from other countries to get lower prices

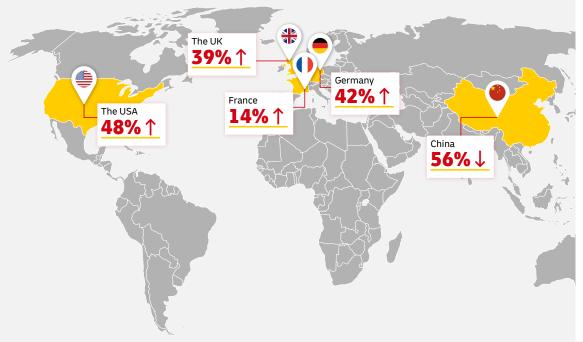
**44%** ↑

don't buy from other countries because of customs charges

**44%** ↓

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

# Where does Sweden buy from?



## What does it to take to win over Swedish shoppers?

**56%** ↓

**74%** ↑

4 in 5

35%→

45% ↓

say high delivery costs frustrate them

say free delivery would improve their online shopping experience

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

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

mainly buy from online retailers that offer free returns



**Unpack even more** global insights...