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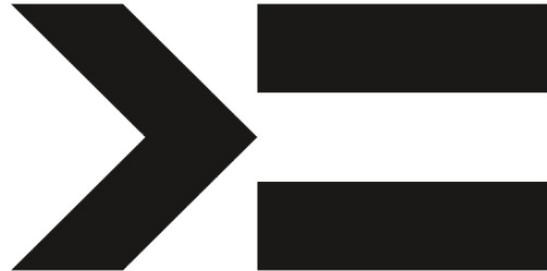
DEVICE STUDY 2016

E-commerce across the Nordics

AudienceProject Device Study 2016

E-commerce across the Nordics

Nine out of ten in the Nordics are shopping online. The majority of these consumers prefer to make their purchases in online shops as compared to offline stores. However, the wide use of online shops is not always bad for the offline stores, as a great number of those doing their research online end up making their purchases offline.



Online shopping in the Nordics has reached a high and steady level with 89% shopping online. Among these shoppers, 48% claim that they do most of their shopping online, while 40% say that they prefer to do their purchasing in offline stores. Despite the rise of e-commerce, this figure shows that the majority of the population still prefers to go offline to do their shopping as 11% don't do online shopping at all.

Research online – purchase offline

It is a complaint often heard from retailers that consumers visit their stores to examine their goods and then buy them online. However, more often it is actually the other way around. In the Nordics, 27% of those doing their research online end up doing their purchase in an offline store. Just 18% of those doing their research in an offline store end up doing their purchase online. This shows that the picture is not that straightforward.

Multiple devices in use

Looking at the usage of devices when shopping online, we see that the Nordics are increasingly switching between devices and use multiple combinations of devices in their procession from research to purchase.

On average, half of the online shoppers switch between devices when doing online purchases and we see that a lot of device combinations are brought into play. The combination of mobile and desktop is the most common, with 68% of the shoppers using this combination.

This shows that consumers tend to begin their online shopping on mobile and end it on desktop. E-commerce platforms should be aware of this and focus on cross-device buying funnels, all the way from product awareness to the actual purchase.

Mobile shopping on the rise

Despite the fact that the Nordics tend to end their online shopping on desktop, we see that the use of desktop for actual purchases is descending, while the use of mobile devices is rising.

Since last year, the use of desktop has slightly decreased while the use of tablet has slightly increased. Also, the use of mobile has increased, but in a more drastic way. More specifically, the use of mobile has increased by 25% from 2015 to 2016. Especially the younger age groups use their mobiles for online shopping. Among the groups from 15-25 and 36-45, 33% use their mobiles for online purchases, while this is the case for 44% in the age group between 25-36.

This sends a clear message to the e-commerce platforms that have not yet adapted their platforms for mobile devices to take this seriously. Desktop is still the preferred device when doing online purchases, but mobile has now developed into a mature platform.

Get further insights

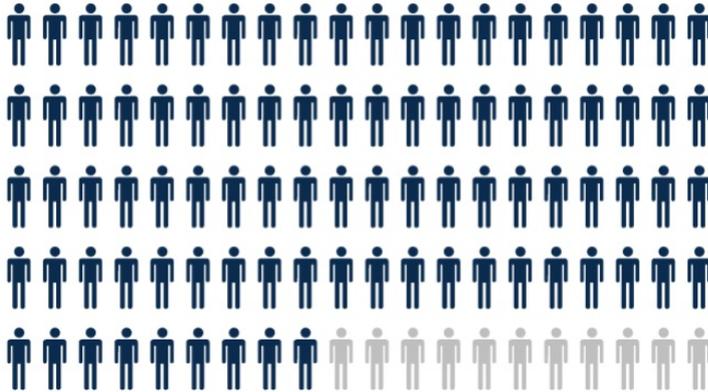
On the following pages you will get additional insights into the online shopping habits across the Nordics, including the shopping journey from research to purchase. You will also learn which devices are used in that process.

You will be presented with extended e-commerce findings related to Sweden and Norway. Among other findings, you will gain insights into how often the Swedes and Norwegians are shopping online, what they buy, and how they pay.

Enjoy!

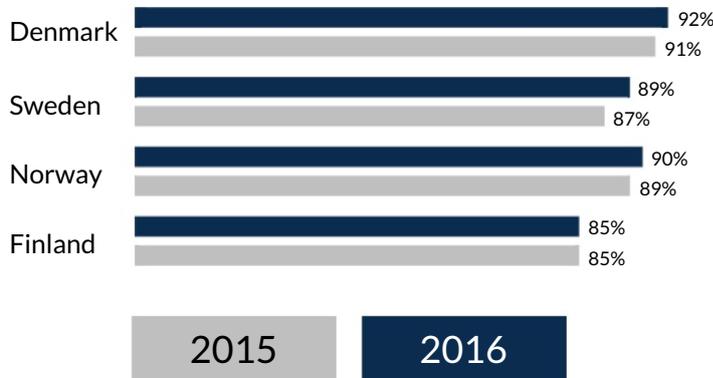
Online shopping

Online shopping in the Nordics



89% in the Nordics are shopping online

Online shopping in the Nordics has reached a high and steady level with only little changes in the amount of people doing online purchases. In 2015, 88% of the Nordic population were shopping online while this number has increased to 89% in 2016.



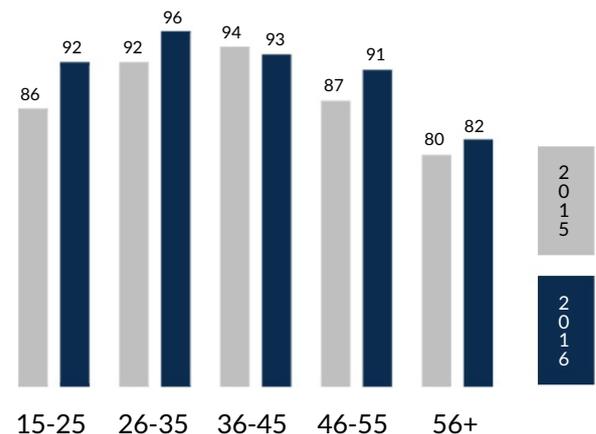
The amount of people shopping online has slightly increased in most of the Nordic countries from 2015 to 2016.

With 92% of the Danes shopping online, Denmark is the country doing online purchases the most. The Swedes and Norwegians are close followers with respectively 89% and 90% shopping online. The Finns are laggards with 85% shopping online.

Online shopping across genders



Online shopping across age groups

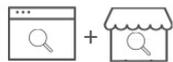


Online shopping process

Online shopping from research to purchase



54% most often research goods online



33% most often research goods online and offline



7% most often research goods offline

Note: Only people shopping online are included

The people in the Nordics shopping online prefer examining their goods online before doing their purchases. Among the Nordic population, 54% mostly do their research online, while just 7% tend to visit offline stores to examine their goods. Finally, 33% say that they do their research both online and in offline stores and the rest claim that they don't know.

The differences across the Nordics is limited. However, while around six out of ten among the Norwegians and Finns tend to examine their goods online this is the case with just above half of the Danes and Swedes.



48% most often purchase goods online

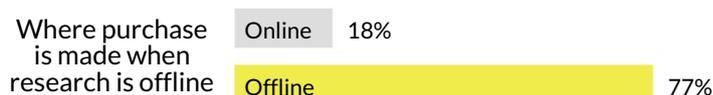
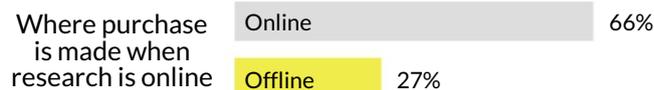


40% most often purchase goods offline

Note: Only people shopping online are included

As well as the people shopping online in the Nordics primarily examine their goods online before doing a purchase they also tend to do their actual purchases online. Among the Nordics, 48% mostly do their shopping online, while 40% prefer buying their goods in offline stores. The rest claim that they don't know.

We see no notable differences across the Nordics

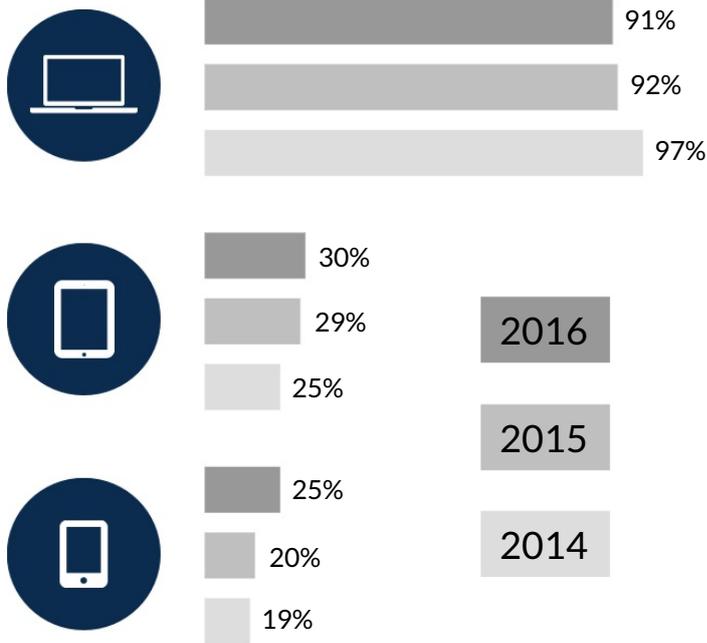


Looking at where the Nordics are doing their purchases when taking account of where the research is made, we see that online shops are more beneficial to offline stores than the other way around.

When research is made online, 27% end up doing the purchase in an offline store, while just 18% do their purchase in an online shop after having made their research in an offline store. Also, offline stores are preferred when research is made both online and offline.

Devices used for online shopping

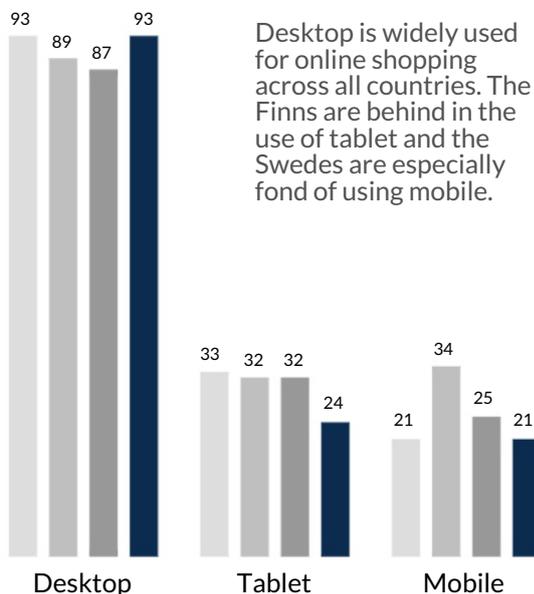
Devices used in the Nordics



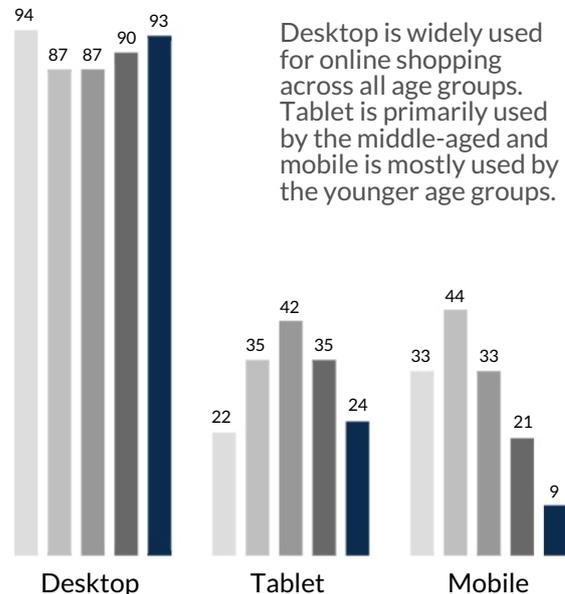
Desktop is by far the most preferred device among the Nordics when shopping online. More than nine out of ten use their desktop for online purchases, while 30% use their tablet and a quarter use their mobile.

However, when looking at the development in the devices used for online shopping since 2014 we see that the Nordics to a lesser extent use their desktop, while they are increasingly using their tablet and mobile.

The use of tablet increased substantially from 2014 to 2015, while the use of mobile took a leap from 2015 to 2016. Since 2015 the use of tablet only increased by 3%, while the use of mobile increased by 25%.



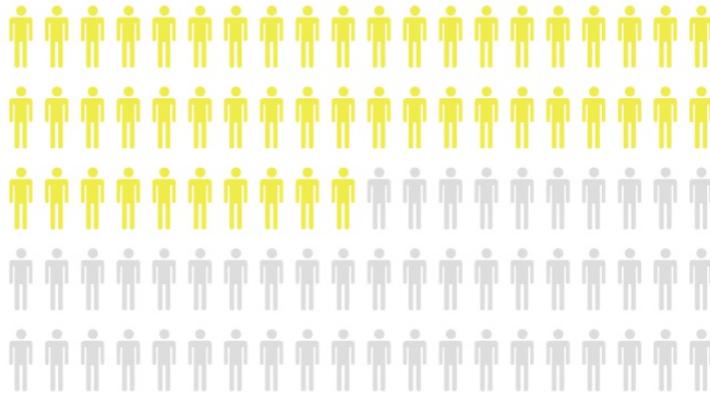
Desktop is widely used for online shopping across all countries. The Finns are behind in the use of tablet and the Swedes are especially fond of using mobile.



Desktop is widely used for online shopping across all age groups. Tablet is primarily used by the middle-aged and mobile is mostly used by the younger age groups.

Devices used from research to purchase

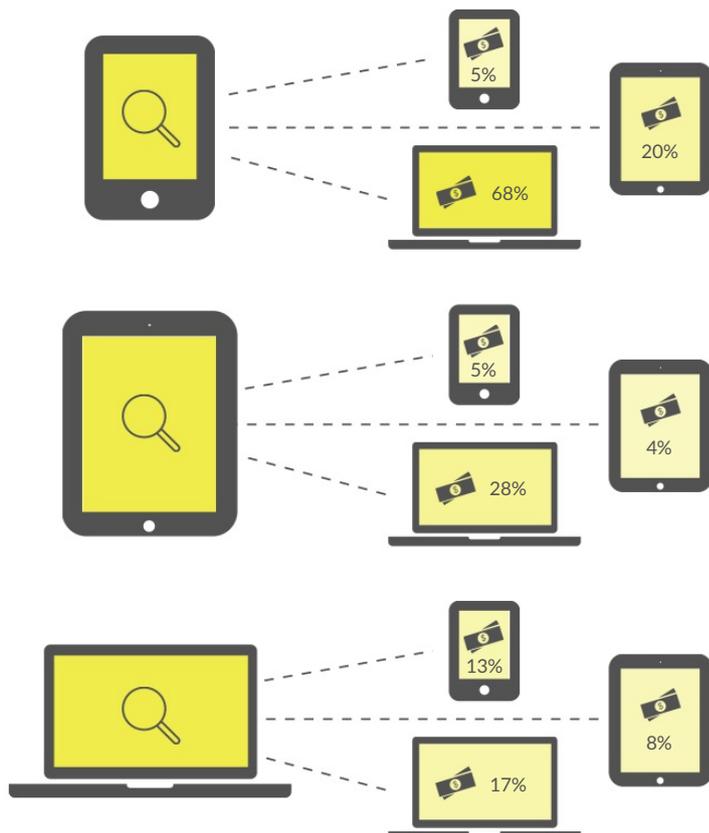
Use of multiple devices when shopping online



50% in the Nordics are switching between devices when shopping online

Even though the use of tablet and mobile has increased when shopping online the use of multiple devices in combination when doing online purchases has not reduced. Half of the Nordic population are switching between devices when shopping online. This is an increase since 2014 and 2015, where 47% were using multiple devices in combination when doing online purchases. Especially the 15-35 years old tend to switch between devices in the buying process from research to purchase. In this age group two out of three take multiple devices in use.

Combination of devices used when shopping online



The Nordics use a wide variety of device combinations in the buying process from research to purchase when shopping online. However, regardless of which device is being used for research, the most common is to use the desktop for the final purchase.

The far most used combination is the mobile-desktop combination showing that most online shopping begins with research on mobile and ends with purchase on desktop. Among the Nordics, 68% use this combination.

With 28% using the tablet-desktop combination it appears that the use of tablet for research followed by purchase on desktop is also widely used.

Even though desktop is primarily used for the final purchase, a large amount also sticks to mobile devices alone in the process from research to purchase. Among the Nordics, 20% use their mobile to examine goods online before doing the purchase on their tablet.

Extended e-commerce findings

Sweden & Norway | 2011-2016

How often do you shop online?

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What did you buy?

*

How did you pay?

*

How was the product delivered?

*

What would make you more satisfied with the delivery?

*

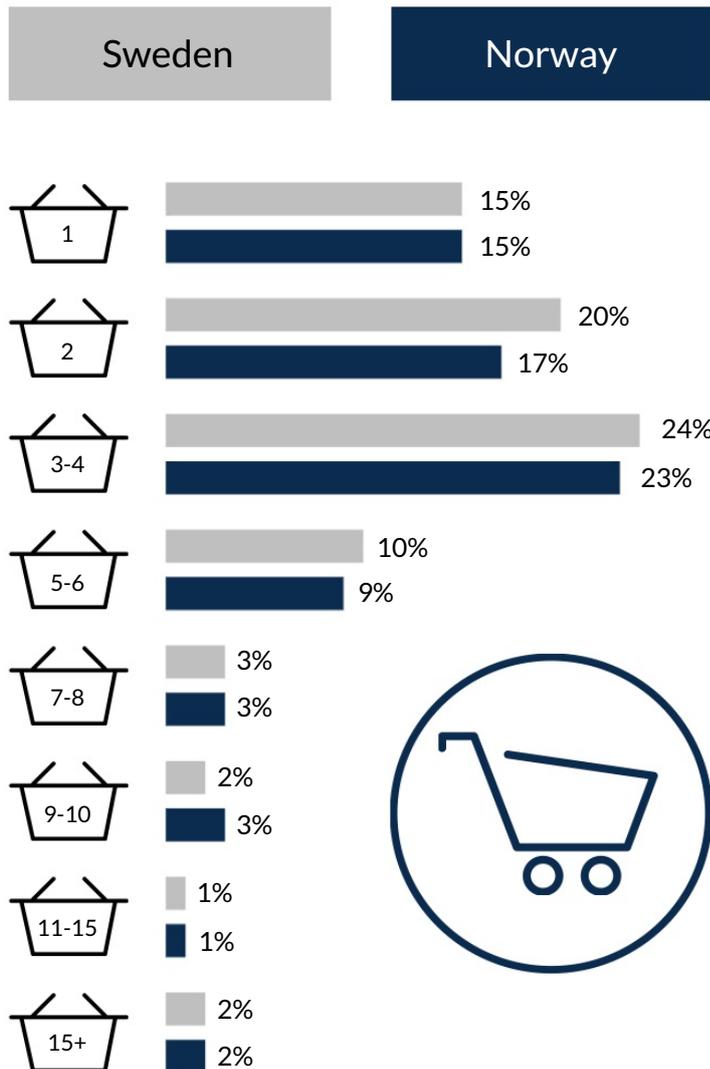
Where is the online shop located?

*

How did you find the online shop?

Online shopping frequency

Number of times shopping online per month



The number of times the Swedes and Norwegians are shopping online per month show that they are relatively frequent shoppers. Among the Swedes, more than three out of four make online purchases on a monthly basis, while this is the case with more than 70% among the Norwegians.

In Sweden and Norway respectively 20% and 25% say that they are shopping online, but that they have not shopped online within the last month.

The majority of those shopping online on a monthly basis make six or less purchases per month. Around one third of the Swedes and Norwegians are shopping online one or two times per month, while another third makes between three and six purchases per month.

It is only a minority of the Swedes and Norwegians that make more than seven purchases per month. However, 8% of the Swedes are doing seven or more online purchases per month, while this is the case with 9% of the Norwegians. Among these, 2% are heavy online shoppers with more than 15 purchases per month.

20%

Swedes have previously shopped online but not during the last month

25%

Norwegians have previously shopped online but not during the last month

Types of goods purchased online

What Swedes purchased last time online

Clothes and shoes  19,6%	Personal care and medicine  11,3%
Hardware and electronics  8,3%	Books etc. (physical)  6,8%
Housing  6,0%	Travels  6,0%
Sports equipment  5,6%	Entertainment  4,8%
Film and music (download)  4,7%	Flight tickets  4,6%
Train tickets  4,6%	Film and music (physical)  4,3%
Groceries  3,9%	Books etc. (download)  3,1%
Software (download)  2,2%	Phone cards  1,9%
Jewelry  1,4%	Software (physical)  1,1%

When looking at what the Swedes are purchasing when shopping online, we see that clothes and shoes stands out as a clear favourite. Almost one in five of all purchases made online is in this category.

However, the types of goods purchased online by the Swedes are very diverse and other categories are popular as well.

Especially personal care and medicine is worth noting as this category has increased drastically in the last five years. Since 2011, the share of online purchases made in this category has grown from 4,4% to 11,3%.

Other categories which have seen a large increase in the last five years are sports equipment and groceries. The share of online purchases within the category of sports equipment has grown from 2,6% in 2011 to 5,6% in 2016, while the share of grocery purchases has grown from 1,3% to 3,9% since 2011. This shows that the online super markets in Sweden really have made their entry on the market.

In contrast, books and magazines in physical form has decreased dramatically in the last five years. Although this category still represents a relatively large share of the purchases made online it has dropped from 12,8% in 2011 to 6,8% in 2016.

Also film and music in physical form has decreased. Since 2011 the share of purchases in this category has dropped from 5,5% to 4,3%.

The decrease in these categories is not at the expense of an increase in downloaded books/magazines and film/music as the share of online purchases related to downloaded books and magazines has also decreased, while downloaded film and music has been stable.

Types of goods purchased online

What Norwegians purchased last time online

Clothes and shoes  16,7%	Flight tickets  10,0%
Personal care and medicine  8,6%	Film and music (download)  8,2%
Travels  7,8%	Hardware and electronics  7,6%
Sports equipment  6,7%	Entertainment  6,3%
Books etc. (physical)  4,9%	Train tickets  4,6%
Housing  4,3%	Books etc. (download)  3,4%
Software (download)  2,7%	Film and music (physical)  2,4%
Groceries  2,2%	Software (physical)  1,9%
Jewelry  0,8%	Phone cards  0,7%

As it is the case with the Swedes, clothes and shoes is the type of goods most Norwegians prefer to purchase online. One in six are purchasing goods within this category when shopping online. It is a great increase since 2011, where clothes and shoes just represented 10% of the online purchases.

Other categories which have increased in the share of online purchases are personal care and medicine as well as groceries - like we see in Sweden.

Since 2011, the share of purchases within the category of personal care and medicine has increased from 5,2% to 8,6% making it the third most preferred category for online purchases.

The online shopping of groceries has slowly grown from 0,8% in 2011 to 2,2% in 2016. This indicates that the online super markets in Norway has made their entry on the market, but that the Norwegians haven't embraced this new way of buying groceries to the same extent as the Swedes.

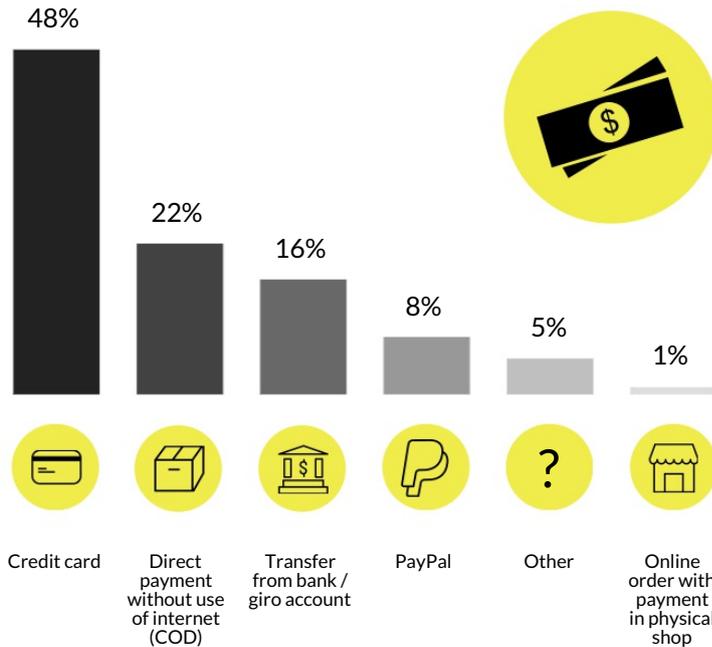
In contrast, books and magazines in physical form as well as film and music in physical form have seen a decrease in the share of online purchases.

The share of online purchases within the category of books and magazines in physical form has decreased from 8,6% in 2011 to 4,9% in 2016. In these five years the share of downloaded books and magazines has remained at a stable level.

The online shopping of film and music has dropped dramatically from 9% in 2011 to 2,4% in 2016. It is partly at the expense of an increase in downloaded film and music. This category has increased from 6,7% in 2011 to 8,2% in 2016.

Method of payment

How Swedes payed last time shopping online



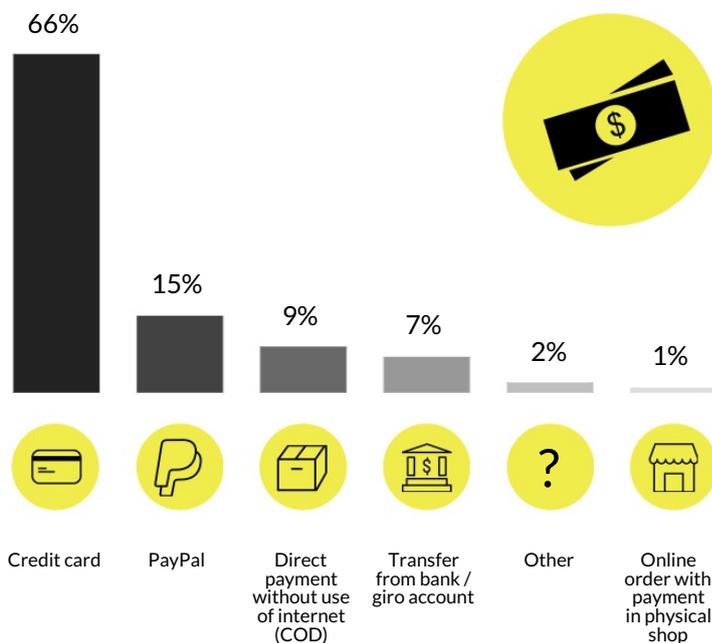
Almost half of the Swedes prefer paying with their credit card when shopping online making it the far most popular method of payment.

However, direct payment without use of internet is also widely used. Almost a quarter of the Swedes prefer paying with cash on delivery (COD).

Payment with transfer from bank or giro account is also used by a relatively large share of the Swedes, but has decreased from 19% in 2011 to 16% in 2016. In contrast, the use of PayPal has increased from 4% to 8% since 2011.

The 'other' category is primarily related to invoice payments and payments via Klarna and Swish.

How Norwegians payed last time shopping online

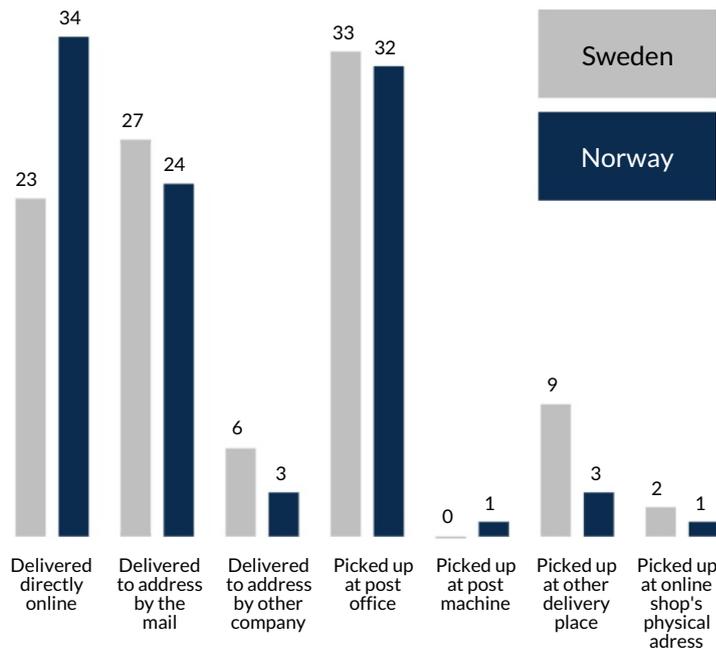


The vast majority of the Norwegians prefer paying with credit card when shopping online. Two out of three use this method of payment when doing their online purchases. However, other ways of paying are also widely used. Today, almost one in six use PayPal when shopping online, which is a great increase since 2011, where just 10% used this method of payment.

Also direct payment without use of internet and transfer from bank or giro account is still used by a relatively large share of the Norwegians. This is despite a fairly big drop in these methods of payment. COD has decreased from 12% in 2011 to 9% in 2016, while transfer from bank or giro account has decreased from 11% to 7% since 2011.

Product delivery

How product was delivered last time shopping online



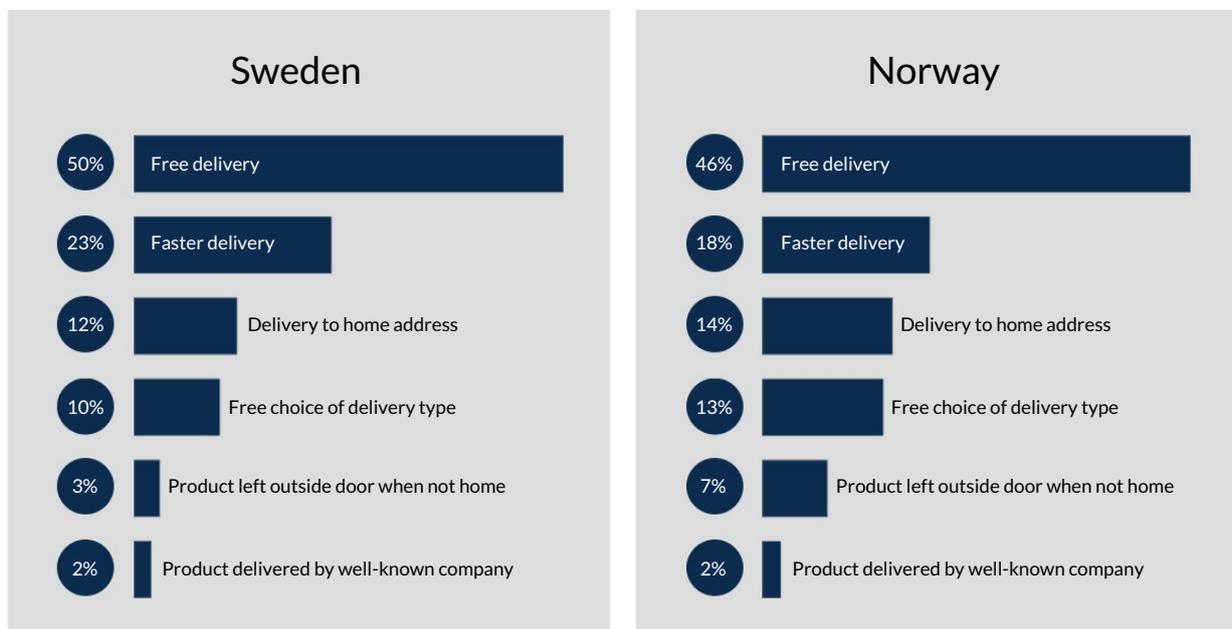
Five years ago the most common was to get products delivered to the home address by the mail after purchasing them online.

However, since 2011 this type of delivery has slowly decreased from 34% to 27% in Sweden and from 36% to 24% in Norway.

At the same time, the amount of people picking up their products by themselves at the post office has slowly increased from 26% to 33% in Sweden and from 26% to 32% in Norway.

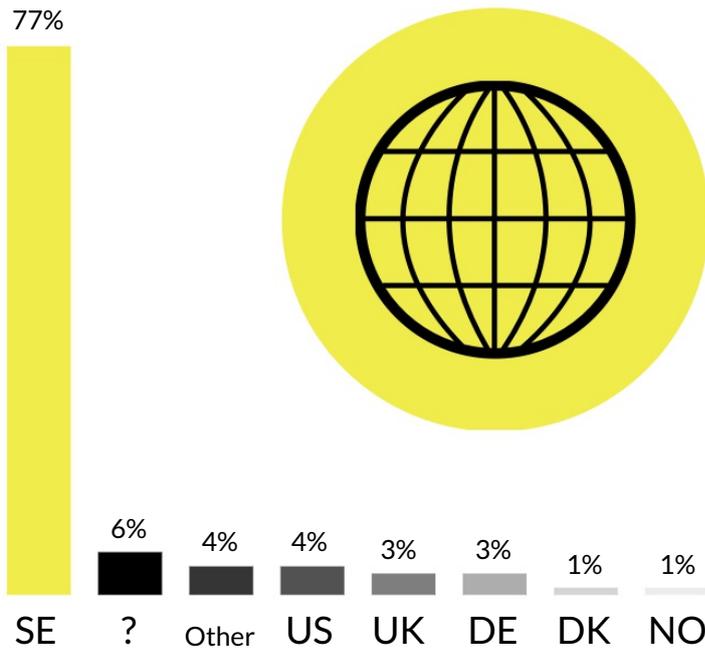
With this development it is now more common among the Swedes and Norwegians to pick up goods purchased online than getting them delivered. Also when taking other pick up places and delivery companies into account.

How product delivery could be more satisfying



Online shop location

Where online shop is located - Swedish shoppers

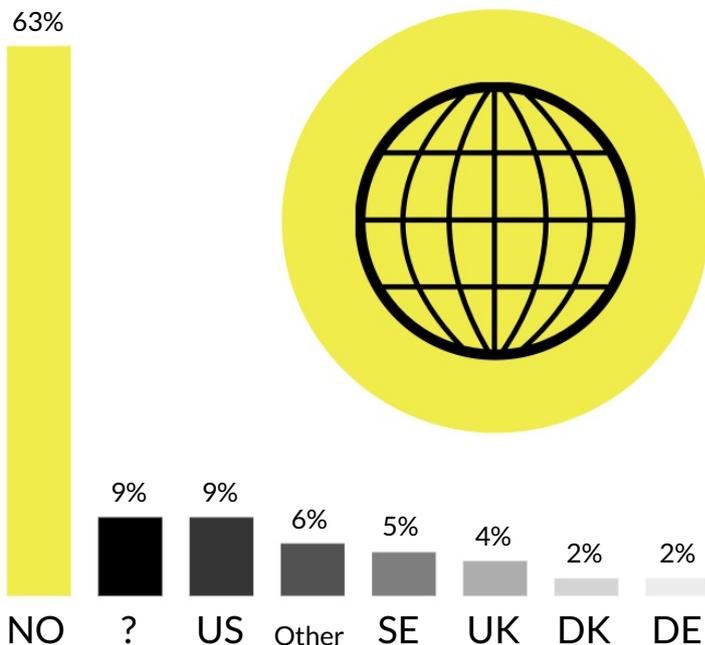


When looking at the geographical location of the online shops that the Swedes are doing their purchases in, we see that their own national websites are highly preferred. Almost eight out of ten are shopping online via Swedish websites.

However, a relatively large share of the Swedes also claim that they don't know where the online shops are located indicating that the websites' geographical locations are not always clear.

The ones shopping online via foreign websites primarily prefer American, British and German websites. But also Chinese websites are frequently used by the Swedes. Websites located in China represents more than half of the 'other' category.

Where online shop is located - Norwegian shoppers



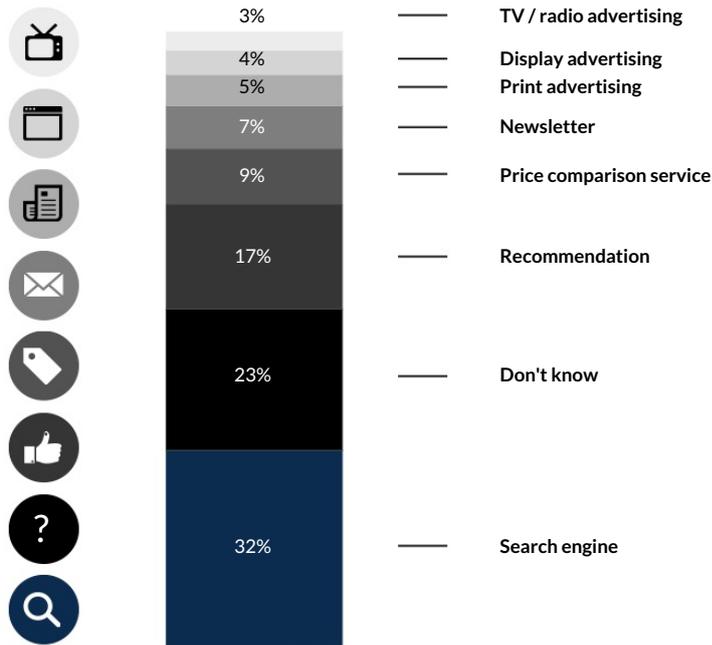
Like the Swedes, the Norwegians prefer to shop online via their own national websites. Almost two out of three are shopping online via Norwegian websites.

However, the Norwegians use foreign websites more often than the Swedes. Almost one in ten are shopping online via American websites, while Swedish and British websites are used by respectively 5% and 4%. Also, a fair amount of the Norwegians are shopping online via Chinese websites as China represents half of the 'other' category.

Finally, 9% claim that they don't know where the online shops are located showing that the Norwegians also find it hard to determine the geographical locations of the online shops.

Discovery of online shop

How the online shop was found by the Swedes



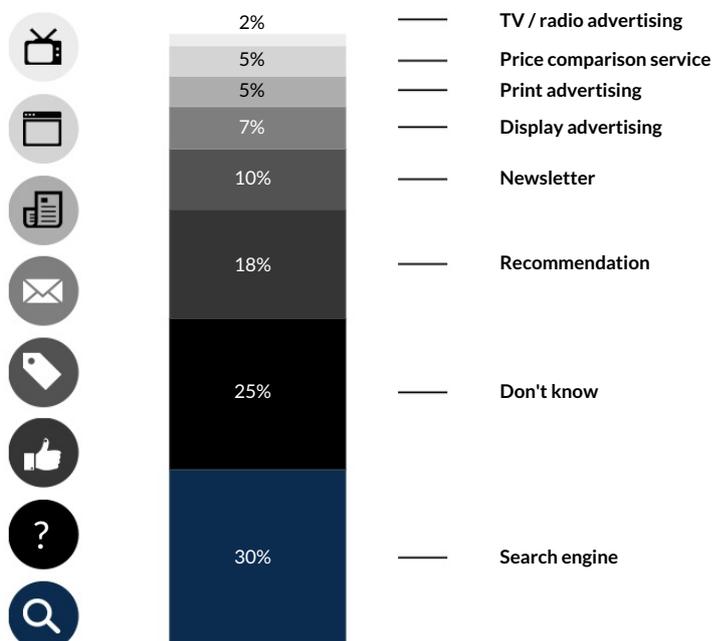
When looking at how the Swedes find the online shops, we see that the use of search engines is most common. Almost one in third find their way to the online shops via Google or other search engines.

Also, recommendations are a great reason for using a specific online shop showing that a positive reputation is important for e-commerce platforms.

In contrast, we see that advertisements rarely causes the Swedes to visit the online shops. Since 2011, print advertising has decreased from 8% to 5%.

It is also worth noting that 23% claim that they don't know how they find the online shops, indicating that consumers are influenced by many impressions.

How the online shop was found by the Norwegians



As it is the case with the Swedes, the Norwegians primarily find their way to the online shops via search engines.

Also recommendations often cause that the Norwegians visit online shops - like we see in Sweden.

Furthermore, newsletters play a relatively large role in getting the Norwegians to visit the online shops.

However, a quarter of the Norwegians don't know how they find their way to the online shops. This is a great increase since 2011, where just 14% didn't know indicating that it becomes more and more difficult for the Norwegians to determine exactly how they find the online shops.

AudienceProject

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About AudienceProject

AudienceProject has its roots in market research, technology and large scale data. It helps brands, agencies, publishers and e-commerce companies identify, target and validate audiences. The products range from audience planning, validation and targeting on socio-demographics as well as other variables.

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About the study

The e-commerce study is a part of a larger device study by AudienceProject with data collected through online surveys done during 2016. The respondents have been selected from our Nordic panel of 750.000 panelists and been weighted to achieve representativity on the more than 22.000 respondents who completed the survey.

Our e-commerce study has the aim of examining the online shopping habits among the Nordics.

The extended e-commerce findings related to Sweden and Norway are based on data collected through online surveys from 2011 to 2016. The respondents have been weighted to achieve representativity on the more than 50.000 respondents who completed the survey.

The findings has the aim of expanding the insights into the online shopping habits among the Swedes and Norwegians.

In some figures the respondents who answered 'don't know' have been removed from the calculated distribution to create a more clear picture between the other answers.

