

Nordics Ecommerce Region Report 2023

The RetailX Ecommerce Report series offers a retail-focused overview of the state of commerce in a range of countries, blending data from ecommerce and trade associations with national and government data, our own research and other sources.

€64,570

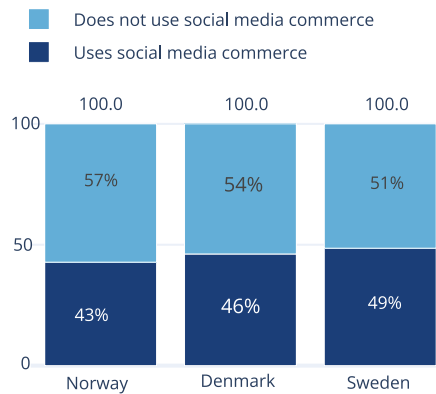
The Nordic region's GDP per capita

76%

of internet users in the region shop online

Around half of the consumers in Nordic countries have been exposed to social media commerce

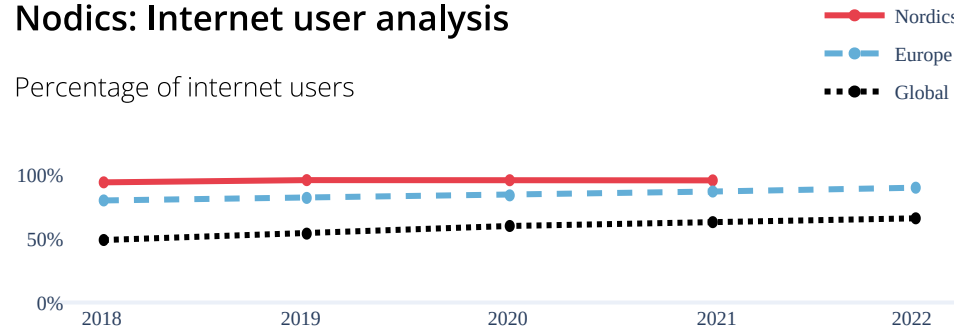
Social media commerce usage, Nordics, 2022



Source: RetailX Consumer Observatory © RetailX 2023 RXRND23RP-17-v2

Nordics: Internet user analysis

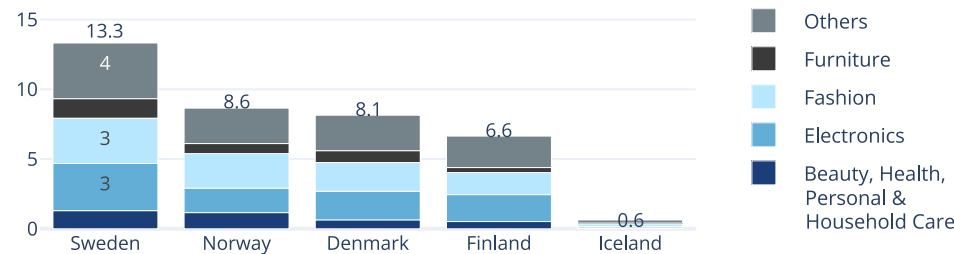
Percentage of internet users



Source: RetailX, drawing on data from the International Telecommunication Union (ITU) © RetailX 2023 RXRND23RP-NOR-SC-4-v2

Sweden is the biggest ecommerce market in the Nordics

Annual revenue for the ecommerce market (bn EUR), Nordics, by country, 2022



Source: Statista Digital Market Insights © RetailX 2023 RXRND23RP-3-v8

Despite a 17% drop in ecommerce revenue in Q4 2022, compared to 12 months earlier, the Nordic region offers a wealth of opportunities for retailers online. Internet usage and GDP across the region are above the European average. This report focuses on the region as a whole as well as looking more in depth at the five countries of Denmark, Finland, Iceland, Norway and Sweden. To understand more about the potential, download the full report: internetretailing.net/report-hub/the-nordics-ecommerce-region-report-2023/



36%

of Sweden's consumers have never returned an item bought online

Retailers in Finland account for 29% of the country's Largest 100, but 38% of the web traffic. In many countries, the opposite is true

46%

of Denmark's consumers have made a purchase on social media

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