



Christmas shopping in the Nordic countries 2016

E-commerce in the Nordics

postnord

Christmas shopping in the Nordics

Nordic consumers are planning to shop online for Christmas gifts for a total of SEK 19.9 billion this year

SUMMARY

The Christmas trade is in full swing. Up to November 21, Nordic consumers have already bought Christmas presents for a total value of SEK 9.8 billion. One in three Nordic consumers has already bought at least one gift to put at the foot of the Christmas tree.

Online Christmas shopping in the Nordics will this year again be a sales fest. Consumers are planning to buy Christmas presents for a total of SEK 19.9 billion.

To date this year, 16% of Nordic consumers have bought a Christmas present online. The total volume of this consumption is SEK 4.1 billion.

The Christmas gifts that most people have bought online so far this year are:

- Clothes and footwear 28%
- Books 21%
- Home electronics 18%

ABOUT THE SURVEY

This report is based on consumer surveys conducted during the period November 16-21, 2016, with a representative national selection of the population aged 18-79 in each Nordic country. The surveys were conducted with the assistance of the TNS SIFO online panel.

In all, 8,291 respondents took part – 2,000 in Sweden, 2,191 in Denmark, 1,999 in Norway and 2,101 in Finland.

Because this year's survey was conducted over an earlier period than in the previous year, comparability is limited.

Consumption is calculated using the average exchange rate for the respective country during the survey period, November 16-21.

Christmas shopping in the Nordics

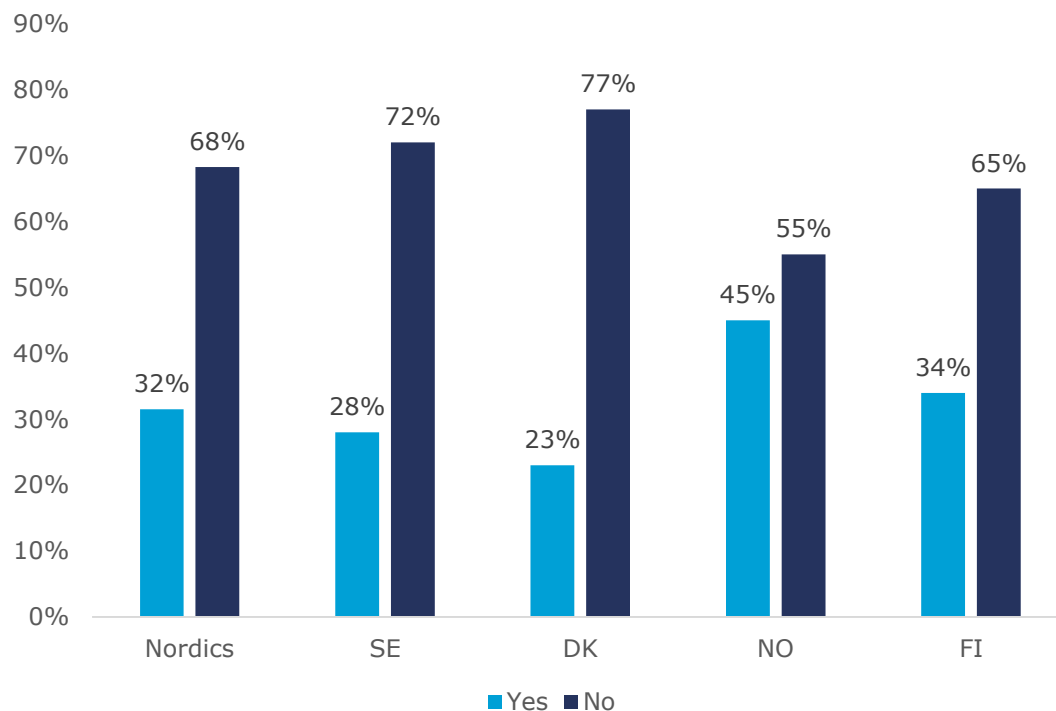
One in three Nordic consumers have already bought Christmas presents this year

NORWEGIANS THE MOST PROACTIVE

One in three people living in the Nordic region say that they have already started their Christmas shopping.

Within the Nordics, there are clear differences in the proportion of the population that has already bought at least one Christmas present for this year's present giving. Exactly like last year, Norwegians are the best at looking ahead. Nearly one in two Norwegians has already bought Christmas presents. Just as clearly, Danes have most presents left to sort out, as was the case last year.

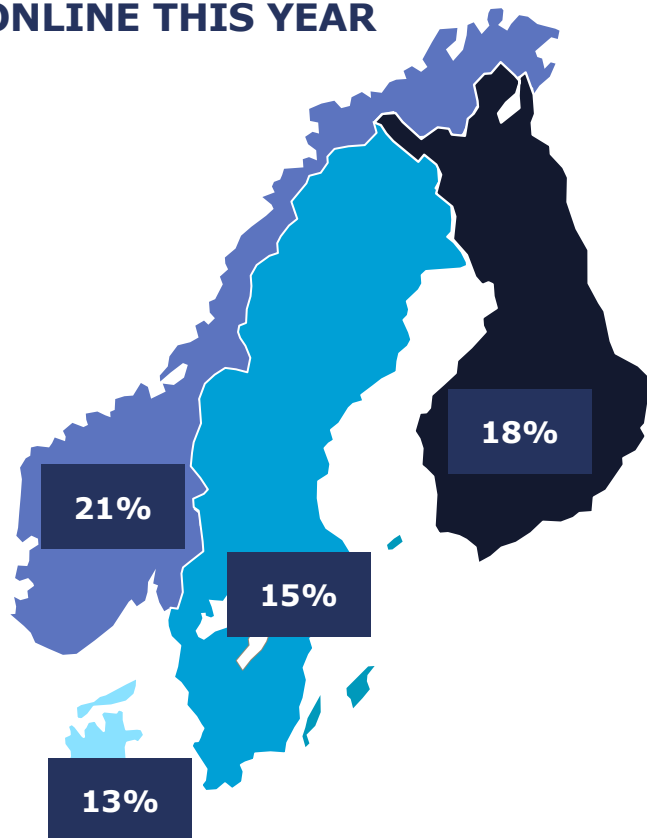
Have you bought any Christmas presents this year?



Christmas shopping in the Nordics

16 % have already bought Christmas presents online

CHRISTMAS PRESENTS BOUGHT ONLINE THIS YEAR

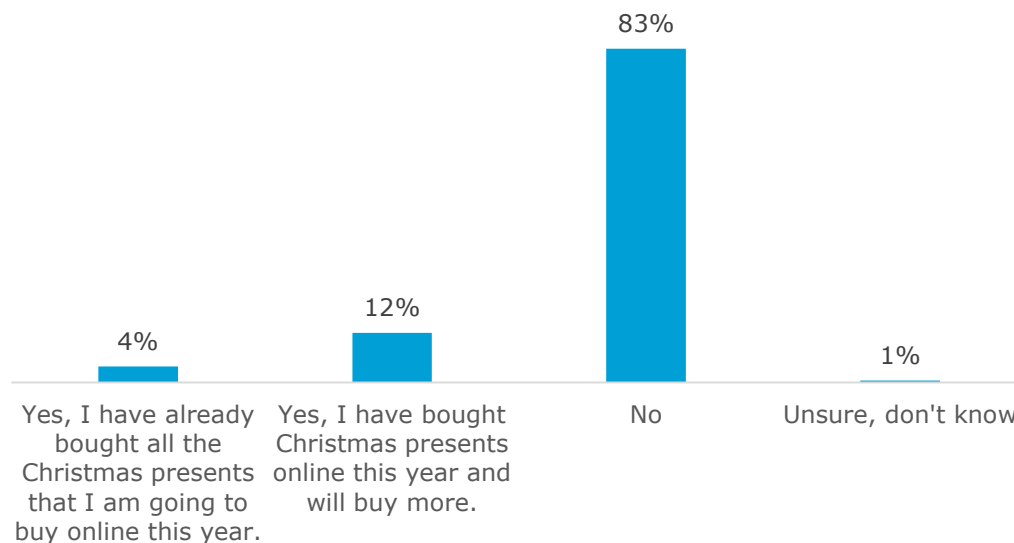


Base: All respondents

In all, 16% of Nordic consumers have already bought Christmas presents online this year.

The same pattern can be seen in online Christmas shopping as in the Christmas trade overall. Norwegians have been most active buying presents, while Danes have been the most laid back.

Have you bought any Christmas presents online this year? (Entire Nordic population)



Christmas shopping in the Nordics

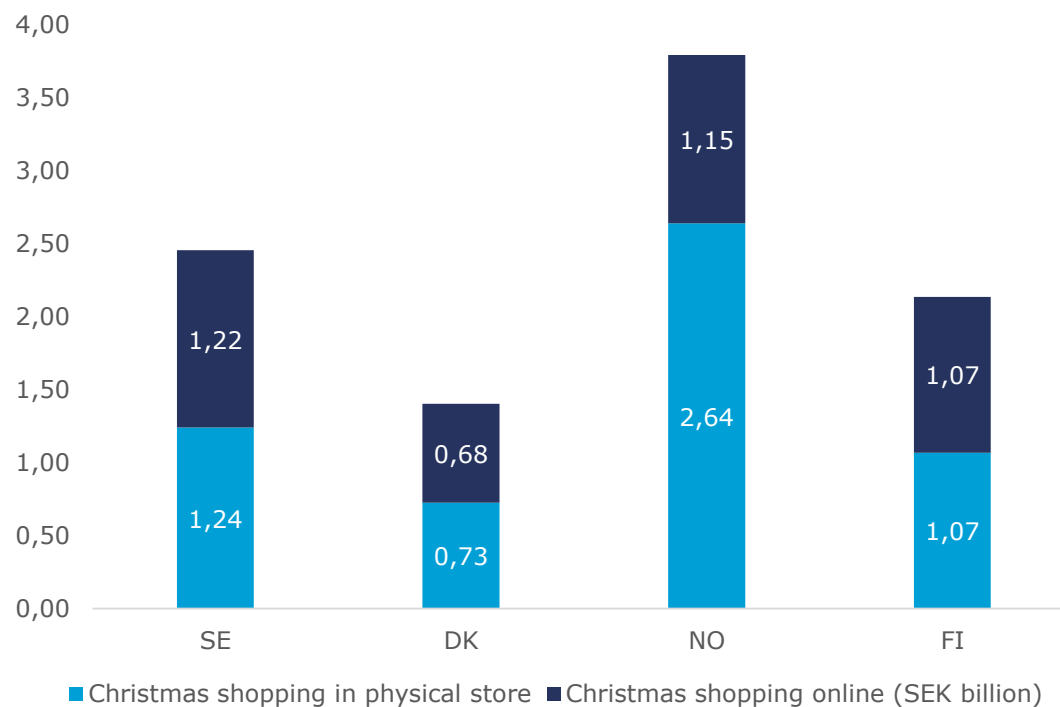
Christmas presents for SEK 9.8 million have been bought in the Nordics to date this year

NORWEGIANS HAVE SHOPPED MOST

Consumers in the Nordic countries have bought Christmas presents worth SEK 9.8 billion to date this year. The most money has been spent in Norway, followed by Sweden, Finland and Denmark, in that order.

Fashion goods, books, home electronics and toys usually top the list of what is most popular to wrap up in Christmas parcels. That is how it is this year too (see next page), although with one interesting exception. In Norway, cosmetic and hair care products have sailed into fourth place, a trend that may be regarded as making a perfect fit with the growing interest in health and beauty.

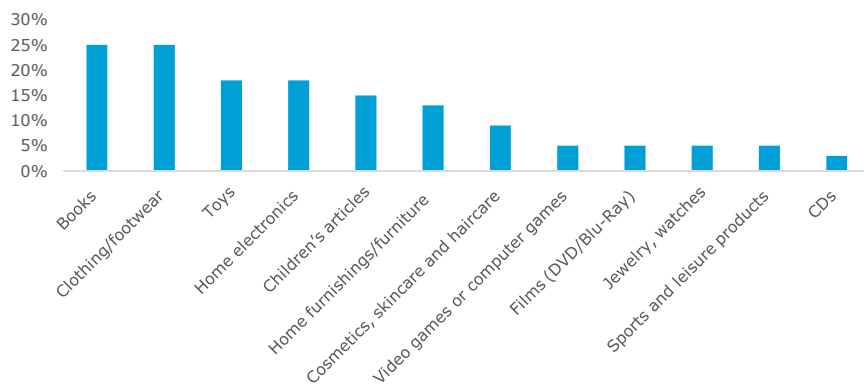
Christmas present buying to date (SEK billion)



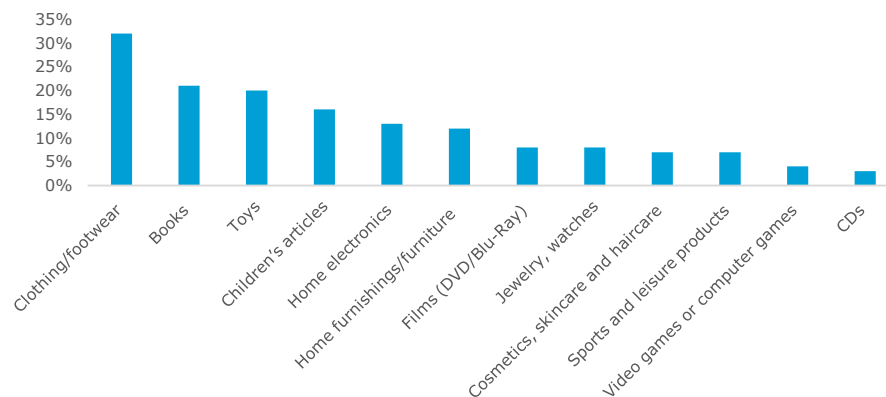
Christmas shopping in the Nordics

Most purchases made online are clothes, books and home electronics

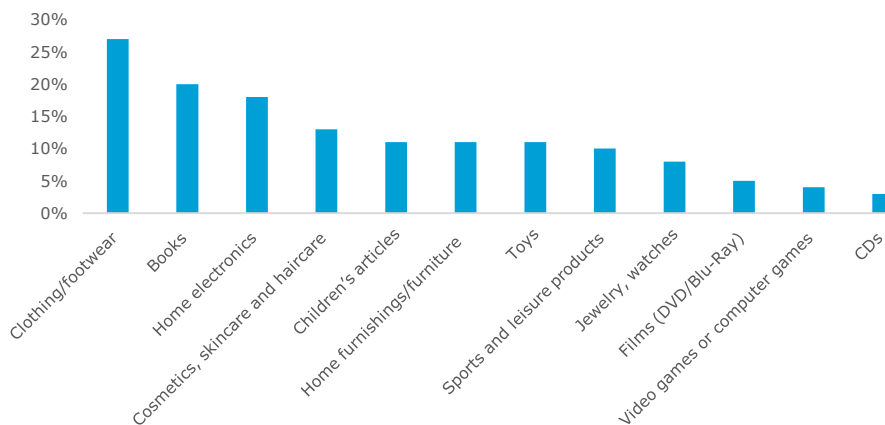
SWEDEN



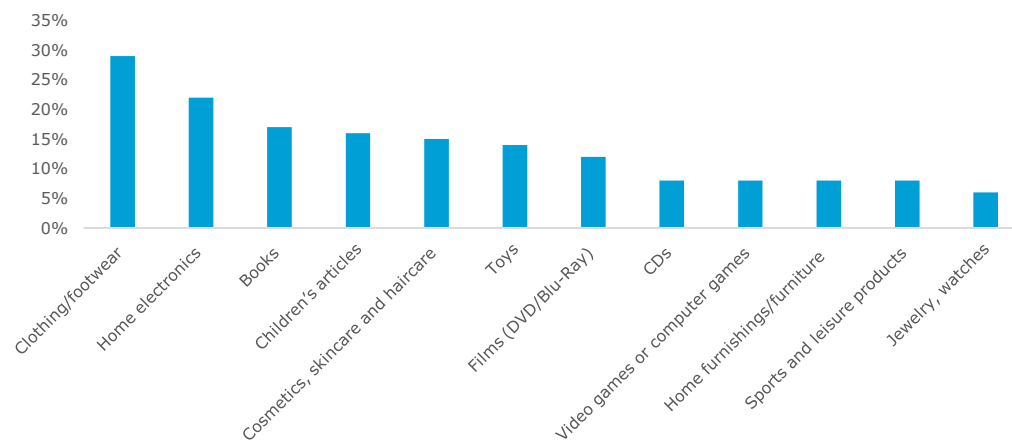
DENMARK



NORWAY



FINLAND



What kind of Christmas presents have you bought online this year? Base: Have bought Christmas presents online this year

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Nordic online Christmas shopping this year is forecast at SEK 19.9 billion

FORECAST 2016

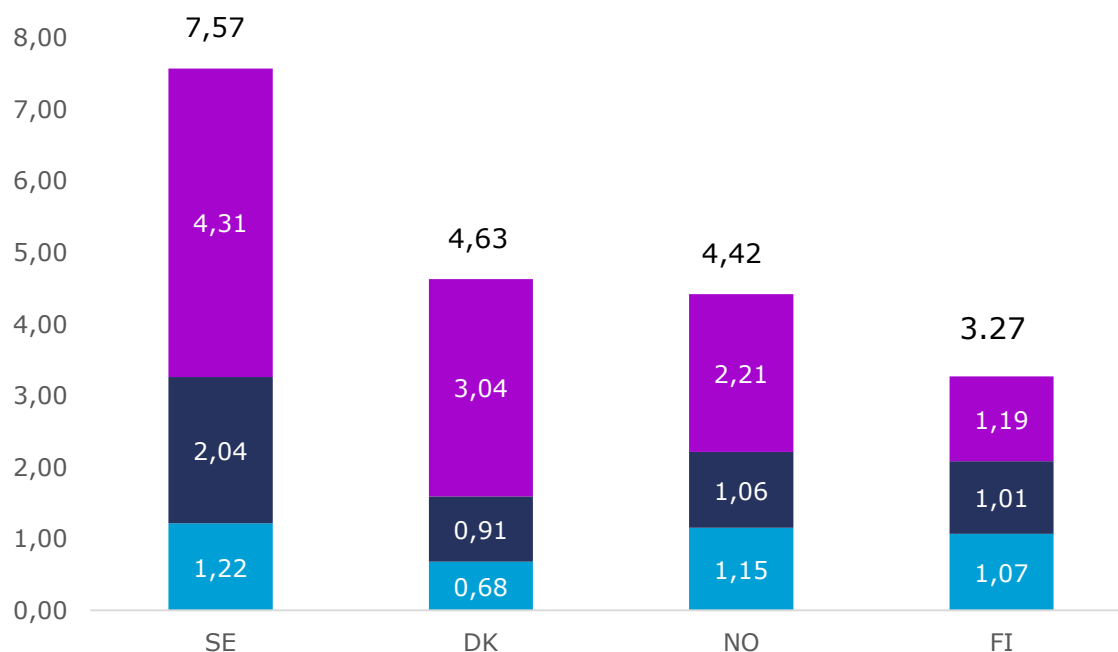
Consumers in the Nordics will be busy online in their Christmas shopping this year.

In total, consumers state in this survey that they will be spending SEK 19.9 billion on buying Christmas presents online. This total is made up of three components:

- SEK 4.1 billion – the amount that consumers have already spent buying Christmas presents online up to November 21.
- SEK 5.0 billion – the amount that consumers who have already bought Christmas presents online expect to spend on buying more Christmas presents.
- SEK 10.8 billion – the amount that consumers who have not yet bought Christmas presents online plan to spend on buying Christmas presents online.

Looking at the individual countries, it emerges that Swedish consumers will be spending most in the Nordics on Christmas shopping online, followed by consumers in Denmark, Norway and Finland.

Predicted online Christmas trade (SEK billion)



■ Total Christmas shopping up to November 21

■ The additional amount that those who have already bought Christmas presents online will spend on online Christmas shopping

■ The amount that those who have not yet bought Christmas presents online will spend on online Christmas shopping

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