



E-commerce

in the Nordics 2012



More and more Nordic consumers are buying products online more frequently

The Nordic region is a very interesting area for people looking to identify trends, forces and customer needs that drive the development of e-commerce. Over 25 million people live in the Nordics, and the region holds a leading position in digital development. Most Nordic residents also enjoy an active lifestyle and have the skills and resources to put this into practice.

The trend over the past few years is clear: more and more Nordic consumers are buying more and more products online. In 2011, Nordic consumers spent approximately €11 billion on products purchased online. In order to gain access to a wider selection and lower prices, more and more people are also choosing to buy products from other countries.

PostNord has been following this trend for many years, and we have devoted considerable efforts in recent years to becoming the leader in sending parcels to, from and within the Nordic region. We established a parcel service - MyPack - which allows business customers to send parcels within the entire Nordic region as easily as they do domestically. Today, we offer the best Nordic coverage, with more distribution points (4,400) than any other operator. We are also the only operator to deliver parcels on a daily basis throughout the Nordic region.

This is our fourth report on Nordic e-commerce. Perhaps the most significant finding we would like to highlight is the increased desire for short delivery times among e-commerce consumers. In all four countries surveyed, 50 percent of consumers expect their products to be delivered within three days.

I hope this report provides food for thought!

Henrik Højsgaard
Executive Vice President and Head of business area Logistics
PostNord Logistics



Contents

Approximately €11 billion spent on online purchases in Nordic region...	6
More and more Nordic consumers shop online each month.....	7
Home electronics, books and clothing top the lists.....	8
Online purchase is a sophisticated process.....	9
Specific selection and price attract foreign purchases.....	10
Four in ten shop from foreign sites.....	11
Mobile e-commerce gaining ground.....	12
 Swedes spend about €3 billion on online purchases.....	14
Three in ten buy products online from foreign sites.....	15
 Danes spend about €2 billion on online purchases.....	16
Widespread online purchases from foreign sites.....	17
 Norwegians spend about €3 billion on online purchases.....	18
Fifty percent purchase products online from foreign sites.....	19
 Finns spend about €2 billion on online purchases.....	20
One in three purchase products online from foreign sites.....	21
Appendix.....	22
About PostNord.....	23

About the study

For several years, PostNord has conducted studies of the Nordic e-commerce market and published reports on its findings entitled "E-commerce in the Nordics" (previously "Distance Selling in the Nordics"). This year's study is based on interviews with a statistically representative sample of 2,000 individuals in Sweden and 1,000 individuals each in Denmark, Norway and Finland between the ages of 18 and 79. The interviews were conducted during the period January 2-12 by TNS SIFO. This year's study measured only the purchase of products via the Internet, so we are not able to compare results with previous studies.

E-commerce is defined in this context as the purchase of physical products over the Internet. Consequently, the online purchase of services (e.g., travel, hotels) and downloads (e.g., music videos, movies, applications) are not included in this study.

This report is divided into two sections. The first section is a comparison of Nordic countries, focused on how the average Nordic consumer acts and on interesting differences between countries. The main results from each country are presented in the second section.

Summary

E-commerce in the Nordics – in two minutes

Nordic market approaching €11 billion

Nordic consumers purchased a total of €11 billion of products online in 2011. More than eight in ten Nordic consumers shopped online at least once last year, each spending an average of €683 during the year.

Simplicity decisive for consumers

The main incentives for Nordic consumers to shop online can all be linked to some form of "simplicity". Three in ten consumers shop online each month. The market is growing due to the fact that more Nordic consumers shop online more and more often and purchase more and more types of products online.

Three product categories, though base is growing

The categories books, home electronics and clothing/footwear continue to top the lists throughout the Nordic region. Tradition, price pressure and flexible distribution determine list-topper status. But selection is constantly being enlarged, as is consumers' feel for what can actually be purchased online.

Sweden is the hub for Nordic e-commerce

Most consumers prefer to shop from sites in their own country. Four in ten Nordic consumers made at least one purchase from a foreign site last year. Sweden is the only country in the region to attract e-commerce customers from other Nordic countries to any significant extent. Products that Nordic consumers can't find at home (or in Sweden) are mostly purchased from Great Britain, the US or Germany.

Fast delivery is a competitive advantage

One in two Nordic consumers expects delivery within three days when they make online purchases in their own country. But these expectations – and those of other customers – are often exceeded by the most ambitious companies, who know that they can make even faster deliveries.

Breakthrough for mobile phone orders

All Nordic consumers except Finns expect to double the amount of purchases they make from their mobile phones in 2012. Nearly one in ten Nordic consumers that shop online think that they will order products via their mobile devices during the year. Thanks to Smartphone technology, customers can shop whenever the need arises. But mobile technology also creates challenges: what technological platforms should e-commerce companies invest in?



Swedes shop from Swedish sites

E-commerce in Sweden is widespread, thanks to a proud mail order tradition and strong retail brands. Swedes purchased products online for a total of nearly €3 billion in 2011¹. The online selection is extensive, and Swedes feel that most things can be purchased from Swedish sites. They prefer to pay via invoice or their bank, and many large Swedish retailers increased their investments in online sales last year.

Danes are the most frequent e-commerce consumers

Half of all Danes in the 30-48 age bracket buy products online every month. Danes made online product purchases totaling €2 billion in 2011. Credit card payments are by far the most popular means of payment due to Dankort's strong position. Danes compare prices before making purchases more than any other Nordic consumers. And nowadays, just as many Danes make online purchases from China as do from Sweden.

Norway marked by its price level

Salaries and prices are higher in Norway than in other Nordic countries. Consequently, Norwegians spent the most on average and per capita on online purchases in 2011. Norwegian men are at the top – on average, they spent a total of €1,238 on online purchases during the year. Overall, Norwegian consumers spent €3 billion on online purchases in 2011, with men spending nearly twice as much as women. Half of all Norwegians made online purchases from foreign sites, probably because few really large e-commerce operators are established in the country and to avoid high domestic costs. Regardless of where they make their online purchases, Norwegians prefer to pay with credit cards.

Finland catching up

As in previous years, fewer Finns shop online than in other Nordic countries. Even so, Finns purchased a total of €2 billion of products online in 2011. One in four Finnish e-commerce consumers made at least one purchase from Sweden last year. Invoice and internet bank payment are the most popular payment methods among Finns. Three in ten Finns begin their e-commerce purchases by looking through some type of catalog.

¹ Amounts presented in this report refer to consumers' online purchases of products from domestic and foreign sites.

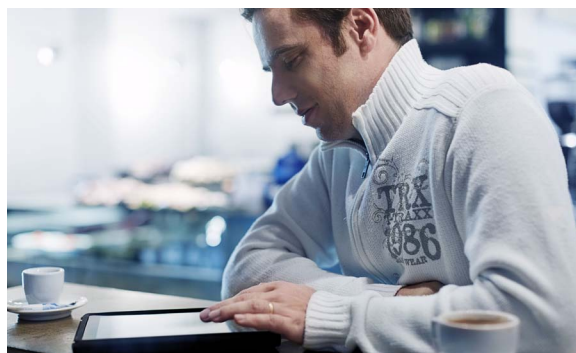
€11 billion spent on online purchases in the Nordic region

For several years, e-commerce in goods has expanded significantly in the Nordic region. In total, Nordic consumers spent approximately €11 billion on online purchases of products from domestic and foreign sites in 2011²

E-commerce – part of everyday life

Over eight in ten Nordic consumers purchased products online in 2011. Just as many expect to do so in 2012.

E-commerce has become a natural and increasingly important part of everyday life for most Nordic consumers. The main reason – cited by all respondents – for choosing to shop online as opposed to through traditional retail channels is linked to some form of “simplicity”.

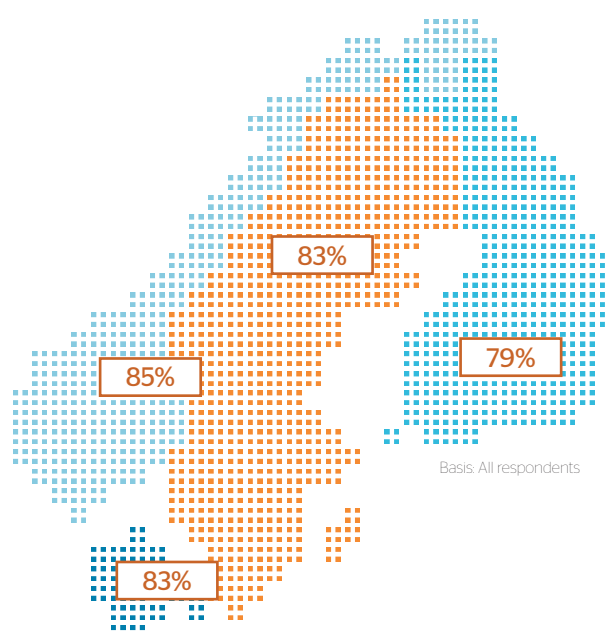


E-commerce in goods has expanded significantly in the Nordic region

€683 spent on e-commerce purchases

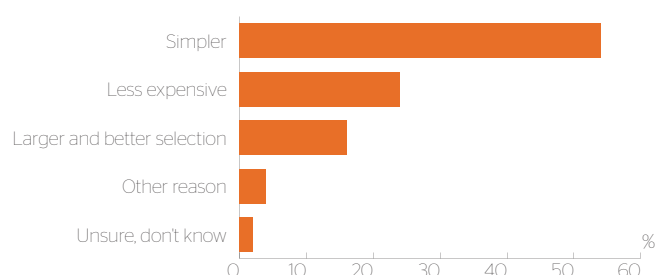
In 2011, Nordic consumers who purchase products online spent an average of €683 per person. Norwegians spent the most, an average of €898 per person. Finns spent the least, an average of €589 per person.

Percentage that made e-commerce purchases during the year



Basis: All respondents

The greatest advantages of e-commerce



Nordic average
(In the diagram, the three related response alternatives “saves time”, “more convenient” and “can shop when it suits me” have been consolidated under “simpler”)
Basis: Have made online purchases from foreign sites

² Amounts presented in this report refer to consumers’ online purchases of products from domestic and foreign sites.



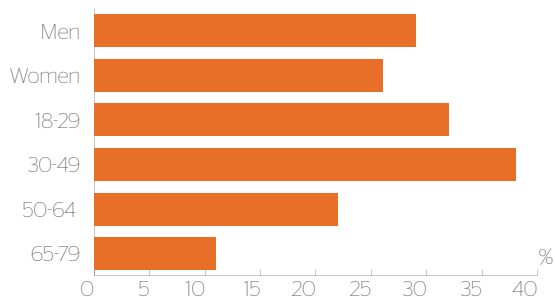
More and more Nordic consumers shop online each month

15.5 million Nordic consumers shopped online in 2011

E-commerce is most widely used by 30-49 year-olds. Among Danes, this age group makes nearly 50 percent of all e-commerce purchases each month. The corresponding figure in Finland is just under three in ten. In total, 5.2 million Nordic consumers buy products online each month. In 2011, a total of 15.5 million Nordic consumers between the ages of 18 and 79 bought products online at least once.

5.2 million Nordic consumers buy products online every month

Percentage that make online purchases every month



Nordic average
Base: All respondents

Home electronics, books and clothing top the lists

The top three products purchased most often by Nordic consumers online, regardless of country, are books, home electronics and clothing/footwear

Books - ideal for e-commerce

Placement on the list varies between countries. Books top the list in Sweden, representing 49 percent of e-commerce purchases. In the three other Nordic countries, the top spot is held by home electronics (including laptop computers and computer accessories). Half of all Norwegians and Danes who shop online have purchased home electronics, while the corresponding figure among Finns is four in ten.

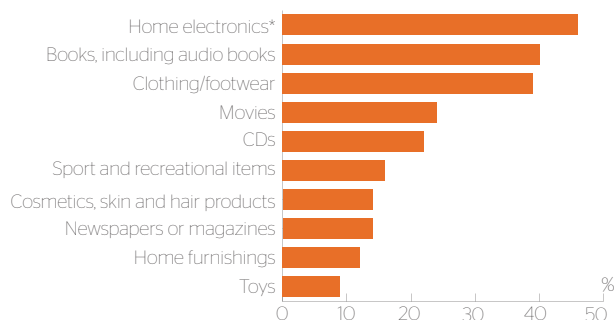
The top product categories have topped the lists since e-commerce began. Clothing/footwear, for instance, has its origins in traditional mail order retail. This provided a customer base that was accustomed to shopping from home as well as companies with well-developed logistics systems and the capacity to manage flows of goods and customer service.

A focus on price

Home electronics is an industry in which competition is fierce and price is extremely important, since the same or similar products are sold by multiple retailers. Comparison sites provide clear, instantaneous pricing information for customers. This results in strong price pressure, since consumers have the advantage of being able to view the entire market.

Books are ideal for e-commerce - generally speaking, the format allows mail carriers to deliver them directly to the customer's home. Many bookstores were also active early on as e-commerce developed, offering attractive sites along with smart inventory and distribution solutions.

Top 10 e-commerce products

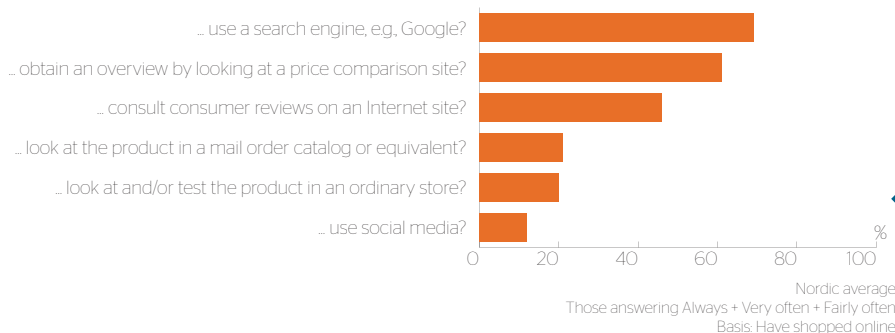


Nordic average
*includes computers and accessories
Basis: Have shopped online



Online purchase is a sophisticated process

When you are going to purchase a product online, how often do you first ... ?



An online purchase is a sophisticated process and normally consists of several stages for most Nordic consumers. It is most common to first use search engines such as Google - this is done by seven in ten Nordic e-commerce consumers prior to making an online purchase

Who has the best offer?

Comparison sites are used almost as often as search engines. Six in ten Nordic consumers planning an online purchase use comparison sites. Danes do so most often, while Finns do so least often. One possible explanation for this is that, since they shop more often, Danish e-commerce consumers are more experienced and have developed routines for making online purchases. Another factor is that Danes cite price as the main incentive for making online purchases to a greater extent than Finns do.

Catalogs a valued source

Two in ten Nordic consumers consult catalogs prior to making an online purchase. This is especially prevalent in Finland, where three in ten e-commerce consumers look at catalogs before shopping online.

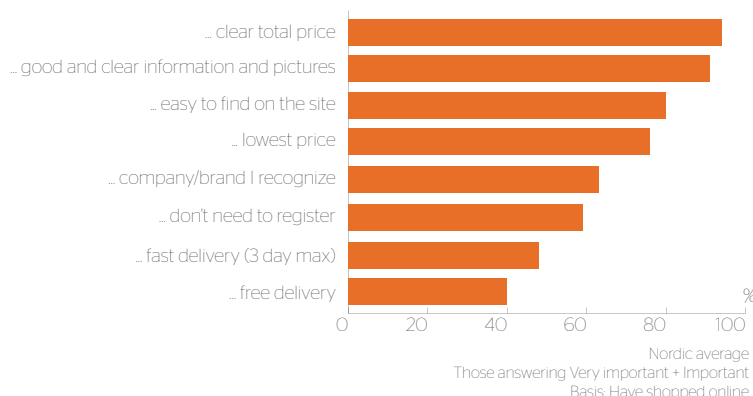
Clear total price is a hygiene factor

A distinct pattern emerges when Nordic consumers evaluate a number of factors and the significance of these factors in choosing to make an online purchase from a particular site. A clear total price, clarification of facts and informative pictures are regarded as hygiene factors.

Choice a winning factor

Respondents are divided on the issue of registration (requiring customers to create a profile with password, etc. in order to shop) on e-commerce sites. Six in ten consumers surveyed state that it is important to have the option of avoiding this step. Shrewd e-commerce companies surely do best to let customers choose whether they want to create a profile or not - particularly considering that "hassle" easily leads consumers to break off their online purchases.

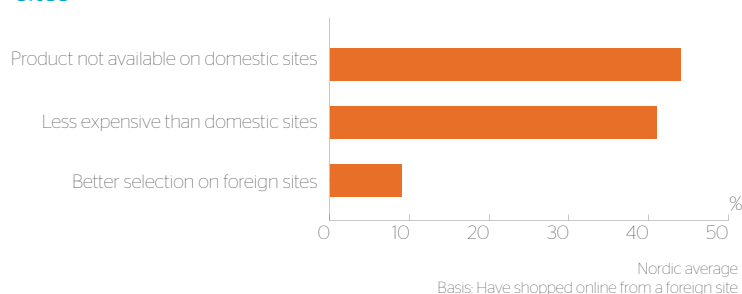
How important are the following factors in terms of your wanting to buy products from a site?



Fast deliveries (within three days) are important for half of all Nordic e-commerce consumers. There is a clear opportunity here for goal-oriented e-commerce companies to actually exceed customer expectations

Specific selection and price attract foreign purchases

Main reasons for making online purchases from foreign sites



The main reason for purchasing a product from a foreign site is that the product is not available on domestic sites. This is especially prevalent among Swedes who shop from foreign sites - half of this group gives this as a reason

Foreign purchases for specific reasons

Only nine percent of consumers cite "better selection" as a reason for making purchases from foreign sites. One explanation for this may be that Nordic consumers look to foreign sites to purchase specific branded merchandise, rather than to find a broader selection in general.

The second most common reason for purchasing products from foreign sites is lower price, cited by four in ten Nordic consumers who make purchases from foreign sites. Price is most important for Danish e-commerce consumers - nearly half (48 percent) specify this reason.

Domestic sites often meet consumer needs

In Denmark, four in ten respondents state that they do not need to turn to foreign sites, since their needs are met by domestic sites. One in ten Nordic consumers highlights the risk of being cheated as a reason to refrain from making foreign purchases.

Foreign purchases - opportunity vs. risk

The fact that one in ten consumers feels insecure about making purchases from foreign sites can be viewed from different perspectives. Most consumers obviously feel confident about e-commerce, including foreign sites. On the other hand, the fear of being cheated is still a restraining factor for some consumers.

Main reasons for not purchasing products from foreign sites



The most common reason among Nordic consumers for not shopping from foreign e-commerce companies is that they can find what they're looking for on domestic sites. Nearly three in ten cite this reason

Four in ten shop from foreign sites

Foreign purchases are an important part of Nordic consumers' e-commerce activity. Four in ten purchased products online from another country during the past year.

Norwegians shop for less abroad

Foreign e-commerce purchases are most prevalent among Norwegians. Over half of Norwegian consumers who shop online purchased products from foreign sites during the past year. One possible explanation for this is the high level of costs in Norway, combined with the fact that few really large e-commerce operators are established in the Norwegian market.

Sweden has the lowest proportion of consumers who shopped from foreign sites - three in ten. This is most likely attributable to the fact that the Swedish e-commerce market was taken in hand by large mail order and retail operators at an early stage - these operators have successfully developed solutions on the domestic market to meet consumer needs.

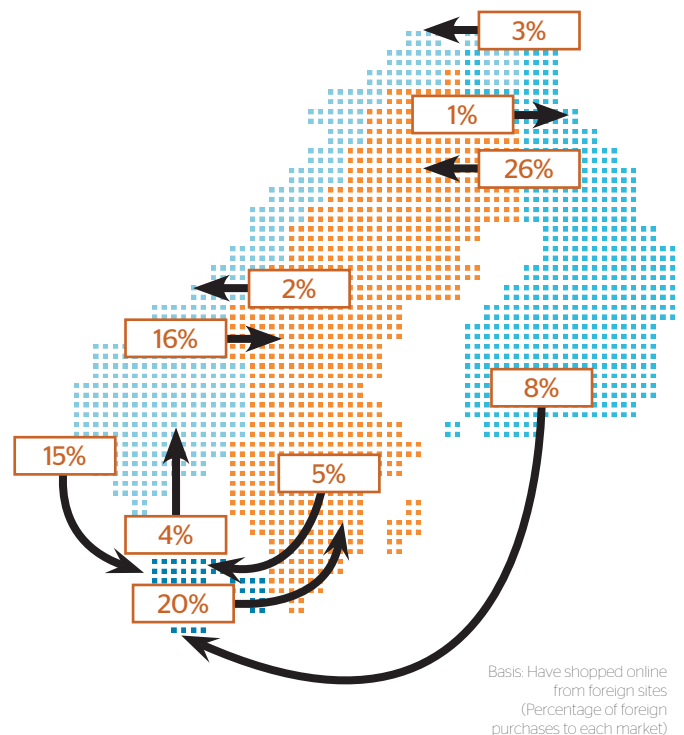
It is worth noting that more and more Nordic consumers are making online purchases directly from China. Over one in ten (13%) purchased products from China last year

Sweden is the hub for Nordic e-commerce

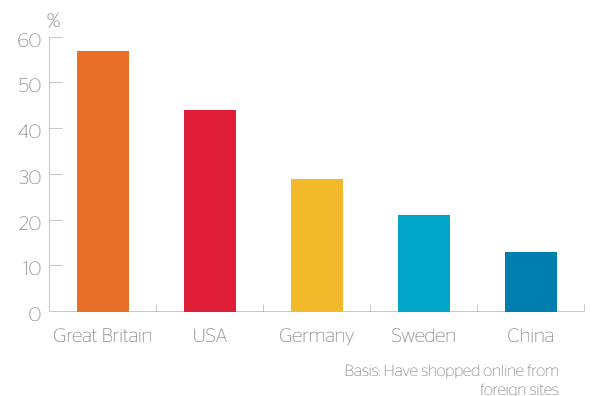
Looking specifically at intra-Nordic trade, a clear picture emerges of Sweden as the hub for Nordic e-commerce. A contributing factor may be the increased online presence of Swedish clothing and home furnishing operators in recent years.

Foreign online purchases are most often made from Great Britain (57%), the US (44%) and Germany (29%)

E-commerce flows within the Nordic region



Nordic consumers' favorite markets for foreign purchases



Books also top the list of purchases from foreign sites

As with domestic purchases, the products purchased most often by Nordic consumers from foreign sites are books, home electronics and clothing/footwear. The growing number of consumers who are opting to read books in English instead of waiting for the translation to be published may be a contributing factor to the continued strong position of books.

Mobile e-commerce gaining ground

E-commerce via mobile phones - m-commerce - has been a hot industry topic for several years. As more and more people get Smartphones, conditions for m-commerce have become increasingly favorable. New mobile phone payment solutions will further stimulate development.

Services may be bought via mobile phone - products are purchased via computer

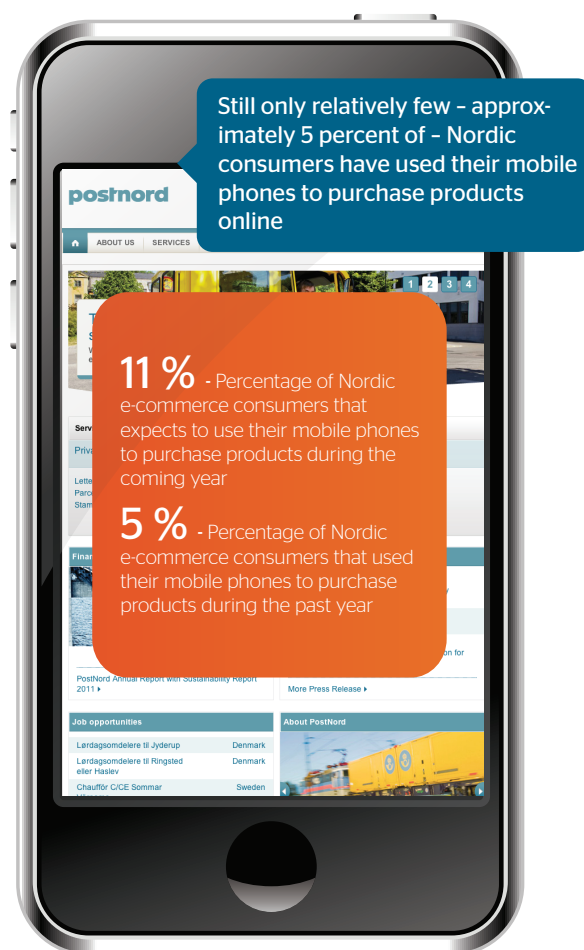
To date, mobile phones have mainly been used to buy services and downloads. For example, the Danish Association for Distance and Internet Commerce (FDIH) published a report³ showing that 13 percent of consumers made purchases (including purchases of services) via their mobile phones. Purchases made via mobile phone are growing rapidly, especially in the US, although their volume share of total e-commerce (including services and travel) is not expected to exceed 4 percent in 2013.

People in the 18-49 age group are early adopters and are at the forefront of m-commerce. Of this group, 14 percent anticipate using their mobile phones to purchase products online during the coming year.

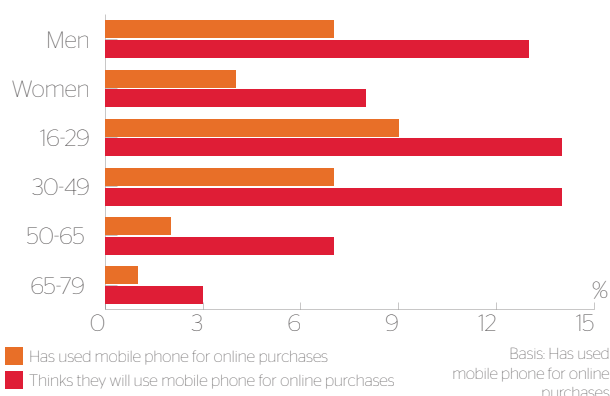


People in the 18-49 age group are at the forefront of m-commerce

One in ten Nordic consumers who shop online expect to use their mobile phones to purchase products online during the coming year. This would represent a 100% increase in just one year



Have you ever used, or do you think that you will use, your mobile phone to make online purchases?



³ Danish E-commerce Analysis, Consumer Statistics, Association for Distance and Internet Commerce (FDIH) 2011 Annual Report

Nordic region, country by country



Swedes spend €3 billion on online purchases

More than eight in ten Swedes shopped online in 2011. Online shopping is most prevalent among 18-29 year-olds, with 95 percent purchasing products over the Internet.

Nearly three in ten Swedes shop online every month. This is most prevalent among the 30-49 age group, where thirty-six percent (36%) shop online each month.

E-commerce continues its expansion

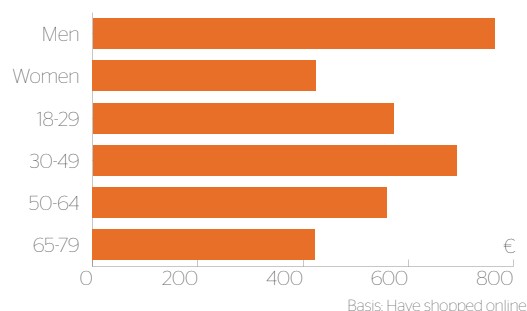
Swedes who shop online spent an average of €597 on products purchased over the Internet in 2011. In total, Swedish consumers spent €3 billion on products purchased online from domestic⁴ and foreign sites last year. Men purchased the most, spending an average of €764 in 2011 according to their own estimates.

Among men, the preferred products for online purchases are home electronics – six in ten men bought something from this category. Women prefer to buy books online. Nearly six in ten women purchased books over the Internet

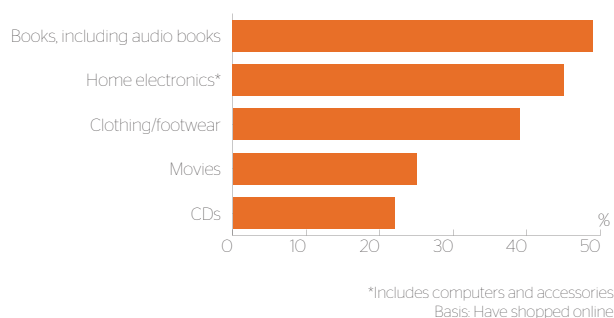
Search, compare – and fast delivery

Swedes make e-commerce purchases in several steps. They most often use search engines and comparison sites – seven in ten do so. Two in ten also use different types of catalogs prior to purchase. Half always expect delivery within three days. Since many retailers can in fact deliver even faster than this, there is potential for goal-oriented e-retailers to exceed customer expectations.

Swedes' average purchases, €, total



Top five products to purchase online in Sweden



The products purchased most frequently online are books (49%), home electronics (45%) and clothing/footwear (39%)

⁴ According to the E-barometer published by Posten, the Swedish Retail Institute (HUI) and Swedish Distance Sellers, Swedish e-commerce companies had an aggregate turnover of €3 billion last year.

Three in ten buy products online from foreign sites

Among Nordic consumers, Swedes shop from domestic sites to the greatest extent. Only three in ten shop from foreign sites, with 18-29 year-olds doing so most often (four in ten)

Expect robust growth for mobile e-commerce

Five percent of Swedish e-commerce consumers state that they used their mobile phones to purchase products online in 2011. Twice as many believe they will use their mobile phones to shop online this year. E-commerce companies are arming themselves to meet this change. In a study⁵ conducted over one year ago, 45 percent of Swedish e-commerce company respondents stated that they had made some type of adjustment to their website to make it more functional for web surfing.

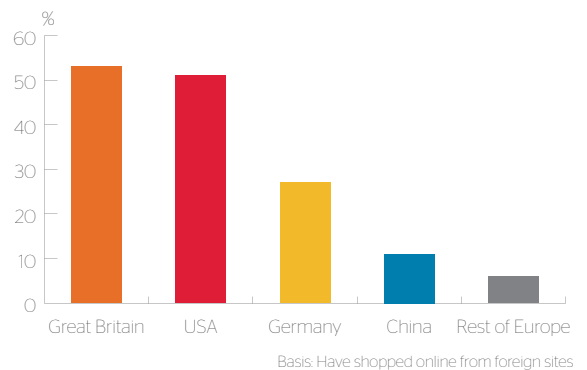
Invoice preferred method for paying for products

Swedish e-commerce consumers prefer to pay for their purchases after delivery via invoice. Four in ten prefer this method. The second most popular payment method is direct payment via personal bank, an alternative preferred by over one in four. Credit and debit cards are in third place, a payment method preferred by nearly as many as prefer the personal bank solution.



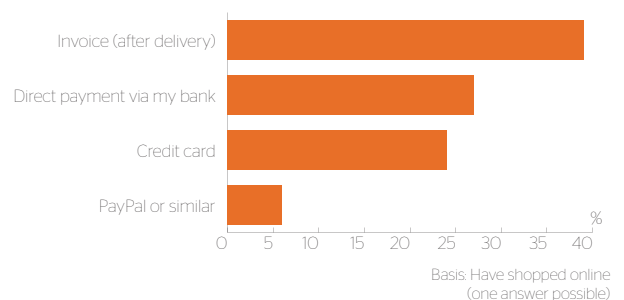
Swedish e-commerce consumers prefer to pay via invoice

Swedes' favorite markets for foreign purchases



Swedes make foreign purchases mostly from Great Britain (53%), the US (51%) and Germany (27%). Purchases from companies based in neighboring Nordic countries are extremely limited

Preferred e-commerce payment methods



⁵ Q4 2010 E-barometer, published by Posten, the Swedish Retail Institute (HUI) and Swedish Distance Sellers.

Danes spend €2 billion on online purchases

Danes are the most frequent e-commerce consumers

On average, Danes who shop online purchased products for a total of €700, representing purchases from domestic and foreign sites totaling approximately €2 billion. The greatest amount – an average of €863 – was spent by the 30-49 age group during the year.

Over eight in ten Danes purchased products online in 2011. Nearly nine in ten expect to shop online in 2012

Danish men have a weakness for home electronics

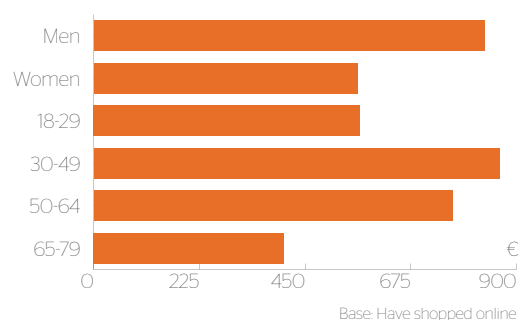
Men are clearly overrepresented among Danish home electronics purchasers. Nearly six in ten Danish men purchased something online from this product category. The most popular products among Danish women are clothing/footwear, purchased by 54 percent online.

Home electronics were the products purchased most frequently online (48%), followed by clothing/footwear (41%) and books (34%)

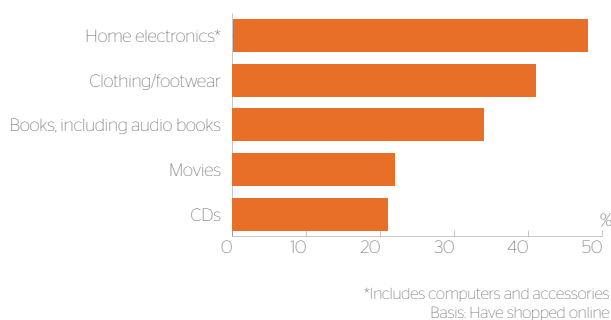
Experienced Danes search and compare

Search engines are Danes' favorite tool when preparing for an online purchase. Eight in ten use them, while two in three use comparison sites. Two in three Danes expect a product ordered from a domestic site to be delivered within three days. One probable explanation for this is that Danes are accustomed to having products they order delivered to them at home.

Danes' average purchases, €, total



Top five products to purchase online in Denmark



More than three in ten Danes purchase products online each month. This practice is most widespread among the 30-49 age group, where nearly half (48 percent) purchase products online each month

Widespread online purchases from foreign sites

Over four in ten Danes who shop online bought products from foreign sites in 2011

Danes shop online from East to West

Great Britain is by far the Danish favorite in terms of making foreign online purchases. Of Danes who shop online from foreign sites, nearly two in three have purchased products from Great Britain. Germany is in second place (35%), ahead of the US (27%).

Mobile e-commerce making inroads in Denmark

Seven percent of Danes used their mobile devices to buy products online last year. There is much to suggest, however, that this figure will increase dramatically in 2012. Fifteen percent of Danes who shop online expect to use their mobile devices to purchase products this year. It is interesting to compare this with the results reported by the 2011 Danish E-commerce Analysis,⁶ indicating a 100% increase in mobile commerce.

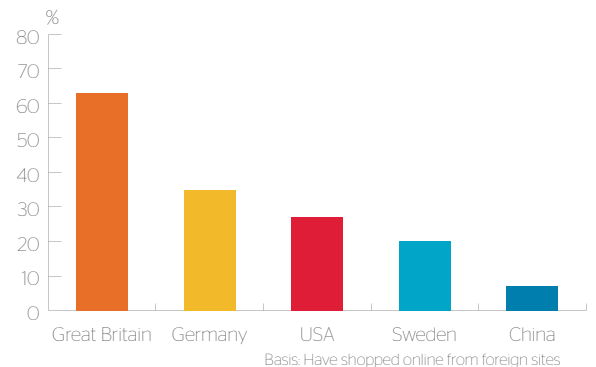
Dankort holds singular pride of place

Danes' preference for paying with credit card is attributable to the extremely strong position held by the domestic Dankort. This is followed by direct payment via personal bank, preferred by one in ten. PayPal, paying by invoice after delivery and other similar payment methods are preferred by only a few Danes.



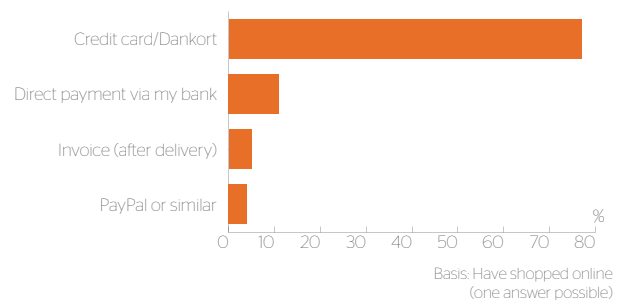
Fifty-one percent of Danish e-commerce consumers purchased home electronics in 2011

Danes' favorite markets for foreign purchases



When Danish e-commerce consumers are asked to name their preferred payment methods, the answer is clear: nearly eight in ten prefer credit cards

Preferred e-commerce payment methods



⁶ Danish E-commerce Analysis, Consumer Statistics, Association for Distance and Internet Commerce (FDIH) 2011 Annual Report

Norwegians spend €3 billion on online purchases

Norwegians spend the most

Among Norwegians who shop online, total average per capita purchases made during the year corresponded to €929 in 2011. Norwegians spent a total of €3 billion on products purchased online last year. Norwegian men bought the most products online – an average of €1,238 – more than twice as much as Norwegian women (€602).

Home electronics a favorite among Norwegian men

Norwegians also buy home electronics most often – 51 percent purchased this type of product on line. Second place was shared by books and clothing/footwear, each at 30 percent. Norwegian men are clearly overrepresented among online purchasers of home electronics (62%). The corresponding figure among Norwegian women is 30 percent. The favorite item for women to purchase online is clothing/footwear, purchased by 51 percent.

Search and compare, online and in catalogs

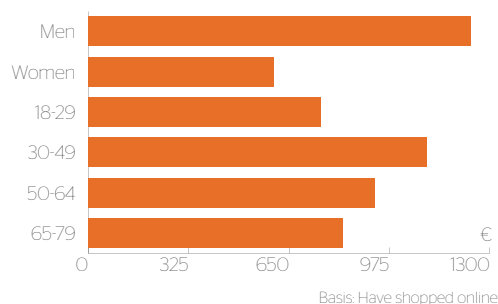
Nearly two in three Norwegians who shop online use search engines prior to purchase. Nearly as many use comparison sites. Two in five read some sort of catalog before making a purchase.

Fast deliveries a winner

Four in ten expect to receive a product they have ordered from a domestic site within three days. Motivated e-commerce companies with efficient logistics routines have an opportunity here to exceed customer expectations, since many customers will be pleasantly surprised if their products are delivered more quickly than they expected.

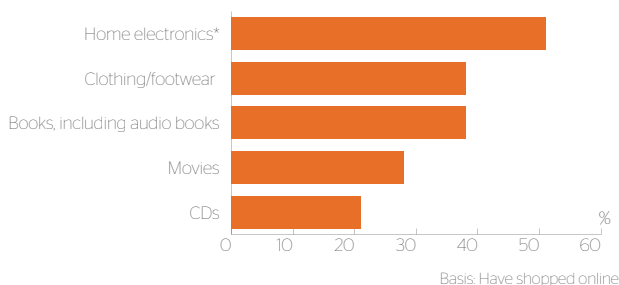
Most Norwegians, 85 percent, purchased products online last year. The same amount expect to do so in 2012

Norwegians' average purchases, €, total



Three in ten Norwegians purchase products online each month. This is most prevalent among members of the 30-49 age group, where four in ten make purchases from e-commerce sites each month

Top five products to purchase online in Norway



Fifty percent purchase products online from foreign sites

More purchase from China than from Sweden

Great Britain is the primary foreign market – 60 percent of Norwegians who shop online from foreign sites have purchased something from Great Britain. The US is in second place, with just over fifty percent shopping online from the states. An interesting note is that China is the third most popular market for Norwegian e-commerce consumers, attracting two in ten. Swedish sites hold the leading Nordic position among Norwegians who make online purchases from foreign sites – 16 percent have made purchases from Sweden.

Strong growth in mobile e-commerce on the way

E-commerce via mobile phones is still relatively limited among Norwegian consumers. Six percent used their mobile device to purchase products online in 2011.

But signs point to a surge in mobile phone e-commerce in Norway as well. Ten percent of e-commerce consumers state that they will buy products with their mobile phones in 2012.

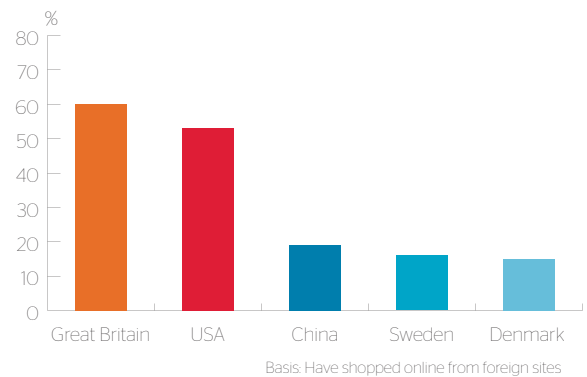
Credit cards are most popular

Credit cards are the most attractive alternative for Norwegians in terms of purchasing products online. Six in ten prefer credit card payments. Paying via invoice after delivery – preferred by two in ten – is the second most popular alternative. Just over one in ten prefer PayPal or similar payment methods, while direct bank payment holds fourth place (10%).



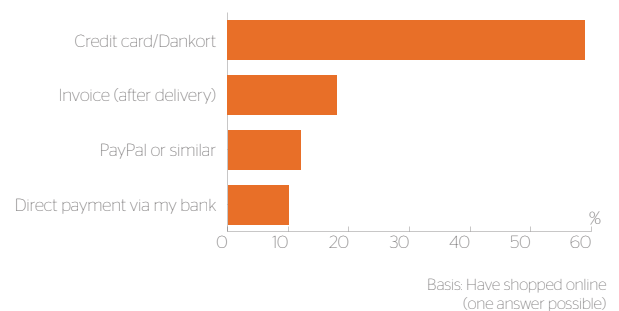
Partner outlet network with high quality service promotes e-commerce

Norwegians' favorite markets for foreign purchases



Online purchases from foreign sites are extremely widespread among Norwegian e-commerce consumers. Over half state that they made online purchases from foreign sites in 2011

Preferred e-commerce payment methods



Finns spend €2 billion on online purchases

Catching up, but not there yet

Finnish e-commerce is catching up with other Nordic countries in terms of frequency and volume. Two in ten Finns buy products online each month, most frequently members of the 30-49 age group, where three in ten make online purchases each month.

On average, Finns made online purchases totaling €598 in 2011. This represents an online purchase of products totaling €2 billion. Men spent the most money on average – a total of €757 during the year – as compared to Finnish women, who spent an average on €451 on online purchases.

Home electronics and clothing top the list

The two most popular types of products among Finns for online purchases are home electronics and clothing/footwear. Four in ten consumers who shop online have purchased these products. Books are in third place, purchased by one in three.

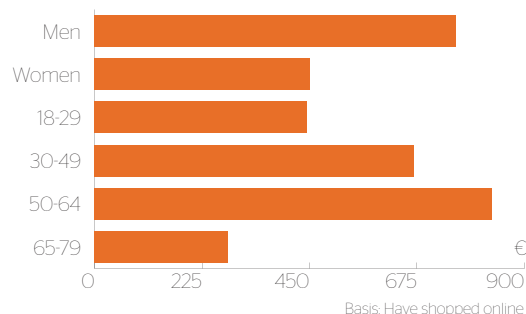
Men are also predominant in Finland in terms of home electronics purchases. Nearly one in two men purchased a product from this category online. Women, on the other hand, buy mostly clothing/footwear online – over fifty percent made online purchases from this product category.

Three in ten use catalogs in Finland

Search engines and comparison sites are the highest ranking tools among Finns. Three in ten use mail order catalogs or the equivalent prior to making a purchase online.

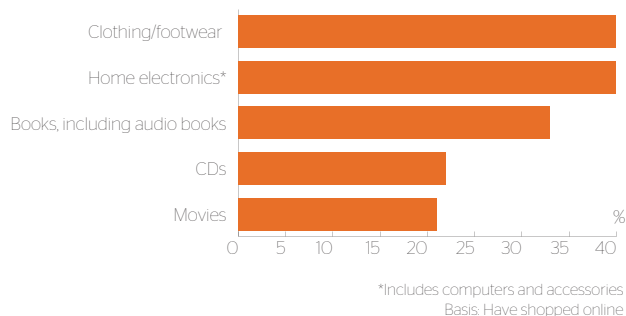
Four in ten Finns expect to receive products ordered from domestic sites within three days. Efficient logistics systems have gradually heightened expectations for short delivery times, and Finnish consumers are no exception.

Finns' average purchases, €, total



Nowadays, buying products online is a natural part of everyday life for most Finns. Eight in ten consumers purchased products online in 2011, and over seven in ten expect to do so in 2012

Top five products to purchase online in Finland



One in three purchase products online from foreign sites

The second most popular foreign market among consumers who purchase products online from foreign sites is the USA, with four in ten foreign online purchases. Nearly as many have made online purchases from German sites

Sweden is an important market for many Finns who shop online, perhaps because many are comfortable with the Swedish language. One in four Finns who shop online have purchased products from a Swedish site.

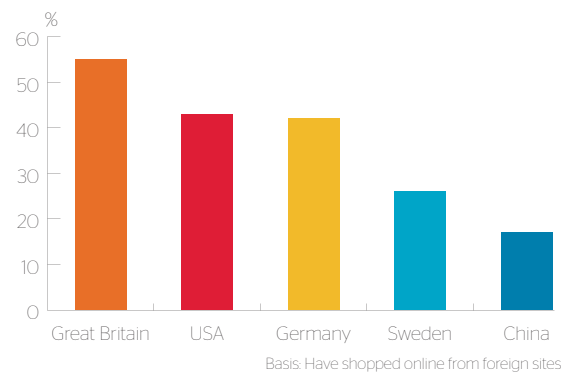
Mobile e-commerce - poised for a breakthrough

Among Finns who shop online, 4 percent used their mobile phones to do so in 2011. A significant increase is anticipated during 2012 - 6 percent respond that they expect to shop online with their mobile phones during the year. Finland is thus a bit above the Nordic average in terms of a real m-commerce breakthrough.

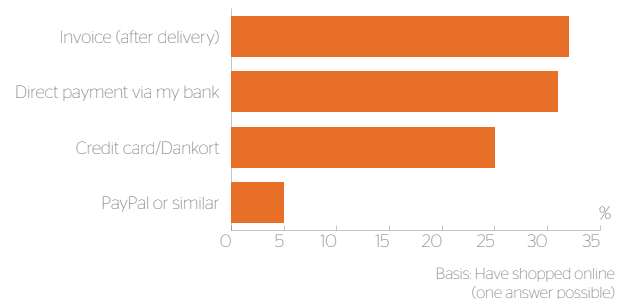
Invoice and direct payment are favorites

When Finnish e-commerce consumers are asked to rank preferred payment methods, one-third choose paying by invoice after delivery. The same percentage prefers to make direct payment for their online purchases via their bank. One in four prefers to pay with credit or debit card. Only one in twenty Finns prefer PayPal or similar payment solutions - uniquely low for the Nordic region.

Finns' favorite markets for foreign purchases



Preferred e-commerce payment methods



One in three Finns who shop online have purchased products from foreign sites. The most popular foreign market is Great Britain - over half of all Finns who shop from foreign sites made online purchases from Great Britain in 2011

Appendix

The table below shows how the stated total value of the Nordic e-commerce market was calculated by PostNord. The January 1, 2012 exchange rate was used to convert currencies to Swedish kronor.

Total purchases = Population × Percentage that shopped online × Average purchases

1. Population in Nordic countries				
Country	Population	Age	Date	Source
Sweden	6,999,572	18-79	December 2010	scb.se
Denmark	4,147,864	18-79	January 2012	statistikbanken.dk
Norway	3,584,778	18-79	December 2010	ssb.no
Finland	4,035,068	18-79	December 2010	tilastokeskus.fi
2. Percentage that shopped online last year (ages 18-79)				
Country	Question: Did you shop online during the past year?			
Sweden	83%			
Denmark	83%			
Norway	85%			
Finland	79%			
3. Average purchases per country				
Country	Local currency	Exchange rate (Jan 1, 2012)	€	
Sweden	5,317		597	
Denmark	5,197	12	700	
Norway	6,898	12	929	
Finland	598	8,91		
4. Total purchases per country, €				
Country				
Sweden	3,466,877,799			
Denmark	2,409,677,151			
Norway	2,830,791,764			
Finland	1,906,246,825			
TOTAL	10,613,593,538.02			

About PostNord

PostNord delivers world-class communication and logistics solutions to companies and individuals in the Nordic region. When letters and parcels need to be sent to, from or within the Nordic region, PostNord shall be the first – and the environmentally correct – choice.

PostNord AB was formed in 2009 through the merger of Post Danmark A/S and Posten AB. The group has sales of approximately €4 billion and roughly 40,000 employees. Operations are managed in business areas Breve Danmark, Meddelande Sverige and Logistics, and in Strålfors.

- PostNord has a unique infrastructure for communication and logistics services to, from and within the Nordic region
- PostNord delivers approximately 29 million mail items every workday, with world-class quality
- PostNord employs 12,000 mail carriers in Sweden and 11,000 in Denmark
- PostNord has approximately 4,400 parcel distribution points with generous opening hours in Sweden, Denmark, Finland and Norway
- PostNord has approximately 1,600 partner outlets in Sweden and 820 post offices, partner outlets and stores offering postal services in Denmark

PostNord AB contact information

105 00 Stockholm, Sweden

Visitors: Terminalvägen 24, Solna, Sweden

Tel +46 10 436 00 00

Tietgensgade 37,

1566 Copenhagen V, Denmark

Tel +45 33 61 00 00

www.postnord.com

Contact:

Arne Andersson (Sweden)

E-mail: arne.b.andersson@posten.se

Tel: +46 10 436 56 80

Kurt Madsen (Denmark)

E-mail: kurt.madsen@post.dk

Tel: +45 33 61 48 30

Bjørn Thorvaldsen (Norway)

E-mail: bth@tollpost.no

Tel: +47 91 82 34 39

Jari Ketola (Finland)

E-mail: jari.ketola@postenlogistik.com

Tel: + 35 8 400490049

Photographers

Cover: Hans Carlén

Paulina Westerlind, Hans Carlén and Johnér.

