+40% – historically high growth for e-commerce

- The pandemic caused e-commerce to skyrocket
- The year when older people started shopping online
- 85% shopped online in December
- Online groceries doubled

Second-hand online

- 1/2 purchased second-hand items online in 2020
- Tradera: "We want to lead the transition"
- Cervera: Vintage lowers the threshold

E-barometern

PostNord in cooperation with Svensk Digital Handel and HUI Research

2020
ANNUAL REPORT

postnord

About the E-barometern

In collaboration with Svensk Digital Handel and HUI Research, PostNord monitors the Swedish retail industry's e-commerce development. The E-barometern is published once a quarter and is based on a number of consumer surveys and a company survey. E-commerce is defined in the E-barometern as being the online sale of goods, with subsequent delivery to the home or a distribution point or collection by the consumer at a store, warehouse or distribution center. The following are therefore not considered to be e-commerce in the E-barometern:

- In-store purchases that were initially arranged via the Internet
- The sale of services (for example, travel, hotel stays and concert tickets) arranged online
- Downloading of, for example, music files, movies and applications
- Business-to-business online sales
- Online sales between individuals

The E-barometern Annual Report 2020 is based on information collected from retail companies in January 2021. A total of 263 companies that sell goods online participated in the survey. The consumer results are based on 12 monthly surveys with just over 1,000 respondents on each occasion (totaling 16,219 respondents). PostNord also conducted thematic surveys every quarter, with the most recent quarterly survey taking place in January 2021. This consisted of two questionnaires with 2,000 and 3,000 respondents respectively.

All the consumer surveys have been carried out using TNS Sifo's web panel. All the surveys are conducted with a representative sample of Sweden's population between the ages of 18–79. The online surveys are representative of the 95 percent of Sweden's population which has internet access. PostNord can be contacted for detailed information about each survey.

Foreword

The year 2020 turned out to be an extreme year in every conceivable way. When we look back on the year of the pandemic in a few years' time, many of our memories will surely be besmirched by a great deal of doom and gloom.

In mid-March, it was clear here in Sweden that we had relatively suddenly been affected by community spread of the new coronavirus. Not long after that, we observed at PostNord that our e-commerce volumes began to increase significantly. The authorities urged us all to work from home if we could, and a great many Swedes were worried about getting infected or bringing the infection home to their families. So the sudden increase in e-commerce was largely out of sheer necessity. The percentage who made online purchases leapt up from 68 percent in February to 78 percent in April, according to the E-barometern surveys. Many of the new e-commerce consumers turned out to be older people – people who had not taken this step earlier and perhaps were not particularly interested in doing so, but who were forced to.

We at PostNord are very proud to have been able to make this increase in e-commerce possible during this unfortunate year. 90 percent of Swedes aged 18–79 have shopped online more frequently since the pandemic hit. I think most people will continue to make more and more online purchases in the slightly longer term, even if we are all longing to be able to choose for ourselves rather than being forced to do so.

This is probably the most interesting E-barometern we have ever released, I think you will agree with me on that. An exciting new theme in this report is the online second-hand market, an area that it will be very interesting to monitor over the years to come.

We wish you happy reading!
Stockholm, February 2021

Mathias Krümmel,
CEO PostNord Sweden

Hardest year ever to forecast

For several years in a row, those of us who create the E-barometern have provided a forecast for e-commerce's expected growth in the coming years, in the annual report for the year just ended. The forecast has been based on assessments of where the e-commerce shares in the various product categories should potentially end up over the coming year, given the historical trend in each category.

Since the start of the E-barometern and up to and including 2019, the shape of the graph looked fairly linear – no significant exponential trend, nor any years with widely deviating growth figures.

So when we made the forecast for 2020, in early 2019, we felt at ease with the growth forecast of 11 percent that we presented. At that time, there was only one confirmed case of coronavirus in Sweden, and our authorities were adamant that the risk of community spread in Sweden was very low.

Just a month later, in mid-March, community spread became a reality, and everyone able to work from home was encouraged to do so.

With just over half a month's impact resulting from concerns regarding the coronavirus, e-commerce growth for the first quarter ended up at +16%. It was clear that online food retail had increased sharply in March. The grocery stores found it difficult to keep up with all the home deliveries that were ordered.

During the second quarter, growth in e-commerce ended up at 49 percent. We then adjusted our forecast for the full year, making it +33 percent. In the third quarter, growth ended up at 39 percent. The spread of the virus had dropped sharply at the end of the summer. Then came a second wave. When the figures for Christmas gifts came in, it turned out that a large part of the population had bought almost all their gifts online. Growth during the final quarter ended up at 56 percent. Growth for the full year ended up at an incredible 40 percent.

So what can we expect to happen with e-commerce sales in 2021? At the time of writing, the spread of infection is high, and in many parts of the country, there is a slightly upward trend at the present time. The government recently indicated that retail venues may have to be closed. It will not be possible in all regions to honor the promise to vaccinate all adults who wish to be vaccinated by Midsummer. We found this out on February 15. On January 21, Swedish daily newspaper Svenska Dagbladet stated that new mutations may require more doses of vaccine. All these factors naturally affect retail, e-commerce and the economy as a whole.

We need to imagine at least two different scenarios to be able to estimate the growth of e-commerce in 2021.

Scenario 1: The spread of the virus is kept in check and no further restrictions or closures are announced by the government and the authorities. During the second half of the summer, the mass vaccination program has come so far that a critical mass has protection against the virus and society can gradually begin to reopen. The fourth quarter is characterized by such low levels of community spread that Christmas shopping can take place relatively normally.

In such a scenario, we believe that e-commerce growth quarter on quarter may be +40%/+5%/-5%/-10%, resulting in +4% on a full-year basis.

Scenario 2: The spread of the virus increases and further restrictions and closures are announced by the government and authorities over subsequent weeks – physical retail venues are affected. During the second half of the summer, the mass vaccination program has not advanced to the extent that a critical mass has protection against the virus, and the reopening of society is thus slower. The fourth quarter is characterized by a lower spread of infection than in 2020, but restrictions are still required. Christmas shopping cannot take place normally yet.

In such a scenario, we believe that e-commerce growth quarter on quarter may be +50%/+10%/0%/-5%, resulting in +10% on a full-year basis.

The middle ground would mean that e-commerce will grow by 7 percent in 2021.

However, it must be remembered that Swedish e-commerce is not a homogeneous industry. Conditions differ widely between different product categories. The extent to which people switch back from e-commerce to physical stores when the spread of the virus abates will differ greatly between different types of goods. In addition, there are product categories in which overall demand will increase more when society opens up again – particularly the fashion sector, which had a tough year in 2020.

Carl-Fredrik Teder
Retail Analyst, PostNord

Arne Andersson
E-commerce Expert
affiliated with PostNord

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Extreme growth in e-commerce in 2020 when the sector grew by SEK 35 billion

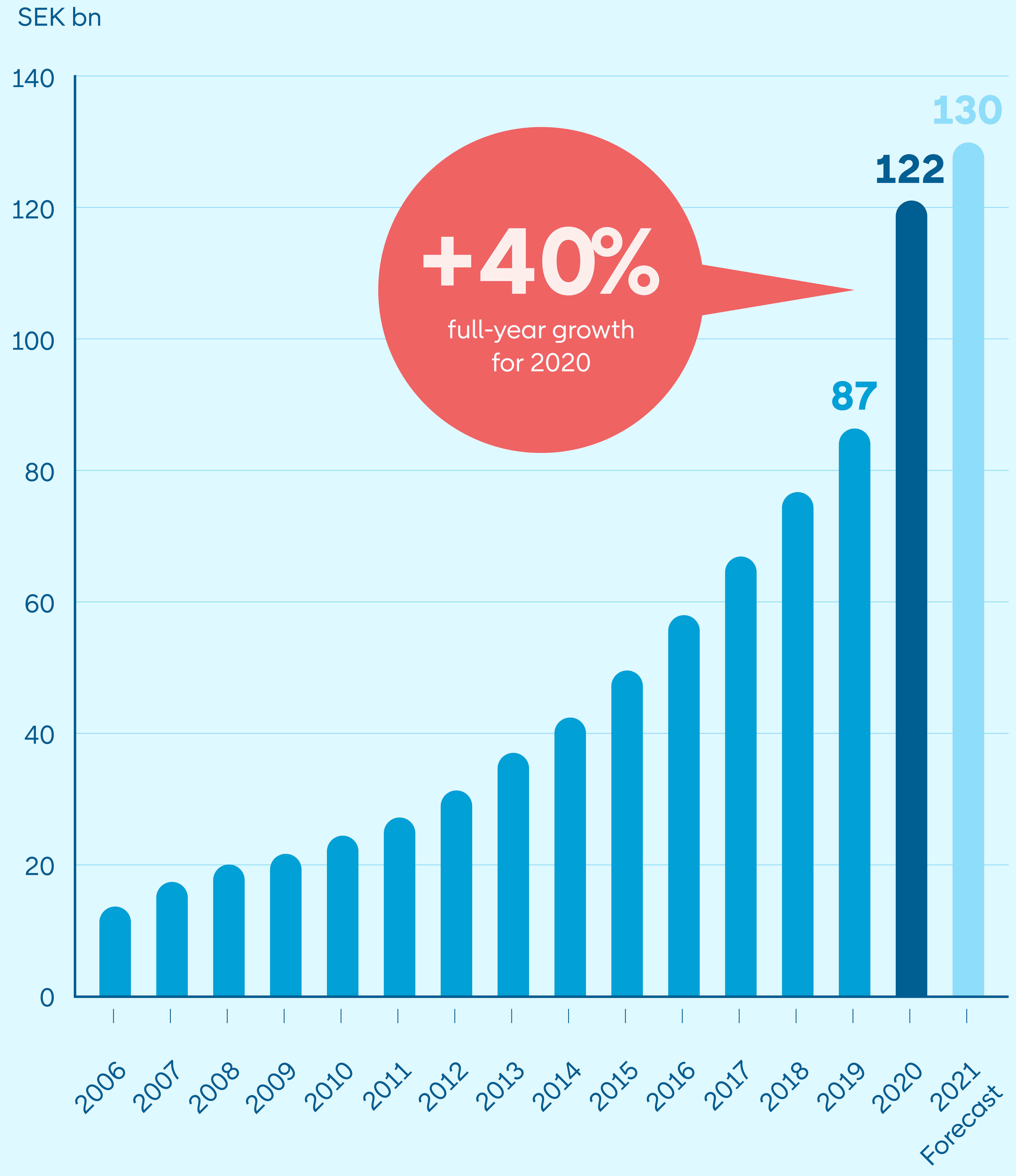
The year 2020 was when the digital world seriously began to replace the physical world. Cinema visits were exchanged for Netflix, coffee breaks for Facebook and physical commerce for e-commerce. E-commerce performed exceptionally well during the year, and the dream milestone of SEK 100 billion in e-commerce sales was suddenly in sight. When all the sales figures had been added up, growth for the full year ended up at 40 percent for 2020, with total sales of SEK 122 billion. The increase alone (SEK 35 billion) corresponds to the entire turnover for e-commerce in Sweden in 2012.

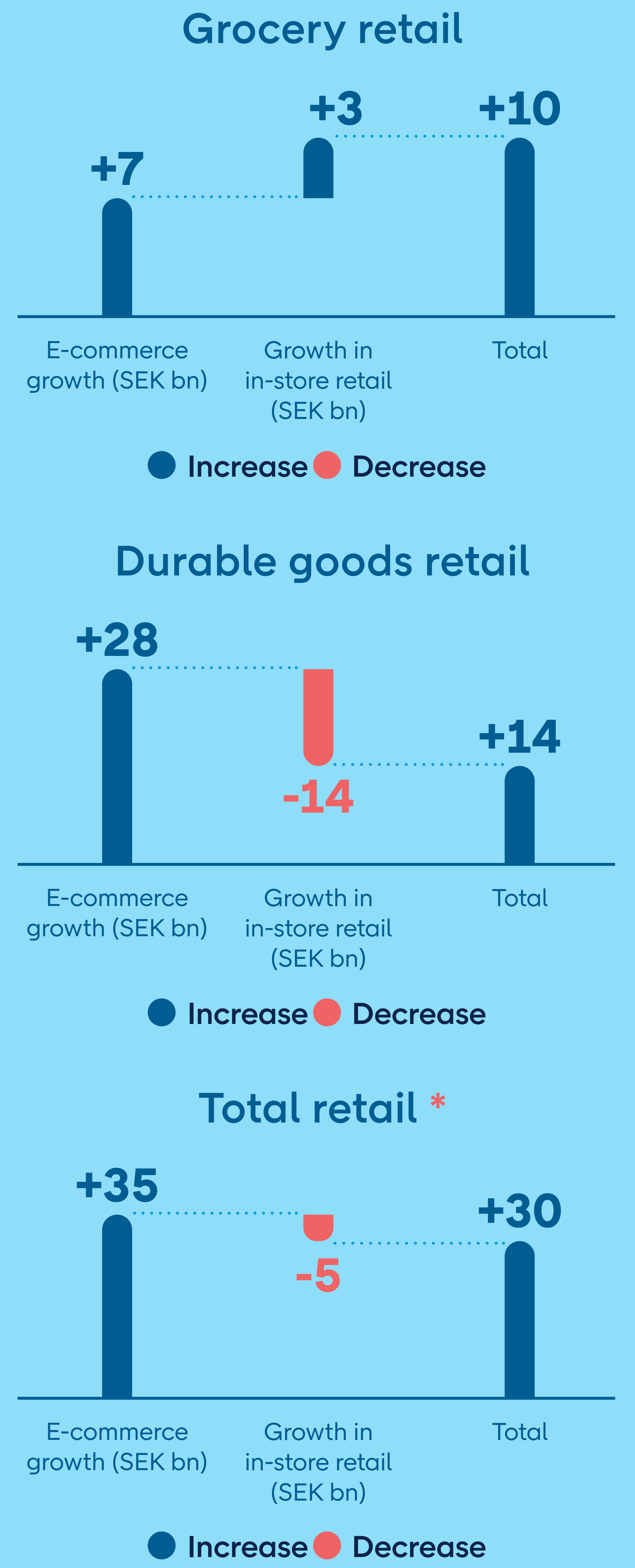
The growth in some of the product categories was even more dramatic. Grocery retail, which has long been the black sheep in an e-commerce context, completely exploded during the year. Almost 70 percent of all growth in groceries in Sweden took place online this year. As we illustrate later in the report, a considerable part of this is click and collect via the existing store network – a solution that the market participants have been good at scaling up during the pandemic.

Durable goods retail is, if possible, even more extreme. E-commerce grew by just over SEK 28 billion, while in-store retail fell by around SEK 14 billion. This means that physical retail declined in several sectors. This is especially true of fashion retail, which has had a very tough year. Downtown areas and malls that usually have a large number of visitors have also had significant problems in many places.

When we look ahead to 2021, a very difficult task awaits us of trying to assess how much of this e-commerce will become a permanent fixture and what the effects will be when Swedish society begins to return to the new normal. However, it is likely that the enormously high comparative figures established in 2020 will hold back the growth rate during the second half of 2021. The forecast for 2021 is a growth rate of 7 percent for the full year, which means e-commerce sales totaling SEK 130 billion.

E-commerce net sales





* The Systembolaget alcohol monopoly is not included in grocery retail but is included in total retail.

How the product categories performed during 2020

Just like for total e-commerce, growth records have been broken among the product categories. Fashion retail's stable e-commerce growth, in combination with the catastrophic results on the store side, has caused the e-commerce share to shoot up from 20 percent last year to 30 percent this year. If this trend persists, it is uncertain how much of the physical retail will return. Among the respondents, the attitude towards the stores is divided. Some miss walking around shops, others do not.

Home electronics retail, which is another of the more mature sectors online, went through its baptism of fire a number of years ago. Despite the fact that a significant proportion of sales already takes place online, the sub-sector grew by just over 40 percent to an e-commerce share of 43 percent in 2020.

The strongest trend during the year was seen in grocery retail, but pharmacy retail, furniture and interior design also showed impressive growth figures. Furniture and interior design experienced a sharp increase in e-commerce share, reaching 11 percent during the year, and this is starting to become a sector with a powerful online presence – which has not always been the case historically.

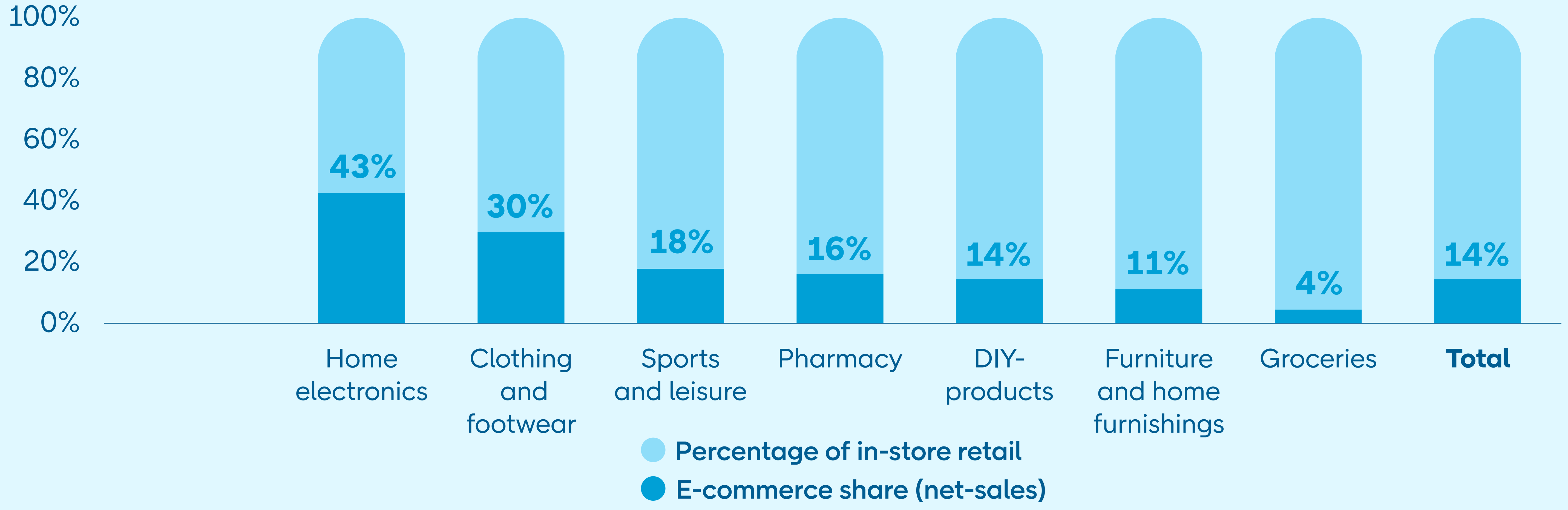
Overall, e-commerce market shares have shifted upwards by a number of percentage points, and many sectors are starting to move into the range of around 15–20 percent, which is where competition from e-commerce sales has historically begun to become very noticeable for the established market participants on the store side, resulting in changes and adjustments to store networks.

In conclusion, it can be said that most sectors have taken a step forward online in 2020 corresponding to at least three years of normal growth. The least digitalized sectors, such as grocery retail, have grown the fastest, but the more mature sectors have also managed to achieve impressive growth figures in several places.

Sales growth and net sales per sub-sector

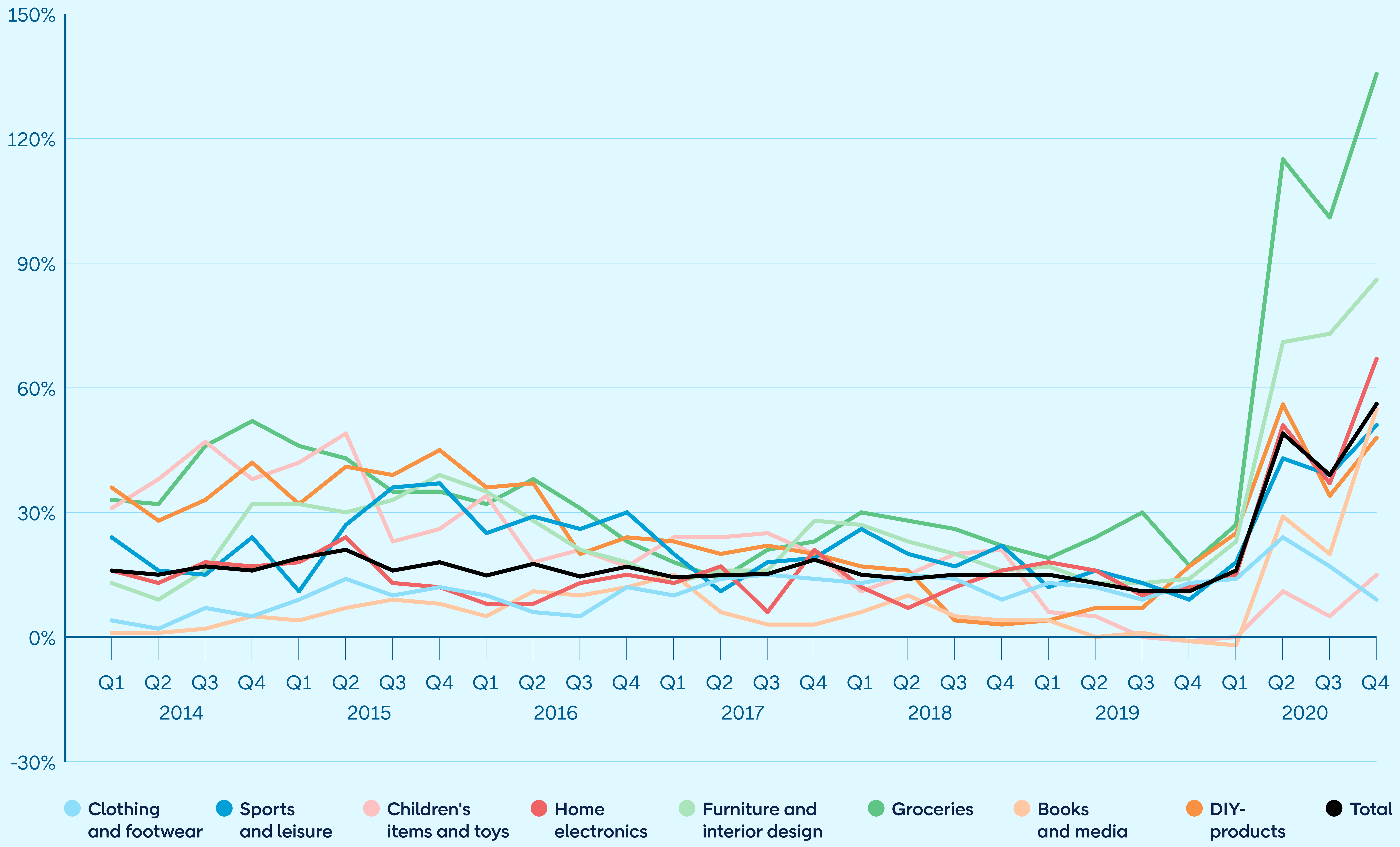
	Growth rate 2020	Sales 2020 (SEK bn)	E-commerce share 2020	E-commerce share 2019
Groceries	95%	14	4%	2%
Furniture and home furnishings	63%	7	11%	7%
Pharmacy	59%	8	16%	11%
Home electronics	43%	25	43%	33%
DIY-products	41%	7	14%	12%
Sports and leisure	38%	5	18%	14%
Books and media	26%	6	N/A	59%
Clothing and footwear	16%	15	30%	20%
Children's items and toys	8%	3	N/A	N/A
Total	40%	122	14%	11%

E-commerce shares per product category (net-sales)



Historically high growth in the product categories in 2020

The growth rate was very high in the product categories, also from a historical perspective. Growth figures of around 40–50 per-cent for individual product categories were not entirely unusual around 2014, but since then, e-commerce has matured considerably. The historical figures put the 2020 growth figures into perspective, with the exceptional increases we have now seen in almost all product categories.



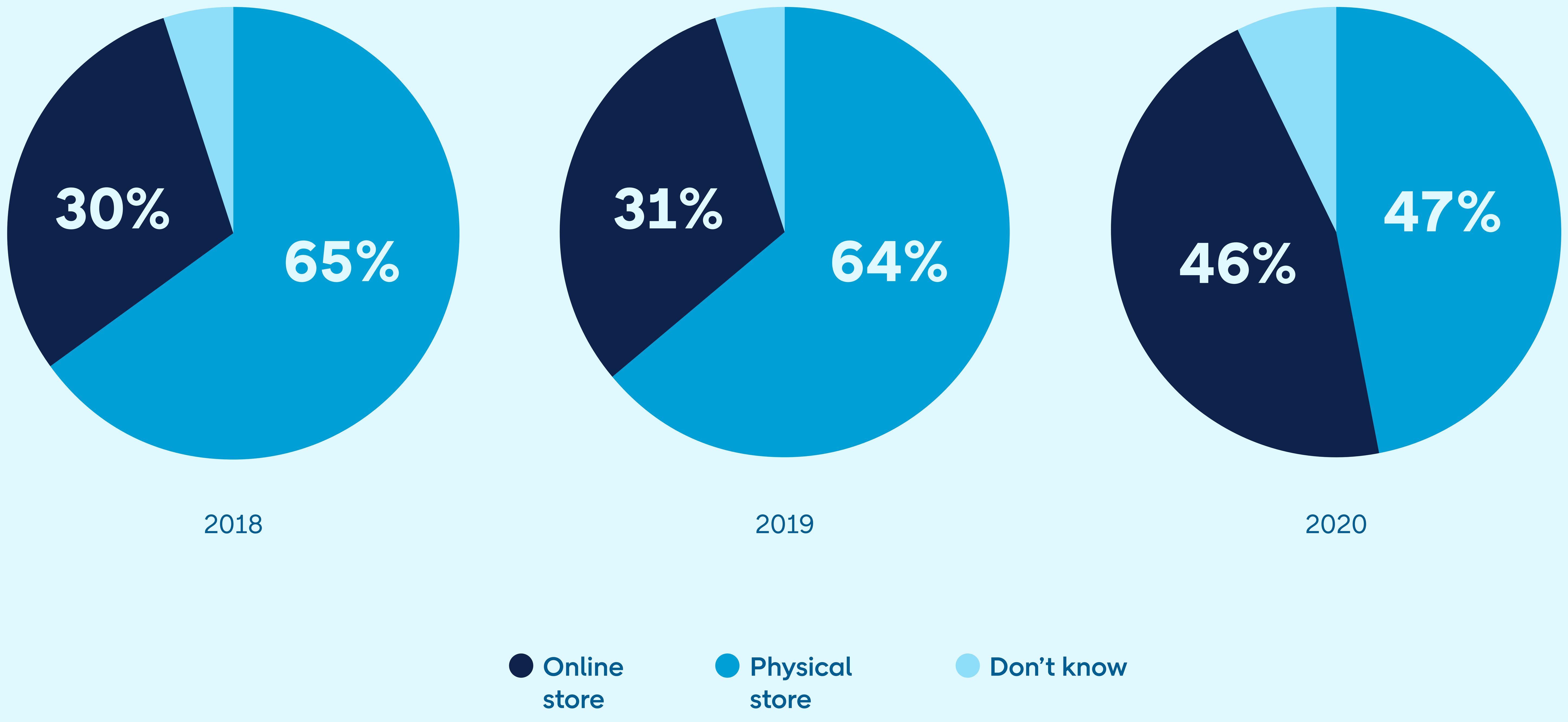
The e-commerce share has increased sharply

The e-commerce share of total retail increased from 11 percent to 14 percent in 2020. In other words, 2020 was the year when e-commerce really took a big step forward as a purchasing channel. Just a couple of years ago, it would have been impossible for e-commerce to replace such a dramatic decline in physical retail as the pandemic entailed. This is also illustrated in the E-barometern through information on where Swedish e-commerce consumers made their most recent purchase. In previous years, it has been much more common for consumers to make their most recent purchase in a physical store. But in 2020, it was just as common to have made their most recent purchase online.

The coronavirus pandemic is naturally a decisive factor, and it is obvious that many physical market participants will make a comeback after the pandemic. One example is the giant Mall of Scandinavia in Stockholm [1], which had 74 percent fewer visitors this year, but which is otherwise an attractive destination for many Stockholmers. At the same time, a large percentage of new e-commerce consumers will continue to make online purchases, and purchasing opportunities will continue to exist, even after the threat of being infected with the virus has abated.

In other words, the future of physical retail is marked by great uncertainty. On the one hand, consumers will return to some extent. On the other hand, overall retail sales will once again have to compete with service and experience consumption, which was hard hit in 2020.

Percentage of e-commerce consumers who made their most recent purchase in a physical store, and in an online store, respectively



Basis: Shopped online in the past month

Young companies make their mark on the Swedish e-commerce market

In light of the current coronavirus pandemic and the extensive changes that are now taking place in the e-commerce market, PostNord has examined the composition of companies in the Swedish e-commerce market. The idea is to use the material in future barometers as well, to describe how the e-commerce market changes in the future, not least in terms of investigating the more long-term effects of the coronavirus pandemic.

Swedish e-commerce is currently made up of just over 450 Swedish market participants, which account for the vast majority of Swedish e-commerce sales. In addition to these, there are also countless smaller participants with relatively modest sales, and foreign companies. The majority of the main participants represented in the data have emerged after 2004, and their establishment really gained momentum after 2010. The years 2010–2015 were particularly productive, when significant numbers of the market participants that today make up the Swedish e-commerce market were established. Of today's more than 450 e-commerce companies in the compiled listing, only about 140 of them have been around for ten years or more. In other words, e-commerce has soared in the last decade.

Part of the corporate expansion over the last ten-year period has consisted of the establishment of new product categories online. Today, a total of one third of e-commerce companies focus on fashion retail or sales of home furnishing products. In addition, stores offering a very broad range of goods have become more numerous in the market. Even sectors that initially had very limited online sales, such as groceries, gardening products and pharmacy products, have established a potent presence in the last decade.

~ 140

companies established before 2010

~ 310

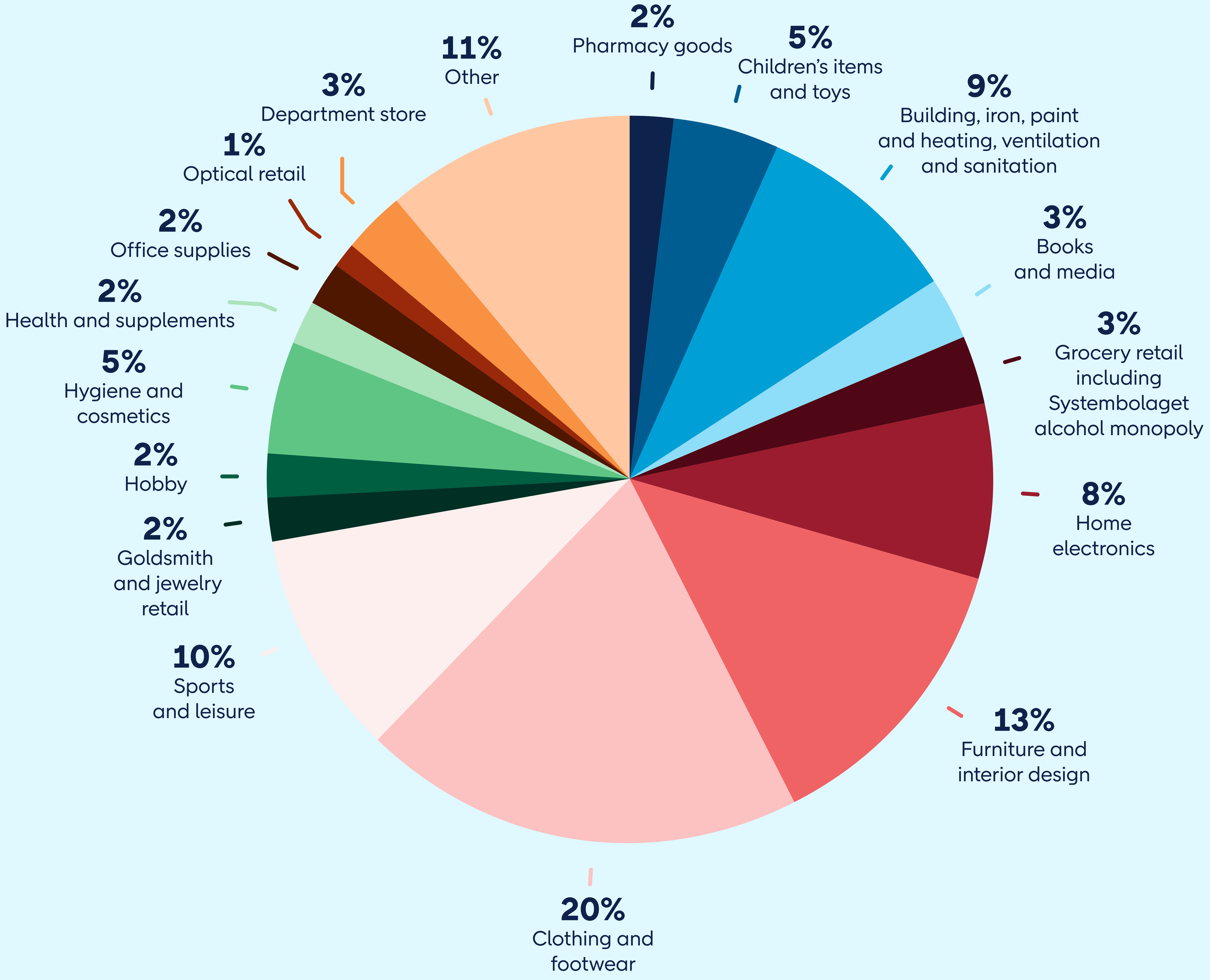
companies established in 2010 or later

Varying market structures in the product categories

The product categories that make up the Swedish e-commerce market can be divided into those characterized by large companies and those characterized by small ones. The main example of the former is the pharmacy sector, where almost half of the active companies have a turnover of more than half a billion SEK. This is because the area is tightly regulated and requires specialist knowledge, making it difficult for smaller market participants to operate in the sector. Large companies dominate in the groceries sector as well. This is partly because the established players have large store networks that can be used for click and collect solutions. But food transport and logistics solutions that need to cope with handling chilled and frozen goods correctly are also resource-intensive.

In other sectors, the smaller companies are in the majority. One such example is clothing retail, where there are many companies with relatively small turn-overs. The sector is popular online and there is significant segmentation in terms of both price and fashion. Some also sell specific types of garments such as footwear or sportswear. The home furnishing segment also consists of a broad group of smaller market participants. Here, too, specialization is the driving force, while furniture retail is often characterized by larger market participants and capital requirements.

E-commerce market – share of total number of companies



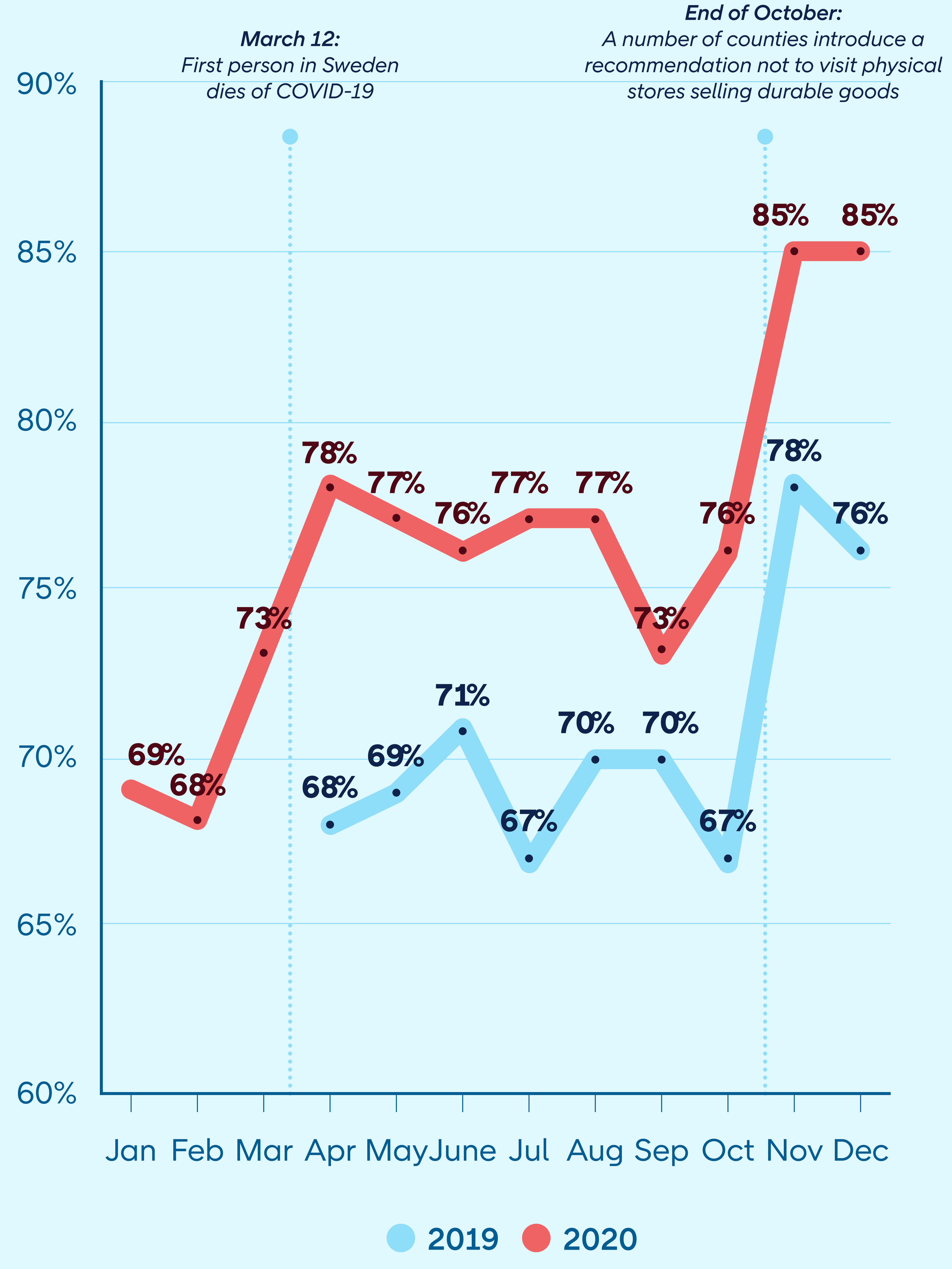
The coronavirus pandemic has caused e-commerce to skyrocket

The outbreak of the coronavirus pandemic caused e-commerce to skyrocket in 2020. Social distancing recommendations have led to more Swedes discovering e-commerce, and those who were already in the habit of making online purchases bought more goods. Growth has been particularly strong when the various waves of the virus have broken out, concerns about the spread of infection have increased, and restrictions have been tightened.

The first upturn in the percentage of Swedes shopping online can be seen in March and April, when the first wave of the virus washed over Sweden. In April, 78 percent of Swedes had ordered goods online – a huge increase of 10 percentage points compared to the previous year. The second major increase took place in November and December, when record figures as high as 85 percent were measured. Growth was further fueled by the fact that both Black Friday and Christmas shopping were restricted in stores and people focused on e-commerce. This is also illustrated by the number of items that e-commerce consumers purchased online. The advice not to visit physical stores that applied in most of Sweden during November and December paved the way for a record increase in online purchases during the Christmas shopping period, resulting in the average consumer concluding as many as 4.2 purchases in December.

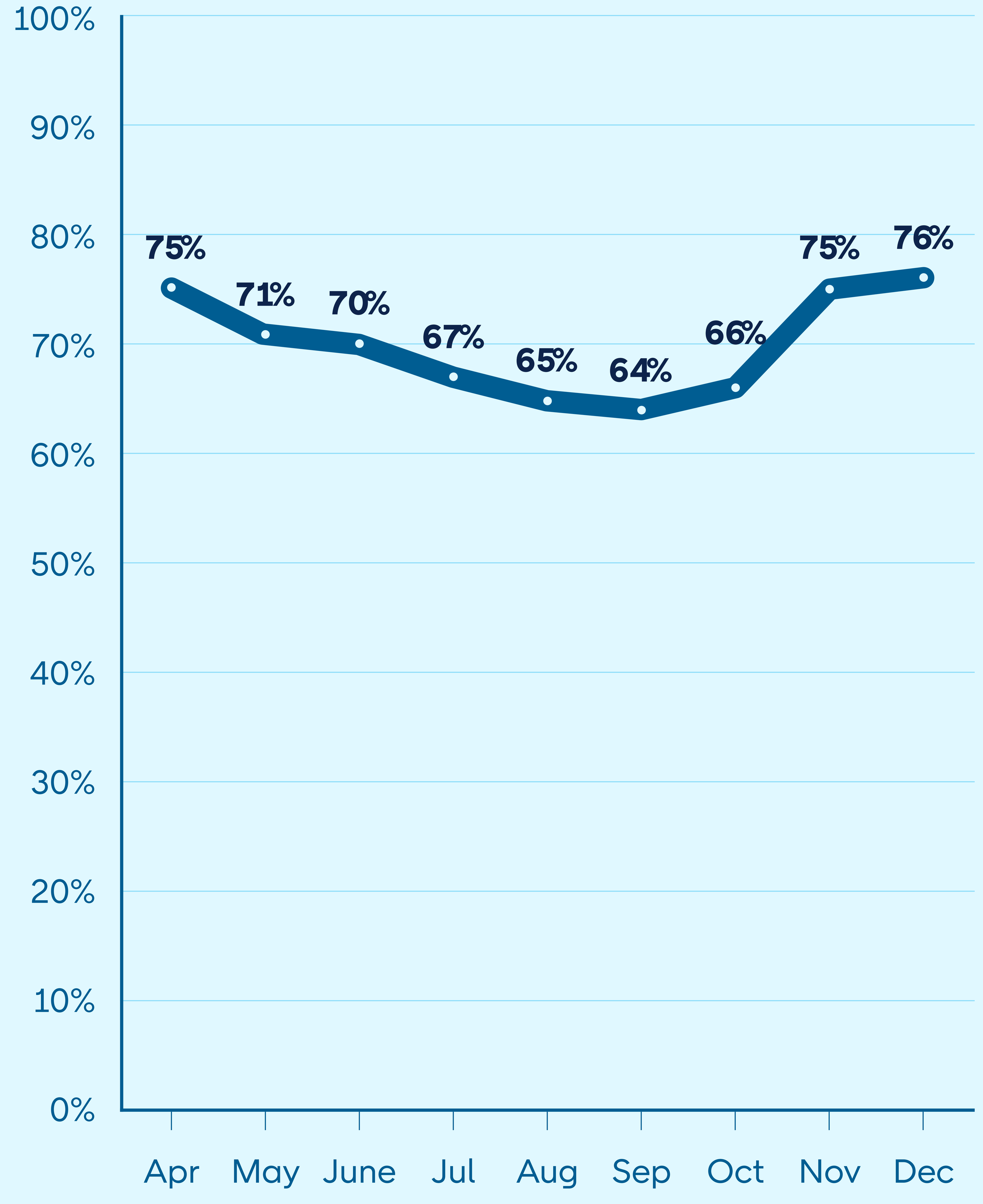
Clear upswings in e-commerce can therefore be seen both in the initial phase of the pandemic and during the second wave at the end of the year. Even when infections waned during the summer months after the first wave, e-commerce remained at a much higher level compared to before. This indicates that the new levels of e-commerce will to some extent continue even after the pandemic. Destination shopping and city centers in particular will make a comeback as soon as the natural bustle in the streets starts to resurface.

Percentage who shopped online in the past month (2020 compared to 2019)



Basis: Shopped online in the past month

Are you worried about your own health or that of your family, due to the coronavirus pandemic? (Percentage who answered yes)



Basis: All respondents

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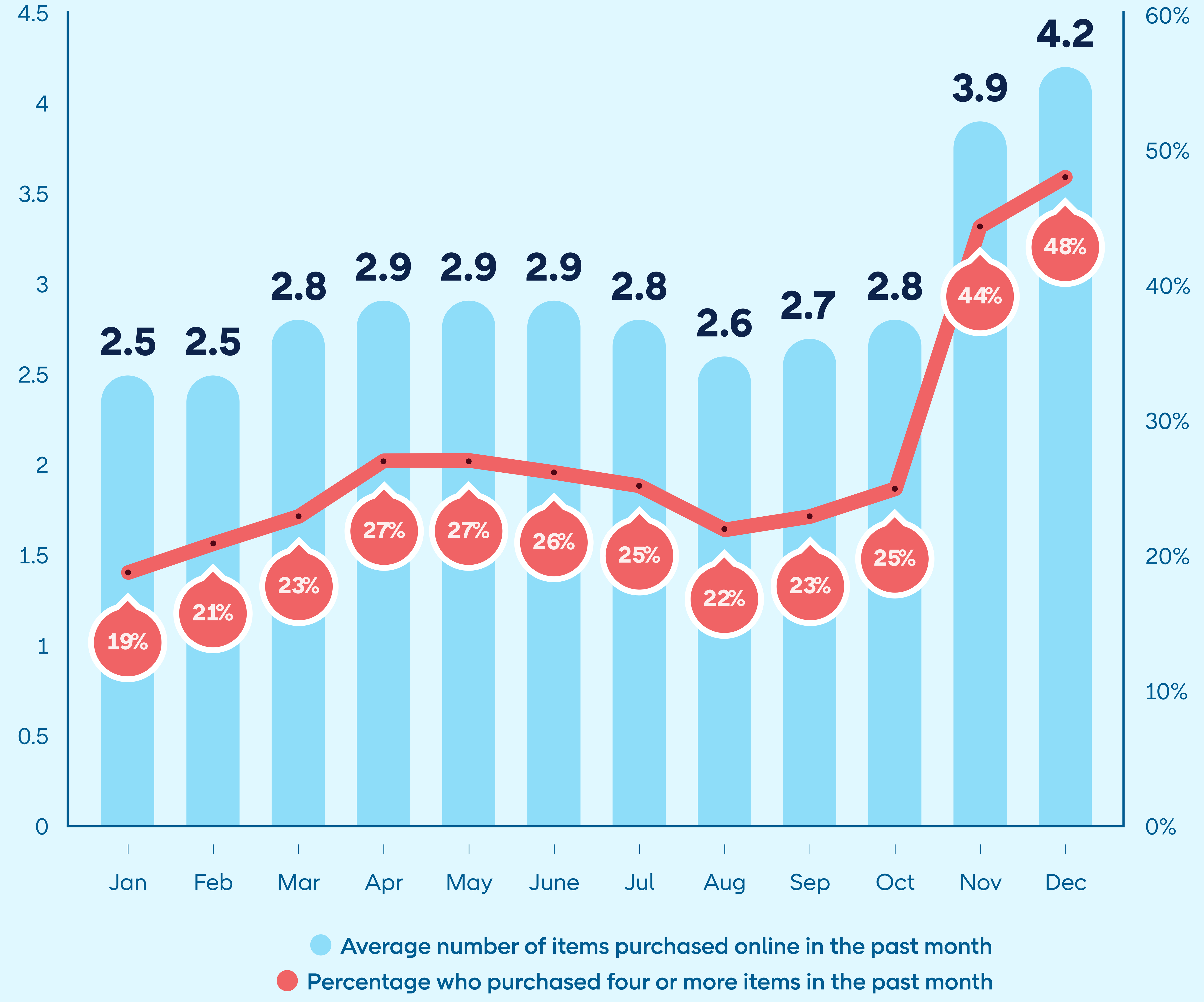
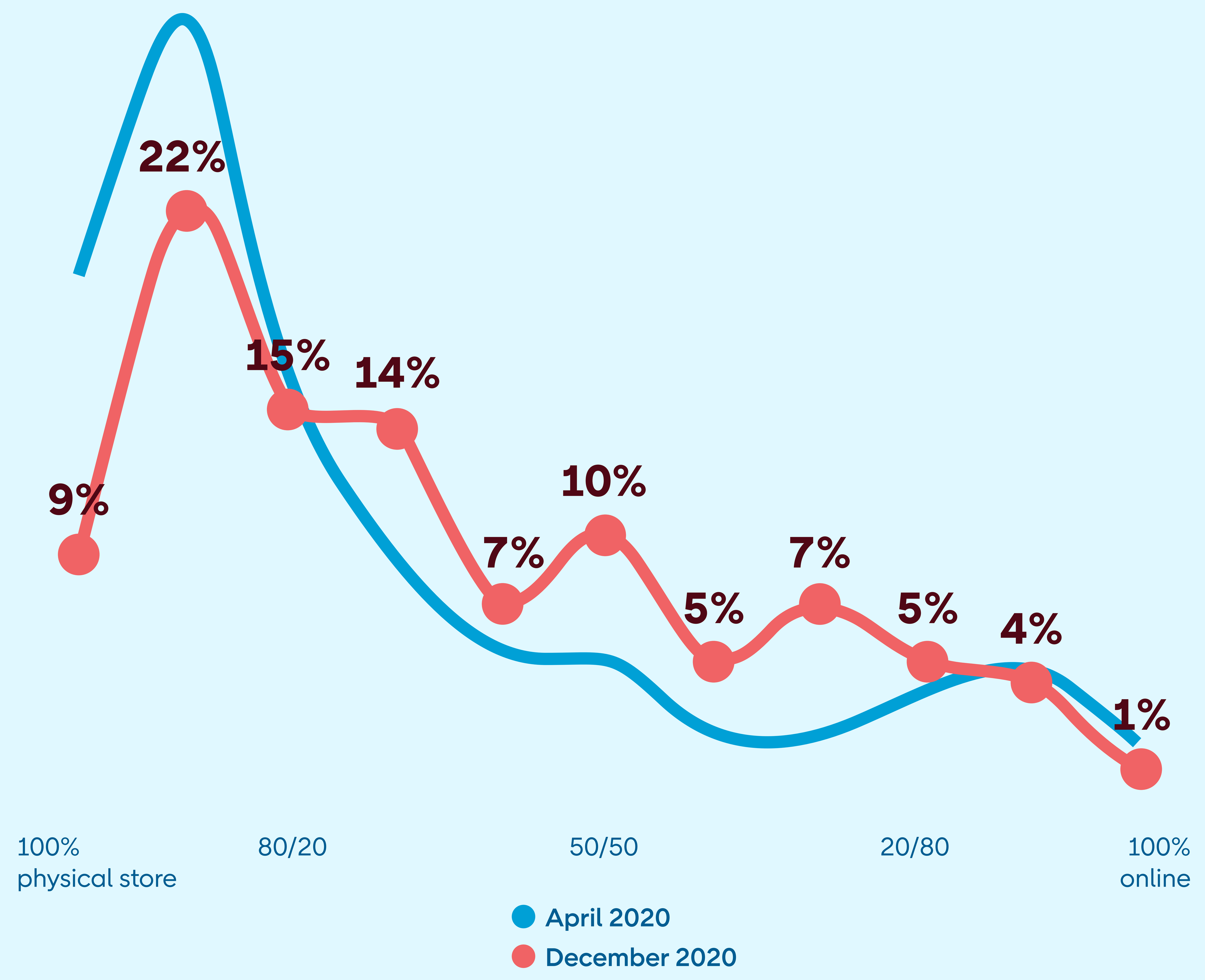
Number of items purchased online on average per month in 2020



Basis: Shopped online in the past month

The distribution between in-store purchases and online purchases (December compared to April)



Basis: Shopped online in the past month

More time spent at home during the pandemic

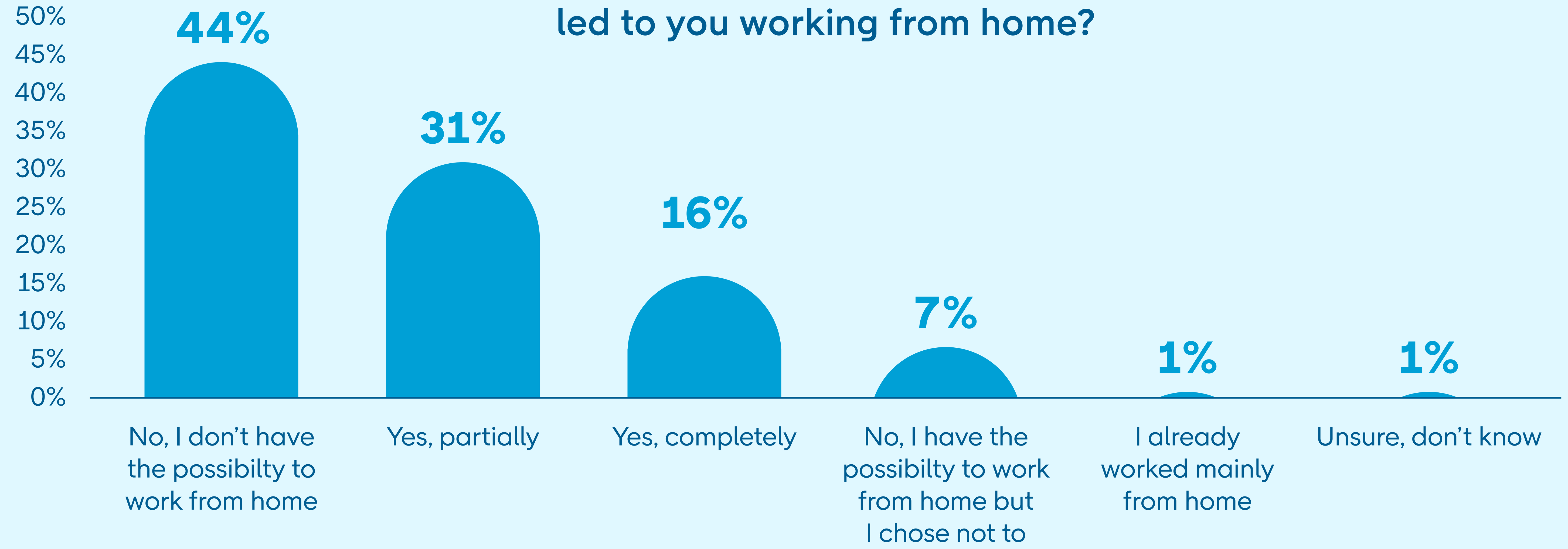
The coronavirus pandemic does not only have health or retail-related consequences. During the year, we also investigated how the pandemic affected the work situation of people in Sweden, and their everyday lives.

Based on the E-barometern's statistical material, it is evident that the deeply concerning developments predicted during the initial virus outbreak regarding extensive layoffs and economic meltdown have not materialized to the enormous extent that was initially feared – even though many people have been affected. Nearly 80 percent of respondents state that their work situation has not been affected at all. Eight percent have been laid off and another 11 percent have been affected in some way – changed jobs, had fewer work shifts or been given their notice.

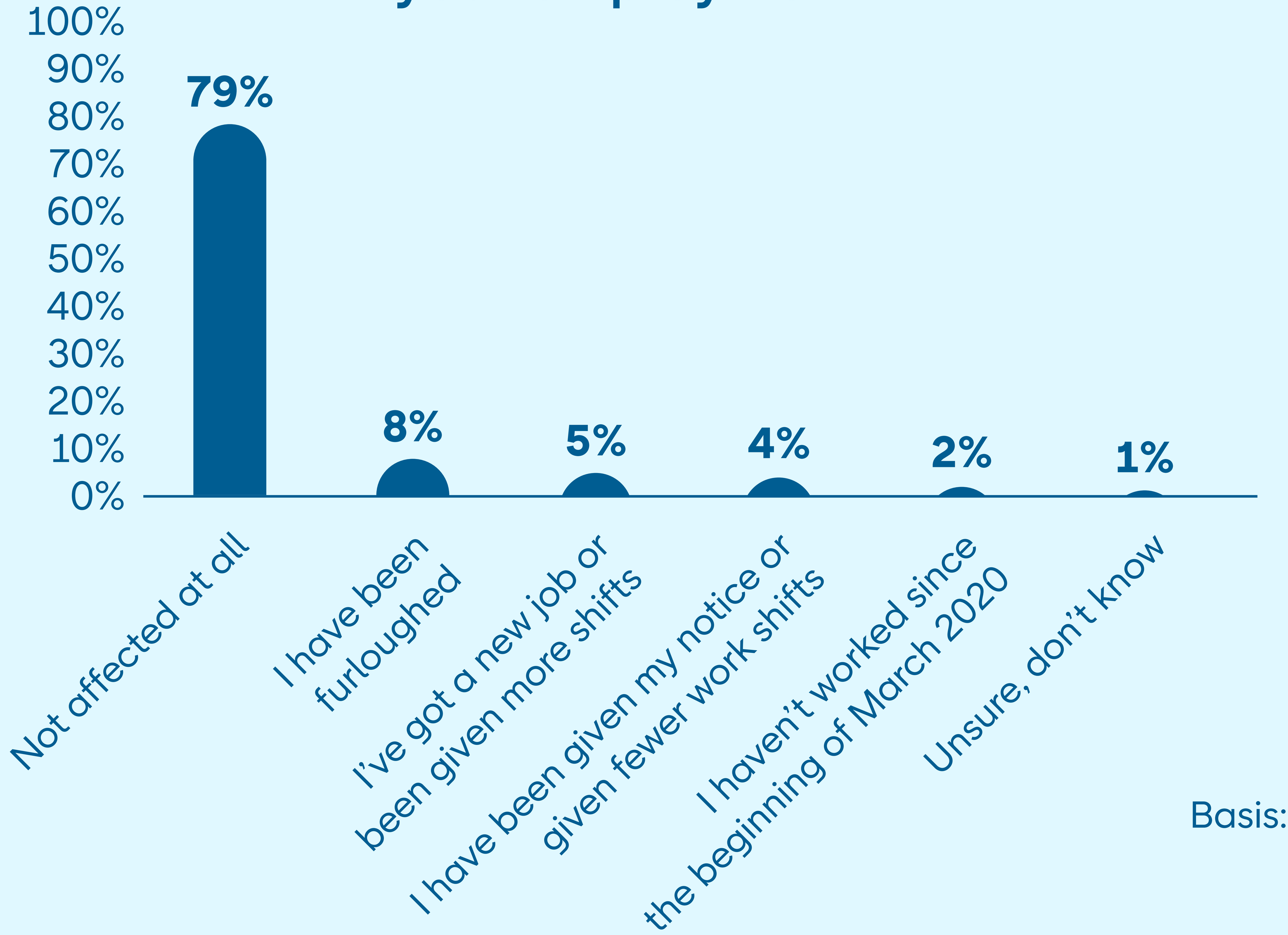
The everyday life of the respondents has been affected to a great extent. Just over half of them work at their workplace and just under half work from home in some way – most only partially. However, a very large majority (88 percent) state that they spend more of their free time at home.

How the pandemic has affected everyday life in Sweden

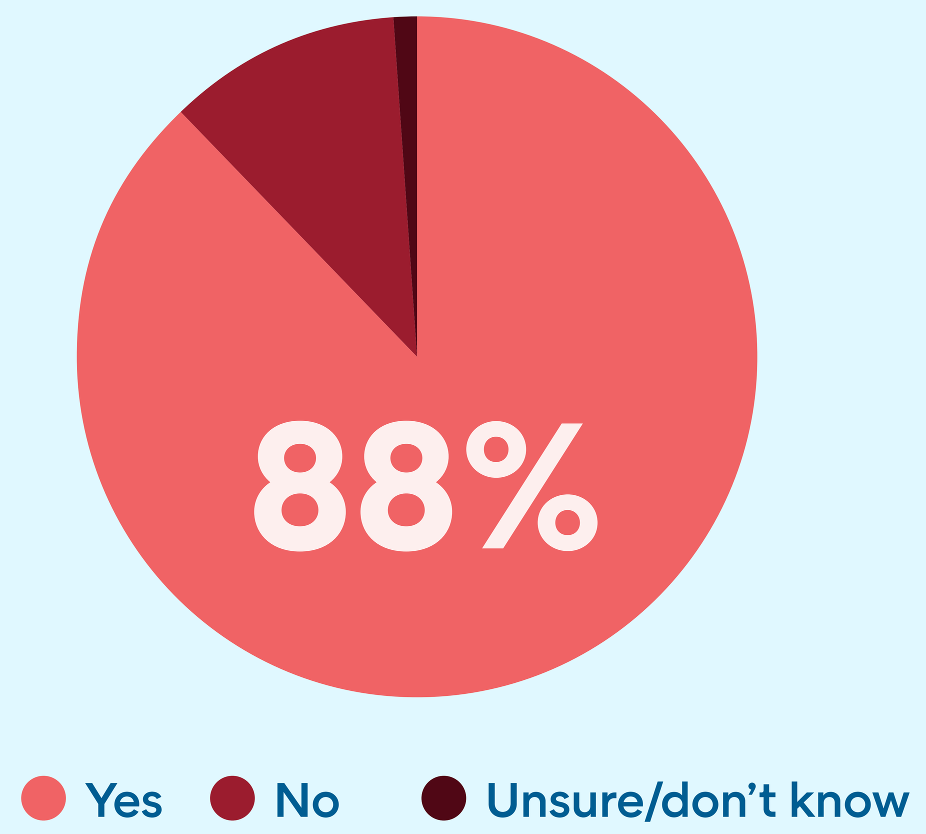
Has the coronavirus pandemic led to you working from home?



How has the coronavirus pandemic affected your employment?



I spend most of my free time at home because of the coronavirus pandemic



Basis: All respondents

New consumer groups encourage investment during the coronavirus pandemic

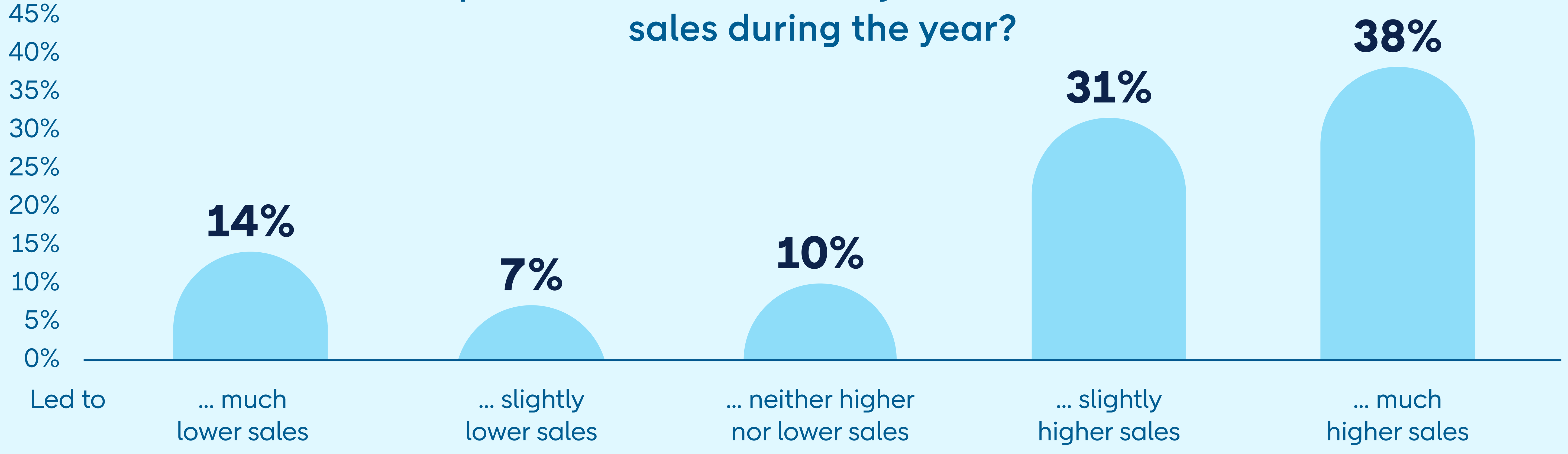
The coronavirus pandemic has undoubtedly given e-commerce a real boost in its development. Sixty-nine percent of e-commerce companies estimate that the prevailing circumstances have led to higher sales figures during the year.

An important reason behind this growth is that people who previously only went to physical stores have now made their way online. Three out of four e-tailers have noticed that they have gained new consumer groups during the coronavirus pandemic. However, as social distancing has been a strong driver of e-commerce in 2020, it is becoming increasingly important that e-tailers continue to meet consumer needs in order to retain their new consumers as society returns to a new normal after the pandemic. User-friendly websites and consumer-friendly service will be important for older consumers who need more support. Especially if these start to broaden their e-commerce consumption and change their behavior even more.

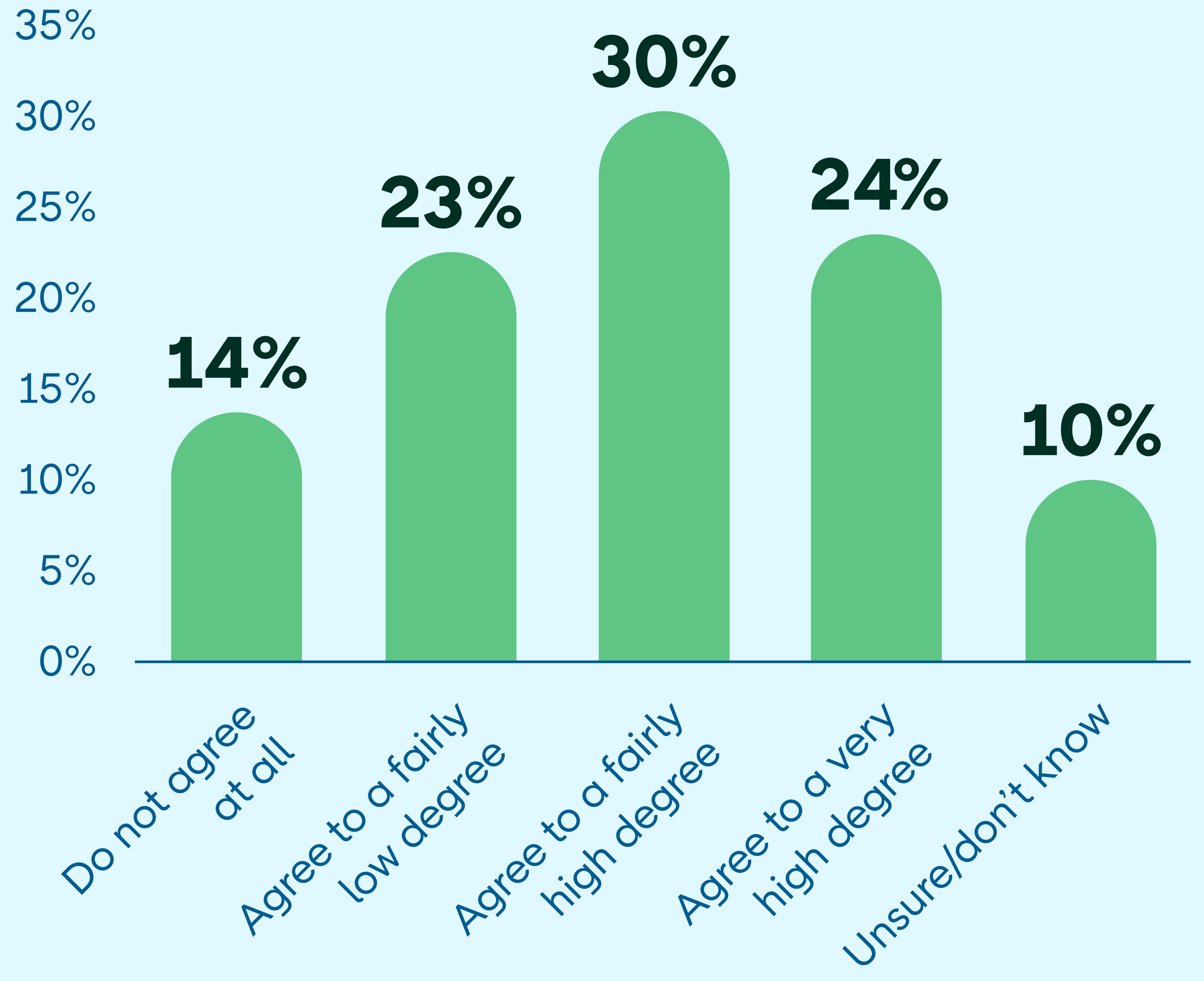
E-commerce companies are aware of the high demands of consumers – but also expect the high levels of e-commerce from 2020 to continue. Two out of three companies state that they have made further investments in their e-commerce operations and increased their capacity to meet demand. These investments in consumer offerings will in all probability continue to drive e-commerce in the future and act as an e-commerce engine, especially in sectors driven by supply, where growth depends on large companies continuing to invest in their e-commerce channels.

How e-commerce companies have experienced the pandemic

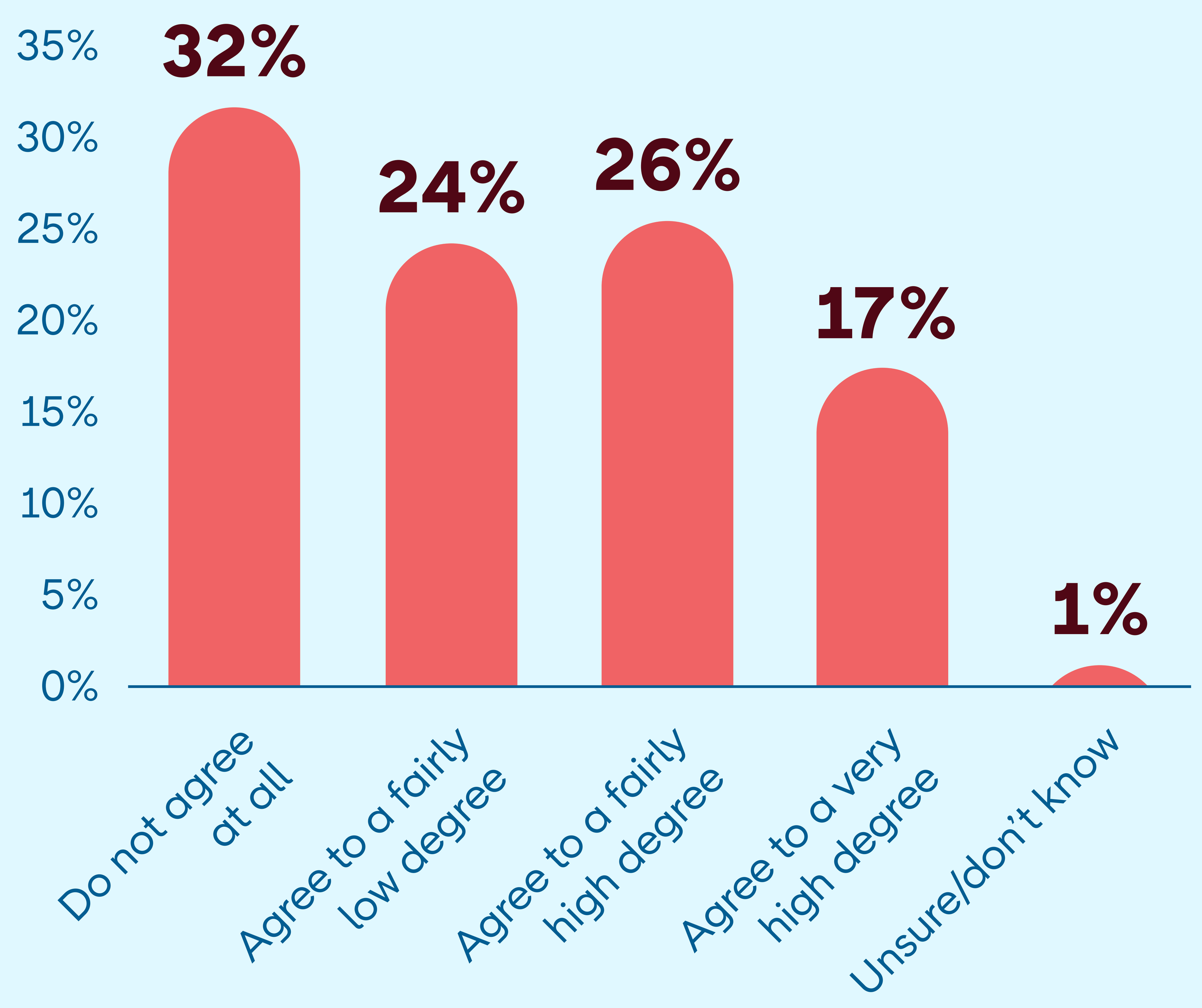
How much do you think that the coronavirus pandemic has affected your e-commerce sales during the year?



We have acquired new consumer groups during the coronavirus pandemic



We have made further investments and expanded our e-commerce capacity during the coronavirus pandemic



Basis: Companies that have e-commerce operations

One in two people in Sweden has bought items in new product categories online as a result of the pandemic

One of the most important effects of the coronavirus pandemic from an e-commerce perspective, alongside the emergence of the older consumer segment, is the broadening of e-commerce consumption. About half of the respondents state that they have purchased new types of products online during the year. In addition to the increased purchase frequency, purchases in more product categories will drive growth in the coming years.

The sector that received the most new e-commerce consumers is the pandemic-related health and pharmacy product sector. Almost one in five e-commerce consumers has found their way to online pharmacies during the pandemic. The trend is greatest in the oldest age group, where almost a third ordered pharmacy goods online for the first time ever. Older consumers are also strongly represented among new consumers in other sectors.

If you compare with the beginning of the year, the oldest respondents stated that they mainly started shopping for groceries due to the pandemic – probably out of pure necessity. What's interesting, however, is that older people's consumption has now spread to other product groups, primarily to books and media, as well as clothing and footwear, while the grocery share has remained relatively constant at around 20 percent.

However, other groups have also broadened their consumption patterns. On the grocery side, families with children were sluggish at the start of the pandemic, but during the year, 18 percent in the 30–49 age group started shopping for groceries online. This is the group that has previously been most represented in online food purchases and seems to benefit most from the service, which even more people seem to have realized during the year.

Has the coronavirus pandemic led to you buying new types of products online? *

		Gender		Age			
Product categories	Total	Male	Female	18–29	30–49	50–64	65–79
Health (incl. pharmacy goods)	19%	16%	23%	14%	16%	20%	31%
Groceries	16%	14%	18%	10%	18%	12%	23%
Clothing and footwear	12%	10%	14%	12%	10%	11%	16%
Books and media	7%	7%	7%	6%	2%	7%	17%
Home electronics	7%	8%	6%	8%	6%	6%	9%
Furniture and interior design	6%	4%	8%	8%	7%	7%	4%
Beauty	6%	2%	10%	7%	5%	5%	9%
Children's items and toys	6%	5%	7%	6%	6%	5%	7%
Sports and leisure	6%	7%	4%	3%	5%	8%	7%
DIY-products	3%	4%	2%	2%	3%	4%	3%
Vehicles and vehicle accessories	2%	4%	1%	1%	0%	5%	4%
No, nothing	50%	56%	44%	54%	54%	52%	35%

* Percentage who answered yes. Multiple answers possible.

Basis: All respondents

Sharp increase in the percentage having purchased groceries online, along with beauty and health items

During the year, beauty and health became the most common sub-sector to make purchases from online, taking over the number one spot previously held by the fashion category. On average, 41 percent of those who shopped online stated that they bought products in the beauty category. One of the driving forces behind the success of the beauty category is pharmacy products, which have been very strong during the year. During an average month, 29 percent of e-commerce consumers stated that they had bought pharmacy goods. Clothing and footwear thus ended up in second place with 37 percent.

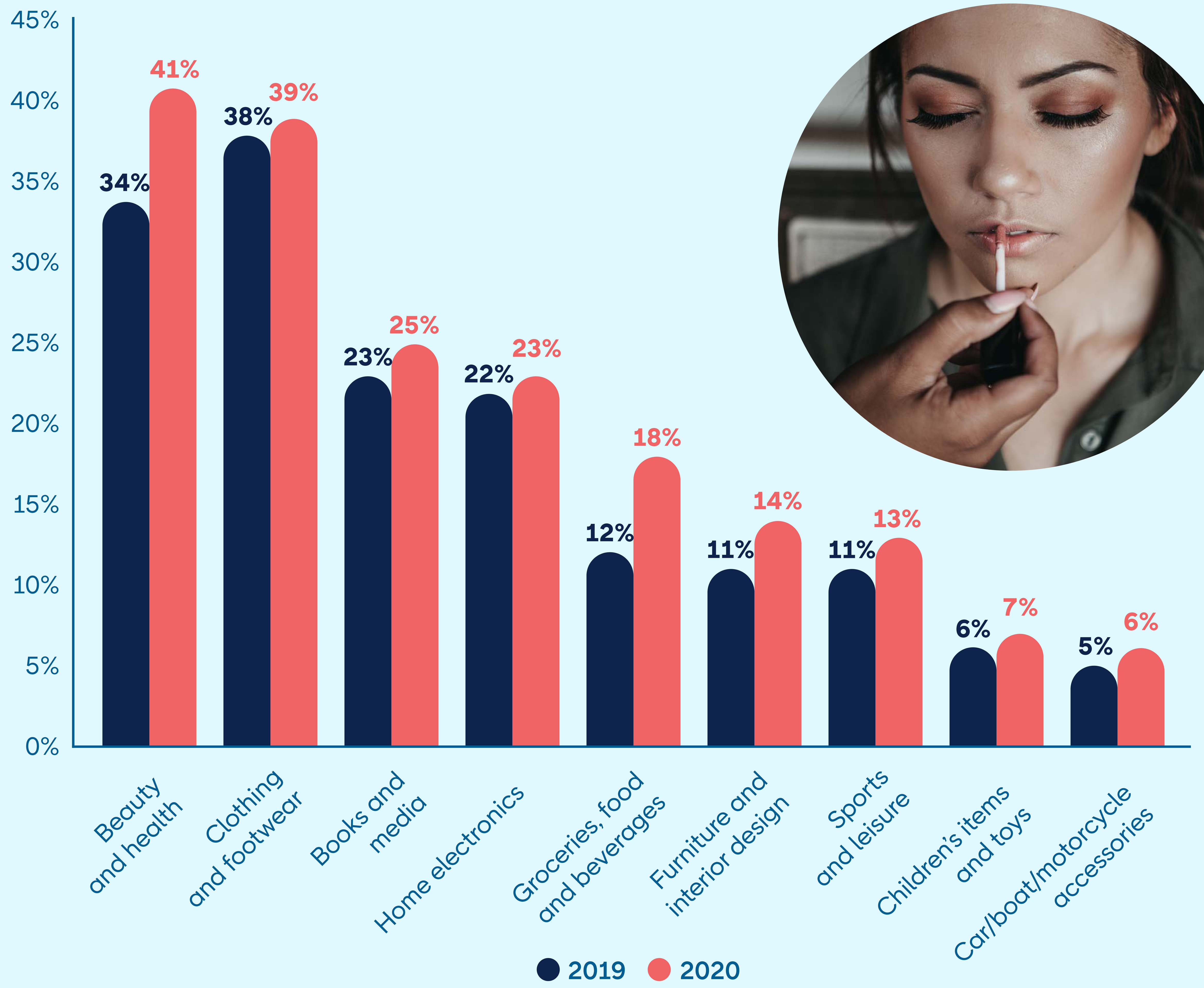
The coronavirus pandemic has led to changes in our consumption of beauty products. One change is that sales of these items have moved online. Several beauty companies that focus sharply on e-commerce have had better sales figures than usual during the pandemic, while it has been tougher for traditional chains. One example is the e-retailer Lyko, whose share price rose by several hundred percent during the year. During the year, the demand for skin care and home treatments increased while make-up sales fell. [1] One explanation may be that people are spending more time at home. The decline in makeup sales may also be due to the fact that makeup is not easy to buy online, as it is more difficult to perceive the various color shades.

Another sector that had the wind in its sails during the year was grocery retail, which increased by six percentage points compared with the previous year. During an average month, 18 percent of e-commerce consumers stated that they had bought pharmacy goods online. The robust growth is linked to the fact that many people have wanted to avoid physical stores during the current pandemic, and are therefore choosing to buy groceries online.

[1] https://www.dn.se/ekonomi/sminkforsaljning-dalar-i-sparen-av-pandemin/

Top product categories in 2020

Percentage who made purchases in each product category during an average month



Basis: Shopped online in the past month

Major differences between women and men in e-commerce consumption

There are major differences in what different consumer groups purchase online, particularly between women and men. Women stand out above all in the category of clothing and footwear, which 54 percent state that they have purchased, compared with 34 percent among men. The same trend can be seen in beauty and health (54 percent compared to 27 percent).

Men, on the other hand, buy more home electronics (37 percent, compared with 22 percent for women). Vehicle-related products are another category dominated by men (10 percent versus 1 percent for women).

Cross-border e-commerce has declined in relative terms

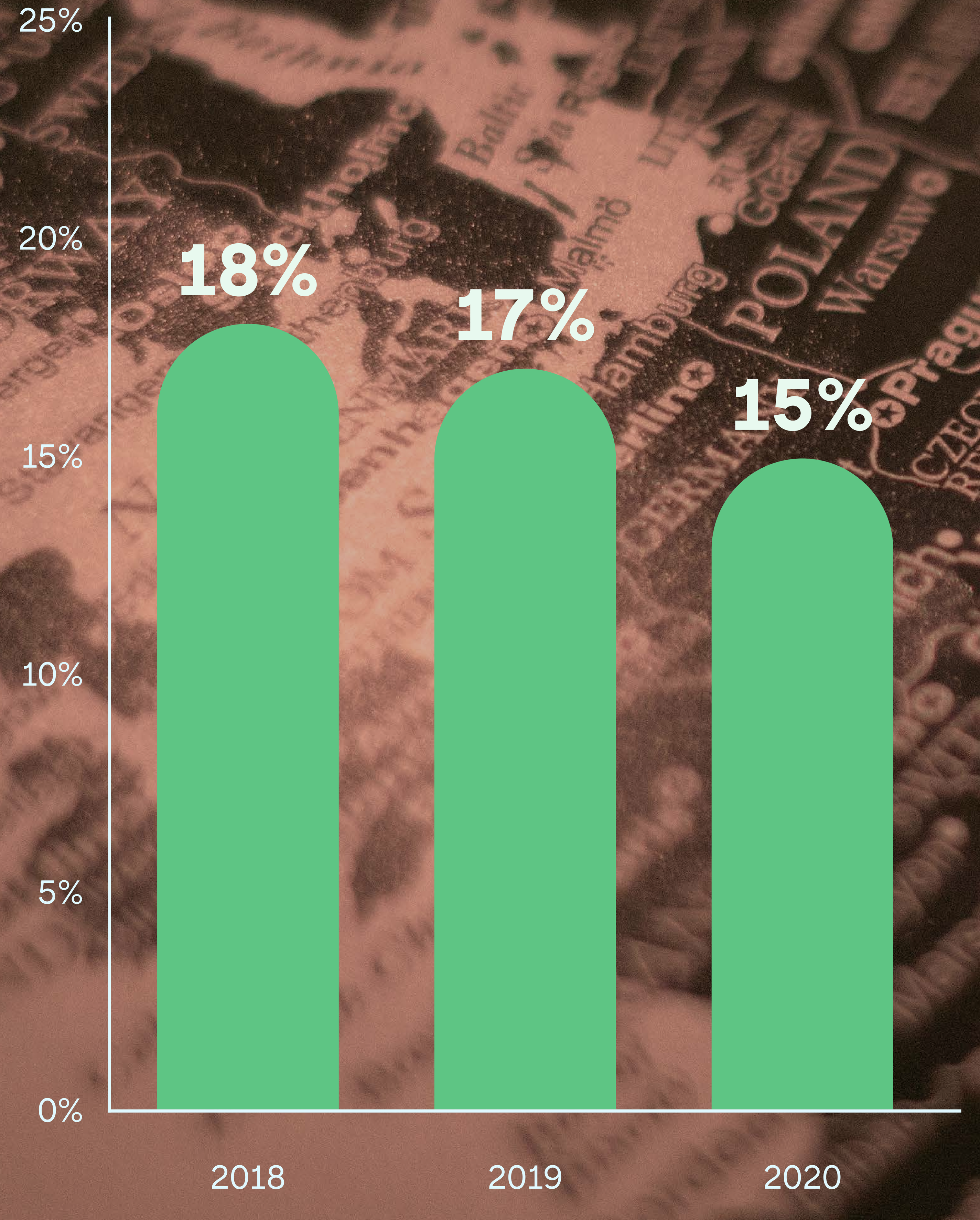
In the globalized economy, we buy goods from all over the world. Perhaps primarily indirectly via various resellers but also directly, through foreign e-commerce websites. However, consumer purchases from foreign websites have declined somewhat in recent years. Last year, 17 percent stated that they made online purchases from a country other than Sweden; this year that figure is 15 percent. At the same time, e-commerce as a whole has grown strongly during the year, so it is likely that international retail will grow in absolute terms, but will decline in relative terms in relation to domestic e-commerce.

China is a country that many people in Sweden usually make online purchases from, but in 2020 this percentage decreased by no less than five percentage points. One explanation is that COVID-19 broke out in China, which may have contributed to some concern among consumers. At the start of the pandemic, it was unclear whether the goods themselves could carry the infection from China, even if this was denied by epidemiologists. [1] Another explanation is the growing sustainability debate that has made Swedish consumers more skeptical about buying products that are transported over long distances.

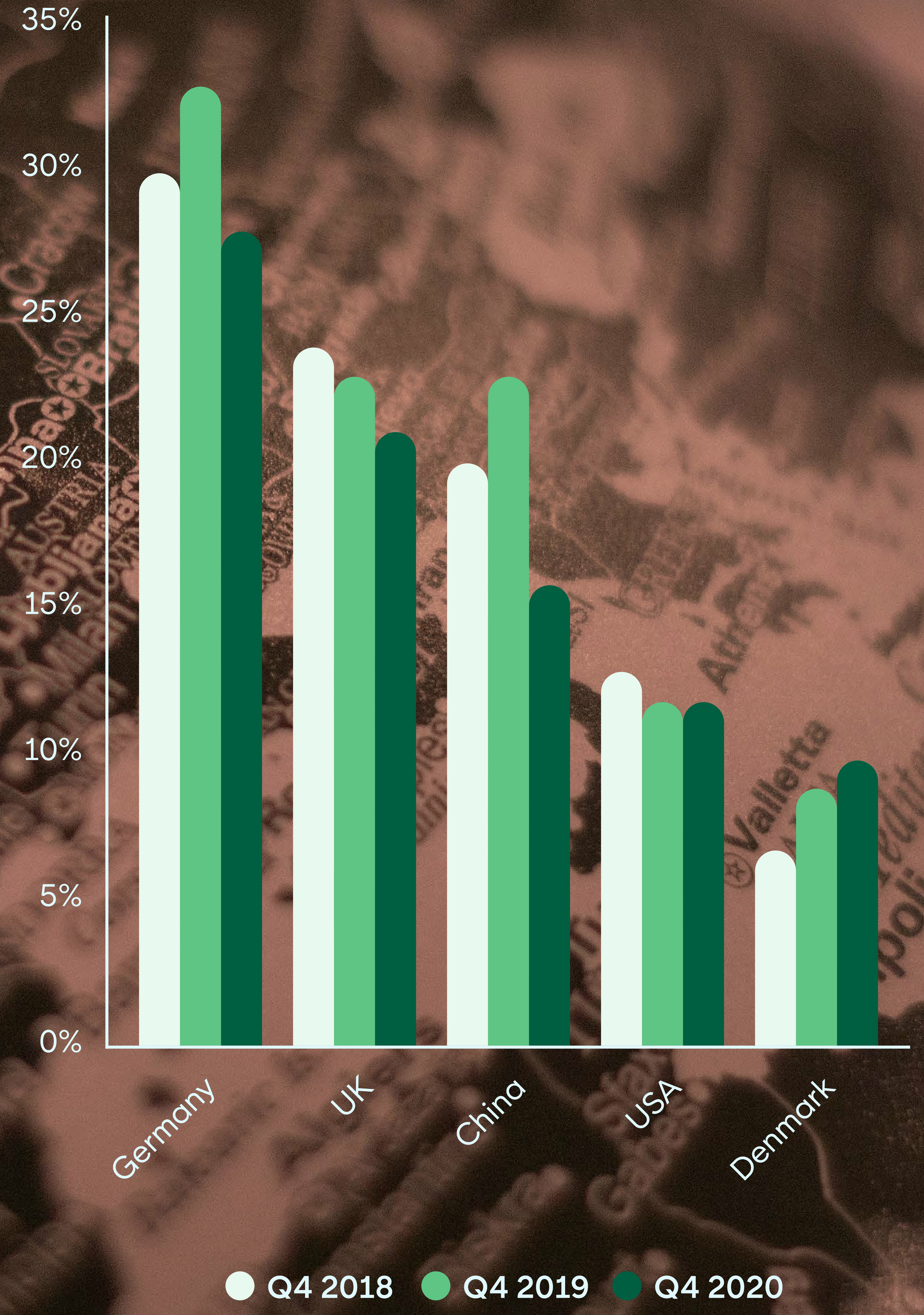
Denmark stands out as the only Nordic country on the Swedish list of top countries for e-commerce purchases. It is likely that Denmark benefits from its proximity to Sweden and the trend of increased interest in local e-commerce that currently prevails. In southern Sweden, it is of course actually closer to Copenhagen than to Stockholm in terms of ordering items.

[1] National Board of Trade Sweden, 2020 (in Swedish). https://www.kommerskollegium.se/om-oss/nyheter/2020/coronavirusets-spridning--sa-paverkas-utrikeshandeln/

Percentage who made online purchases from stores abroad (in the past month)



The most popular foreign markets among Swedish consumers



Basis: Shopped online from abroad in the past month

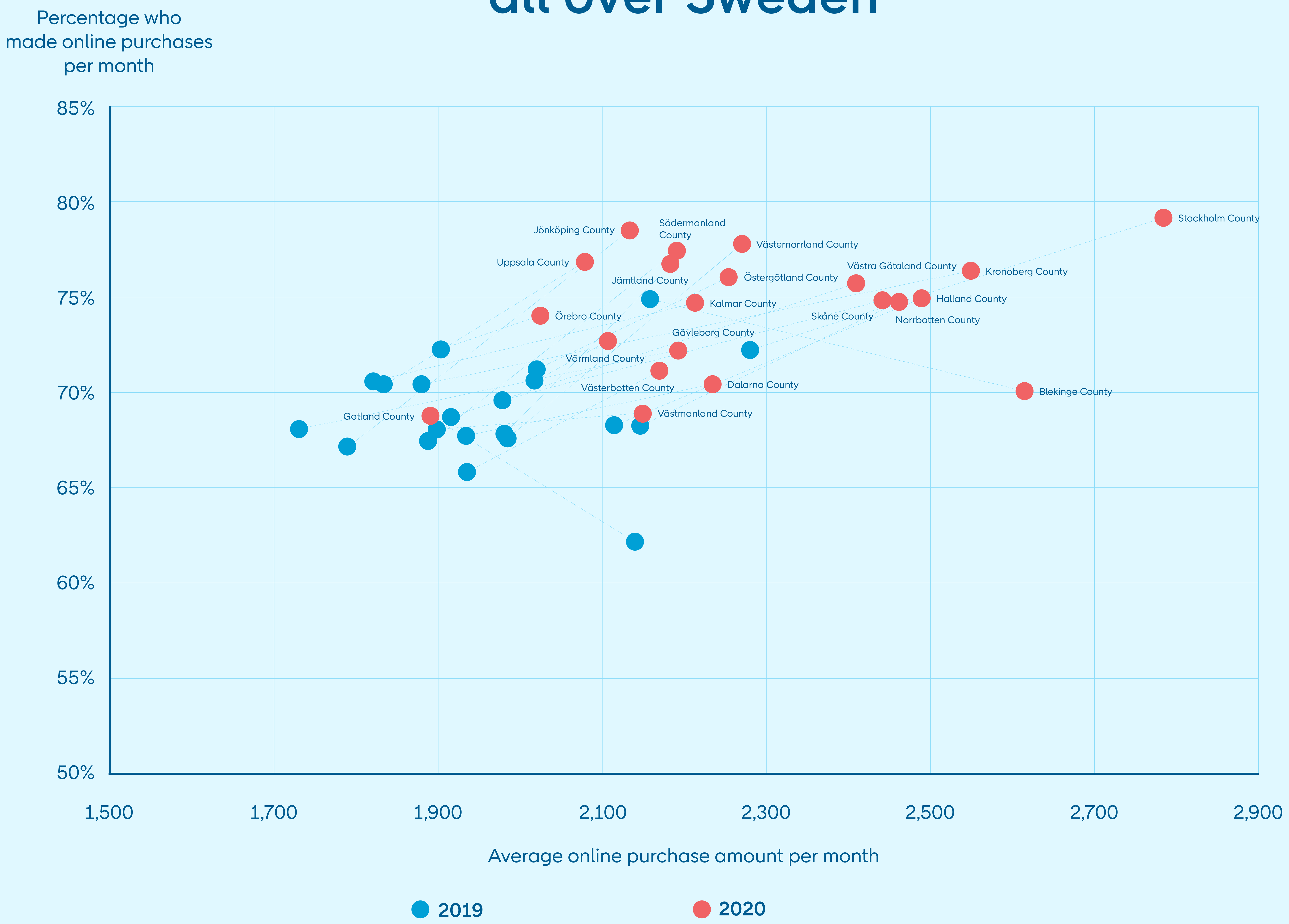
Regions with a high average age see greatest online growth during the pandemic

The pandemic year of 2020 has entailed changes in all of Sweden's regions. Places that usually have a major influx of visitors, such as city centers and malls, have lost sales to e-commerce as consumers have isolated themselves at home. Especially in the big cities, city centers have lost sales, while slightly more of the rural residents in the E-barometern's statistics state that they made their most recent purchase in a downtown area.

During the year, it was mainly older consumers who embraced e-commerce and went online, and that explanatory variable also has a bearing at the regional level. Regions with a higher average age, such as Västernorrland, Jämtland and Norrbotten, have seen the most growth in the percentage of consumers. The exception is Jönköping, which is a relatively young region but still shows strong growth in terms of e-commerce. The counties that have increased their average purchase amounts per month to the largest extent during the year are Kronoberg and Gävleborg.

Among the metropolitan regions, Stockholm ranks highest, followed by Uppsala, Västra Götaland and Skåne. Skåne fell behind the other metropolitan regions somewhat in terms of the percentage who made online purchases, but it compensated for this with higher growth in the average purchase amount per month. In other respects, the distribution is relatively similar to 2019, with the exception that the e-commerce share has increased by 6–7 percentage points, despite already high levels. Skåne was also not severely affected by the pandemic in the initial phase, which may be an explanation for the slightly lower percentage of new e-commerce consumers.

A major shift in e-commerce all over Sweden



Basis: Shopped online in the past month (average for the full year)

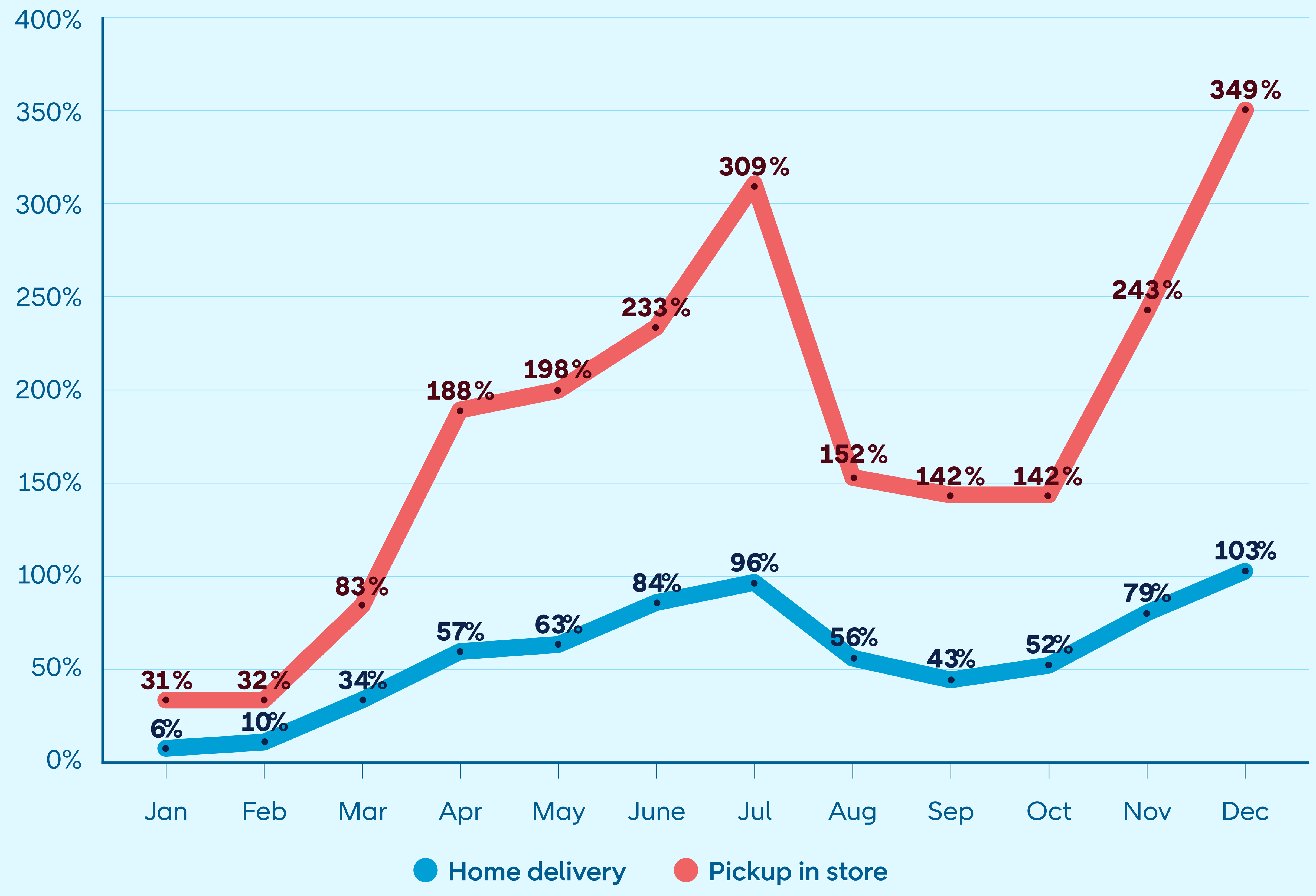
Pick up in store enabled the huge growth of online grocery retail

Grocery retail has undoubtedly been the biggest winner of the coronavirus crisis in terms of e-commerce, with online sales almost doubling in 2020. Both home deliveries and *pickup in store* of food purchased online exploded during the year, but despite home delivery turnover increasing by 55 percent compared to last year, home delivery cannot even begin to match the 173 percent increase in the in-store grocery collection.

The popularity of in-store grocery pick-up can be explained by factors such as the fact that the time slots for home delivery have sometimes been fully booked and companies have struggled to meet the demand for home delivery. It is also not easy to scale up deliveries immediately. The delivery vehicles need to be equipped with both refrigerated and frozen areas in order for the food to stay fresh. *Pickup in store* has thus rapidly become a good compromise for many in terms of the ability to buy food online, make their everyday lives work and avoid crowds in stores. This can also be seen in the figures. *Pickup in store* increased by a mighty 349 percent in December, compared with 103 percent for home delivery. It would thus have been impossible for companies to meet consumer demand online without *pickup in store*.

Now that the e-commerce share on the grocery side amounts to about 4 percent, with sales of around SEK 14 billion, it is likely that companies will continue to invest in more vehicles and eventually catch up in terms of being able to offer home deliveries to more people. For this reason, the percentage of *pickup in store* is likely to gradually decrease in 2021, at least in the larger cities.

Sales growth in grocery retail for home delivery and *pickup in store*, respectively (2020)



Source: Swedish Food Retailers Federation, Dagligvaruindex (Grocery Index)

A tumultuous year for fashion – heavily influenced by the pandemic

It was already apparent in the first quarter that clothing and footwear was one of the sectors particularly hard hit by the coronavirus pandemic, and the spring was fraught with bankruptcies and company reconstructions.

Despite the substantial impact on physical retail, consumers continued to flock to e-commerce, resulting in annual growth of 16 percent. Pure e-tailers of course experienced strong growth, but the change in the retail landscape also encouraged established retailers with physical stores to intensify their efforts in terms of their e-commerce initiatives. During the year, H&M advanced on the list of consumers' online favourites (see page 29), and even the department store NK – after more than 100 years as a pure department store – launched an e-commerce venture during the autumn.[1)]

At the same time, it is important to point out that the strong e-commerce growth did not fully compensate for losses in the physical stores. Empty city centers and desolate shopping malls hit stores hard. The particularly bad timing of the second wave of the virus, in November, was another severe blow to the already decimated sub-sector, as both Black Friday and the Christmas shopping period were subject to restrictions.

With a tough year in the rearview mirror – albeit with good growth for e-commerce – we are now looking forward. It is anticipated that fashion retail will continue to be affected by the coronavirus pandemic in 2021, but it is likely that in-store retail will retake sales shares when the vaccination program gains momentum, the pandemic starts to ebb out and people start meeting again at parties and other social events.

[1)] https://www.market.se/nyhet/boozt-vaxer-och-levererar-for-forsta-gangen-svarta-siffror-for-ett-tredje-kvartal; https://www.market.se/nyhet/starkt-kvartal-for-zalando-nar-fler-handlar-online-under-pandemin; https://www.dagenshandel.se/article/view/739856/nk_oppnar_ehandel

+16%
growth in e-commerce 2020

15
billion SEK turnover 2020.

30%
percentage of total fashion retail.

Percentage who made their most recent purchase in the category online or in store, respectively

60% online | 38 % physical store | 2% don't know/other

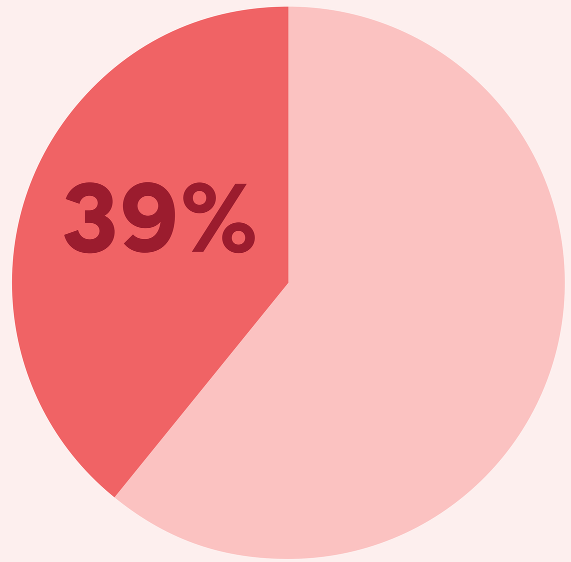
Percentage of men and women respectively who made online purchases (fourth quarter)

Men 34%

Women 54%

12% of e-commerce consumers started shopping for clothing and footwear online in 2020 due to the coronavirus pandemic

Total percentage of e-commerce consumers who bought clothing and footwear



Average amount per month among those who purchased clothing and footwear

SEK 1,240

Product launches and the pandemic boosted home electronics online

During the past year, e-commerce sales of consumer electronics have soared, resulting in growth of 43 percent. A lack of vacations led to increased purchases of home electronics products such as robot lawnmowers, and when the cold returned, autumn evenings were spent in isolation in front of new TV screens. Sales remained strong even during the last months of the year. In November, the long-awaited game consoles Playstation 5 and Xbox X were launched on the market. The winter darkness was further illuminated with the launch of new Apple computers, which quickly sold out.

In the Swedish e-commerce market, perhaps the most important event of the year was Amazon's launch in Sweden. Prior to the launch, there was concern that Amazon's establishment would cause many Swedish companies to disappear as a result of downward pressure on prices in the market. However, the Amazon launch did not turn out to be the success that many expected. The website was criticized for containing numerous incorrect and sometimes comical translations. In addition, the pricing of some products was questioned. However, these teething problems may be overcome as the company becomes more familiar with the Swedish market.

As usual, Black Week sales were at a record high for the home electronics sector. On the Thursday, sales increased by no less than 62 percent compared with the previous year. In addition, at the request of the Swedish Public Health Agency, more people in Sweden than ever before chose to buy their goods online. The holiday season was even gloomier for stores. 75 percent of the respondents stated that they shopped less in physical stores around Christmas.

+43%
growth in e-commerce 2020

25
billion SEK turnover 2020.

43%
percentage of total home electronics retail.

Percentage who made their most recent purchase in the category online or in store, respectively

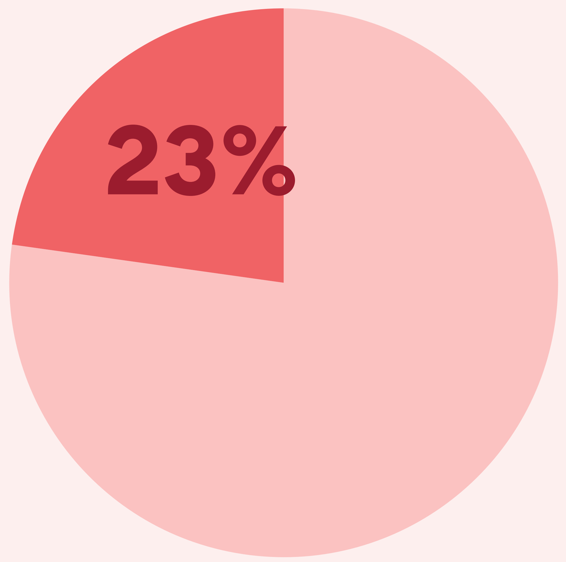
63% online
35 % physical store
(43% online in 2019)
2% don't know/other

Percentage of men and women respectively who made online purchases (fourth quarter)

Men 37%
Women 22%

7% of e-commerce consumers started buying home electronics online in 2020 due to the coronavirus pandemic

Percentage of e-commerce consumers who bought home electronics



Average amount per month among those who purchased home electronics

SEK 2,308

Upswing for physical books online

The book sector is one of the sectors that received a boost online during the coronavirus pandemic. Online growth has been weak for many years, but this year it amounted to 26 percent.

At the same time, it is in many ways a sector in continuous change. After its rapid shift to e-commerce sales, the book sector has continued its digitalization process, moving from physical products (hard-copy book) to the now rapidly growing audiobook sector, where the product itself is also digitalized and flows smoothly through cables and telecom networks. This has also affected the business models, which have become subscription services. However, not all books are suitable for the audiobook format; those that are suitable are primarily books with a simple chronology and just a few characters, where it is easy to follow the plot line even if you are doing something else while listening.

One of the most important events during the year was, of course, Amazon's launch in Sweden. Amazon started as a bookstore and has negotiated with Swedish publishers during the year. Once the company has distribution rights, it will be a tough competitor in the Swedish market. Especially if the company's rights to Swedish titles also encompass the Amazon-owned audiobook service Audible. Through its various companies, Amazon has the opportunity to coordinate campaigns between traditional Amazon and Audible.

+26%
growth in e-commerce 2020

6
billion SEK turnover 2020.

Percentage who made their most recent purchase in the category online or in store, respectively

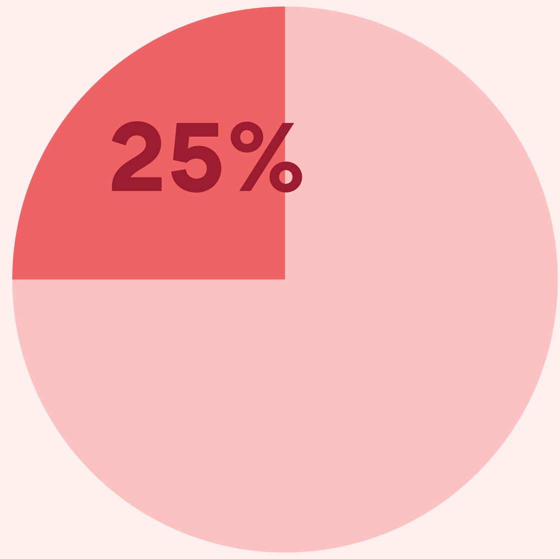
65% online
28 % physical store
7% don't know/other
(56% online in 2019)

Percentage of men and women respectively who made online purchases (fourth quarter)

Men 31%
Women 33%

7% of e-commerce consumers started shopping for books and media online in 2020 due to the coronavirus pandemic

Percentage of e-commerce consumers who bought books and media



Average amount spent per month by those who purchased books and media

SEK 510

Outdoor life on the rise during the pandemic

The year 2020 has been a turbulent year for sports retail. Some products and segments have been very strong, while others have not shown equally good results. The total full-year growth online amounted to 38 percent, which is an increase of SEK 1.4 billion compared with the previous year.

This year's keyword was social distancing, and it has affected how we play sports and how we consume sports-related products. In the early stages of the pandemic, many people were at home. Some gym chains closed, and the home gym with weights and yoga mats became a hit. Home sports products have also run out at many retailers. When hopes were dashed of a holiday abroad during the summer months, interest in the outdoors and golfing took off instead. Team sports have had it tough during the year. Sports training and matches have been canceled, at least during certain periods. The demand for new soccer boots or sportswear is consequently not the same.

As for the future, there are indications that the coronavirus pandemic has established a new baseline regarding e-commerce. More people have been forced to shop online, which has broadened the e-tailers' consumer base. More people have also discovered that it is possible to buy products online that they may not have purchased online before, which has increased the product breadth.

+38%
growth in e-commerce 2020

5
billion SEK turnover 2020.

18%
Percentage of total sports and leisure retail.

Percentage who made their most recent purchase in the category online or in store, respectively

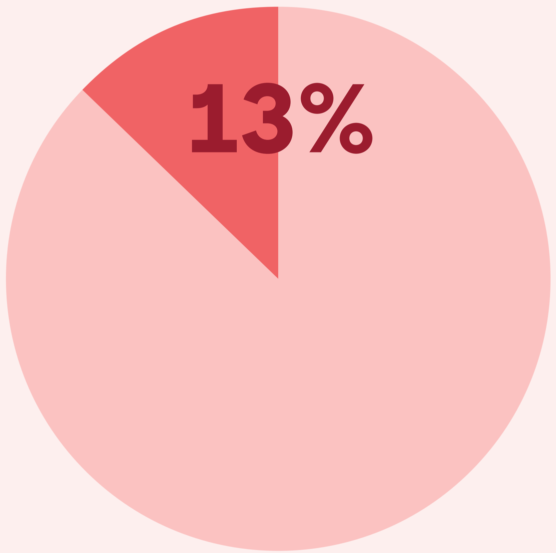
62% online
34 % physical store
(44% online in 2019)
4% don't know/other

Percentage of men and women respectively who made online purchases (fourth quarter)

Men 16%
Women 13%

6% of e-commerce consumers started shopping for sports and leisure products online in 2020 due to the coronavirus pandemic

Percentage of e-commerce consumers who bought sports and leisure products



Average amount per month among those who purchased sports and leisure articles

SEK 1,331

More time at home drove growth for interior design

Furniture and interior design retail online has been extremely strong in 2020, with growth of 63 percent. From being one of the more store-heavy product categories, the pandemic has resulted in a major shift in sales from physical to digital channels in the furniture and interior design sectors. E-commerce has also been consolidated during the year through Bygghemma-gruppen's acquisition of Nordic Nest and Egmont's upcoming acquisition of Royal Design.

Furniture retailers have also made major e-commerce investments to adapt the flow of goods to the digital channels. IKEA, for example, has started offering consumers the option to collect their products in a new drive-thru service. Kitchen and wardrobe planning is now also offered digitally and can be done from your sofa. [1] When travel, restaurant visits and other consumption have been put on the back burner and at the same time more and more time is being spent at home, many people have taken the chance to update their home interiors. In addition to a newfound interest in interior design in general, there has been an upturn in buying new furniture as a result of the emergence of working from home. The pace of renovation has also been at high levels, and according to the Swedish Tax Agency, ROT (Repairs, Conversion, Extension) deductions increased by just over 10 percent in 2020.

The home furnishing sector also benefited when the darker evenings came and more and more people started decorating for Christmas earlier and more prolifically, to brighten up their everyday surroundings. [2] Both Black Week and Black Friday were incredibly strong for the furniture and interior design sector. A large increase took place in e-commerce, and could be seen, among other things, at Cervera, whose online sales broke records during Black Week. [3]

[1] Fewer people are visiting IKEA – despite this, the furniture giant is making plenty of sales: "Shopping in other ways", market.se, Aug. 6, 2020.
[2] Sharply increased sales of Christmas decorations: "Brightening up", aftonbladet.se, Nov. 29, 2020.
[3] https://www.dagenshandel.se/article/view/766252/sa_drog_cervera_upp_tempot_digitalt_och_tjanade_pa_det_i_butik

+63%
growth in e-commerce 2020

7
billion SEK turnover 2020.

11%
Percentage of total furniture and interior design retail.

Percentage who made their most recent purchase in the category online or in store, respectively

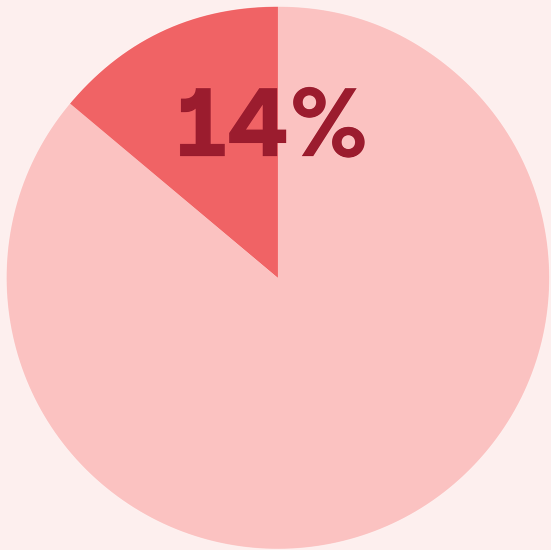
41% online
55 % physical store
(28% online 2019)
4% don't know/other

Percentage of men and women respectively who made online purchases (fourth quarter)

Men 13%
Women 23%

6% of e-commerce consumers started shopping for furniture and interior design online in 2020 due to the coronavirus pandemic

Percentage of e-commerce consumers who bought furniture and home furnishings



Average amount per month among those who purchased furniture and interior design

SEK 1,733

Great year for DIY-products as people in Sweden invest in their homes

Full-year growth for DIY-products totaled 41 percent in 2020, which was a great year for the sector to say the least. This development is linked to the fact that, as a result of working from home and canceled holidays abroad, many people have had both surplus time and money to rejuvenate their homes and realize their dreams regarding their houses and apartments. According to the Swedish Tax Agency's statistics, ROT payments increased by 10 percent during the year. The early spring also got things off to a good start, with sales of gardening products making early advances.

The coronavirus pandemic has also had an impact in terms of e-commerce. Despite the fact that DIY-products often have large premises in retail parks where the opportunities for social distancing are generally better than in shopping malls and city centers, three percent stated that they started shopping for DIY-products online in 2020 due to the pandemic.

In parallel with this year's strong growth, however, there has been concern that the DIY-product market is beginning to become saturated. The strong demand during the summer and lack of vacations abroad led in all probability to many taking the opportunity to realize their dreams where renovation was concerned. This risks negatively affecting demand in the future if there are not as many projects still at the planning stage.

At the same time, demand also increased for second homes in the wake of the coronavirus crisis, which could generate further building and garden projects in future. The most significant factor influencing how things turn out for DIY-products and garden retail in 2021 is, however, whether we will spend our vacations in our homes and second homes, or if the pandemic situation will ease by the summer and holidays abroad will make a comeback.

+41%
growth in e-commerce 2020

7
billion SEK turnover 2020.

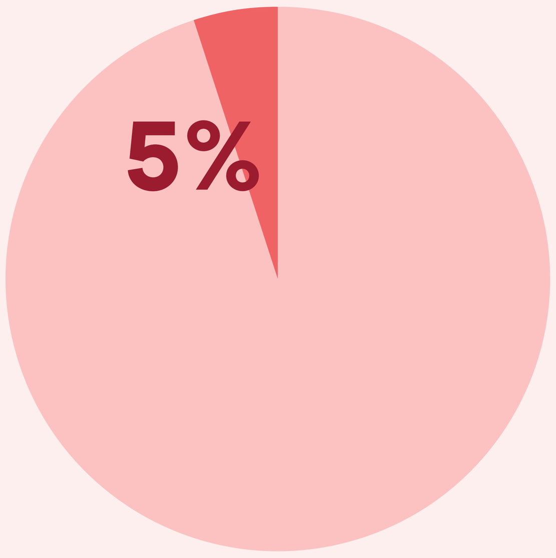
14%
percentage of total DIY-products retail.

Percentage who made their most recent purchase in the category online or in store, respectively

23% online (20% online in 2019)
61 % physical store
16% don't know/other

3% of e-commerce consumers started making online purchases of DIY-products in 2020 due to the coronavirus pandemic

Percentage of e-commerce consumers who bought DIY-products



Digital entertainment is replacing dolls and board games

The toy sector has had a number of tough years behind it, during which giants including Toys'r'us and BR closed their doors for good. Unfortunately, 2020 was no exception as it has largely been a weak year in terms of growth, both on the e-commerce front and in the physical stores. However, December was a strong month for e-commerce market participants, but e-commerce growth in 2020 remained at only 8 percent. There are several reasons behind the poor figures. The sector has been characterized by some growing pains in the wave of consolidation that has taken place over the years. But it is also the case that the sector has expanded to a certain extent to encompass other sectors. Some toys have been electrified and have basically become home electronics. In other cases, direct competitors for children's attention have emerged in the form of computer games, apps and digital subscription services. Something that has become increasingly popular is to give away streaming services of games as a Christmas gift. This trend has been quite clear this year. Several of the major gaming companies make it possible to buy a monthly subscription where the consumer has access to a number of different computer games.

One market participant that has bucked the negative trend is the toy company LEGO, which presented good results despite the pandemic. The reason is believed to be that the company has invested in an omnichannel model and, like some other large suppliers, is investing more in increasing consumer contact. It thereby uses digital technology to improve its consumer relationships, at the expense of retailers.

+8%
growth in e-commerce 2020

3
billion SEK turnover 2020.

Percentage who made their most recent purchase in the category online or in store, respectively

54% online
42 % physical store
(28% online 2019)
4% don't know/other

Percentage of men and women respectively who made online purchases (fourth quarter)

Men 9%
Women 15%

6% of e-commerce consumers started shopping for children's items and toys online in 2020 due to the coronavirus pandemic

Percentage of e-commerce consumers who bought children's items and toys

7%

Average amount per month among those who purchased children's items and toys

SEK 831

Online grocery is the big winner of the year

Grocery retail is without a doubt the e-commerce winner of the year, with an exceptional growth rate of 95 percent for the full year, which corresponds to SEK 14 billion. The percentage of e-commerce in the sector has almost doubled in just one year to y percent. This success story can be explained by factors such as new consumer groups (primarily older people) essentially being forced online during the pandemic, which changed deeply rooted shopping habits.

Another explanation is the sector's low percentage of e-commerce, which allows for extreme growth figures – especially as the major stores now have an incentive to invest in e-commerce. The percentage of e-commerce consumers who took advantage of the convenience of buying food from the safety of their own homes amounted to 18 percent during the fourth quarter, which is an increase of 6 percentage points compared with the same period in the previous year.

The great demand has sometimes been too high for retailers to cope with. Home delivery of food requires refrigerated and frozen transport, and logistics are difficult to scale up quickly. During the toughest periods of the pandemic, consumers have therefore had to make do with long delivery times and fully booked home delivery slots. Coop and other grocery chains reserved a portion of their home deliveries for people over 70, [1] and consumers were asked to book their deliveries early to be sure, for example, to receive them in time before Christmas Eve.

It remains to be seenin the future how lasting the new purchasing behaviors will be on the grocery side. Especially for the oldest consumer group. It is also noteworthy that large investments have been made in increased capacity, which guarantees that the strong e-commerce sales will continue even after the pandemic.

[1] https://www.coop.se/Globala-sidor/coop-utokar-och-adderar-leveranstider-for-seniorer/

+95%
growth in e-commerce 2020

14
billion SEK turnover 2020.

4%
percentage of total grocery retail.

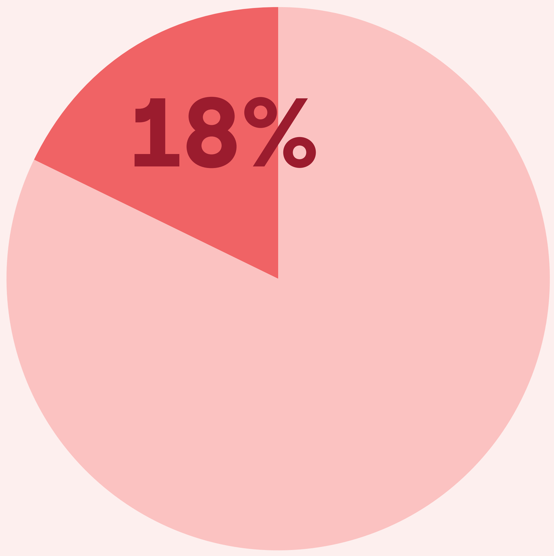
Percentage of men and women respectively who made online purchases (fourth quarter)

Men **18%**

Women **21%**

16% of e-commerce consumers started shopping online for groceries in 2020 due to the coronavirus pandemic

Percentage of e-commerce consumers who bought groceries



Average amount per month among those who purchased groceries

SEK 1,762

More older consumers are buying pharmacy goods online

The year 2020 was a good year for the pharmacy sector online and e-commerce growth for the pharmacy sector ended up at 59 percent for the year. The pandemic meant a double boost for the sub-sector. Partly in the form of increased demand for hygiene products, such as face masks and hand sanitizer, and partly in the form of social distancing as a driving force for e-commerce itself.

During the initial phase of the pandemic, consumers stockpiled both coronavirus-related products and prescription drugs, for fear of not getting hold of the products when needed. This meant that sales declined during the summer, when the spread of infection decreased and stockpiled products were used up. During the autumn, however, both the spread of infection and e-commerce orders returned.

Growth has been particularly strong among older e-commerce consumers. In December, 40.7 percent of people aged 60–79 stated that they bought pharmacy goods online, an increase of more than 15 percentage points compared with January. This development goes hand in hand with the social distancing regime that has led to older people being recommended to avoid physical stores, despite the fact that pharmacies were not subject to the general recommendation to avoid physical stores that came into force in October.

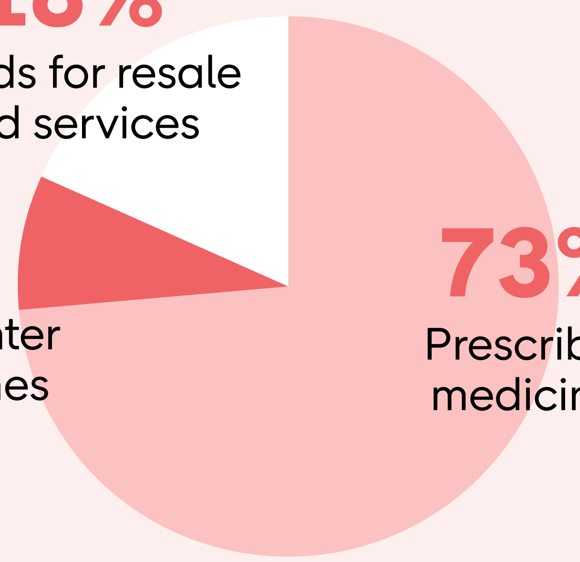
The fact that more and more older people have purchased their pharmacy goods online has also led to prescription sales – which in 2019 accounted for half of online pharmacies' sales – growing to 16 percent. The increased prescription sales pave the way for continued success in online sales, because many online pharmacies offer their consumers the opportunity to subscribe to prescription items, for example. Despite the high level of e-commerce growth, the number of stores has – so far – remained intact. However, e-commerce growth can be seen among both omnichannel players and pure e-tailers. If older people continue to make online purchases in the future to the same extent as during the pandemic, there is reason to believe that e-commerce will account for a very significant part of the sector's growth.

+59%
growth in e-commerce 2020

8
billion SEK turnover 2020.

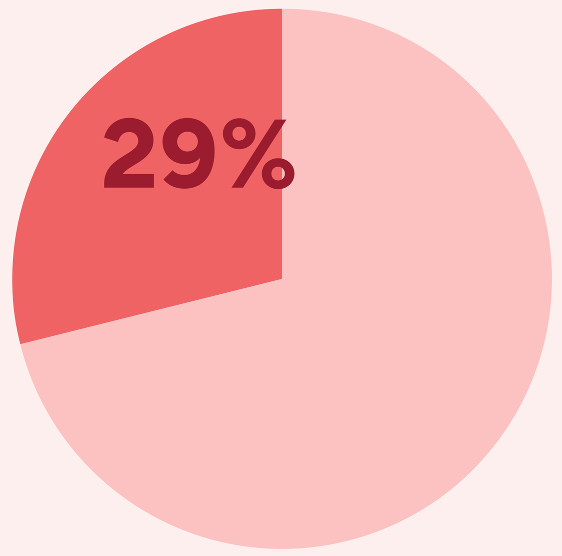
16%
percentage of total pharmacy retail.

Net sales of the pharmacy sector in the outpatient market, 2020 total. Percentage of total net sales, SEK.



19% of e-commerce consumers started purchasing pharmacy goods online in 2020 due to the coronavirus pandemic

Percentage of e-commerce consumers who bought pharmacy goods



Newcomers in the list of consumers’ e-commerce favourites

One of the traditions in the E-barometern’s annual report is that we usually present e-commerce consumers’ favourite market participants. During the past year, Swedish e-commerce consumers have been asked to state which e-retailer they consider to be their favourite.

Just like last year, it was Apotea that captured the hearts of the most consumers and took home the title by a good margin. Zalando is still in second place but, like almost all foreign market participants, it has dropped percentage points compared to last year.

The biggest sensation on this year’s list of top companies is ICA, which has advanced from 29th place last year to 9th place this year. Of course, grocery retail as a whole has had a great year online, but ICA has performed particularly well according to consumers, and climbed the most.

Home electronics is another sector that has headed upward during the pandemic year, through market participants such as Webhallen, Netonnet and Inet. Despite its relatively high degree of maturity online, the sub-sector has grown significantly during the year. This was particularly noticeable during Black Friday, which became an online sales bonanza for home electronics retail, the like of which has rarely been seen before, as in-store retail was severely restricted. A logistics test that the websites seem to have passed with flying colors.

Amazon has surprisingly dropped two places compared to last year, despite the fact that 2020 was the year when it launched in Sweden.

Favourite company and share of votes

Last year’s placement in parentheses, the arrows show whether the vote share increased or decreased compared to the previous year

	Businesses	Vote share	
1 (1)	Apotea	15.3%	↗
2 (2)	Zalando	5.0%	↘
3 (5)	H&M	4.1%	↗
4 (4)	Adlibris	3.9%	↗
5 (3)	CDON	3.2%	↘
6 (7)	Webhallen	2.6%	↗
7 (6)	Tradera	2.3%	↘
8 (10)	Bokus	1.8%	↘
9 (29)	ICA	1.6%	↗
10 (8)	Amazon	1.5%	↘
11 (15)	Netonnet	1.5%	↗
12 (16)	Matsmart	1.5%	↗
13 (9)	Boozt	1.4%	↘
14 (18)	Lyko	1.4%	↗
15 (12)	Asos	1.3%	↘
16 (11)	Wish	1.2%	↘
17 (20)	Åhléns	1.2%	↗
18 (14)	Ellos	1.1%	↘
19 (21)	Inet	1.1%	↗
20 (22)	Skincity	1.1%	↗

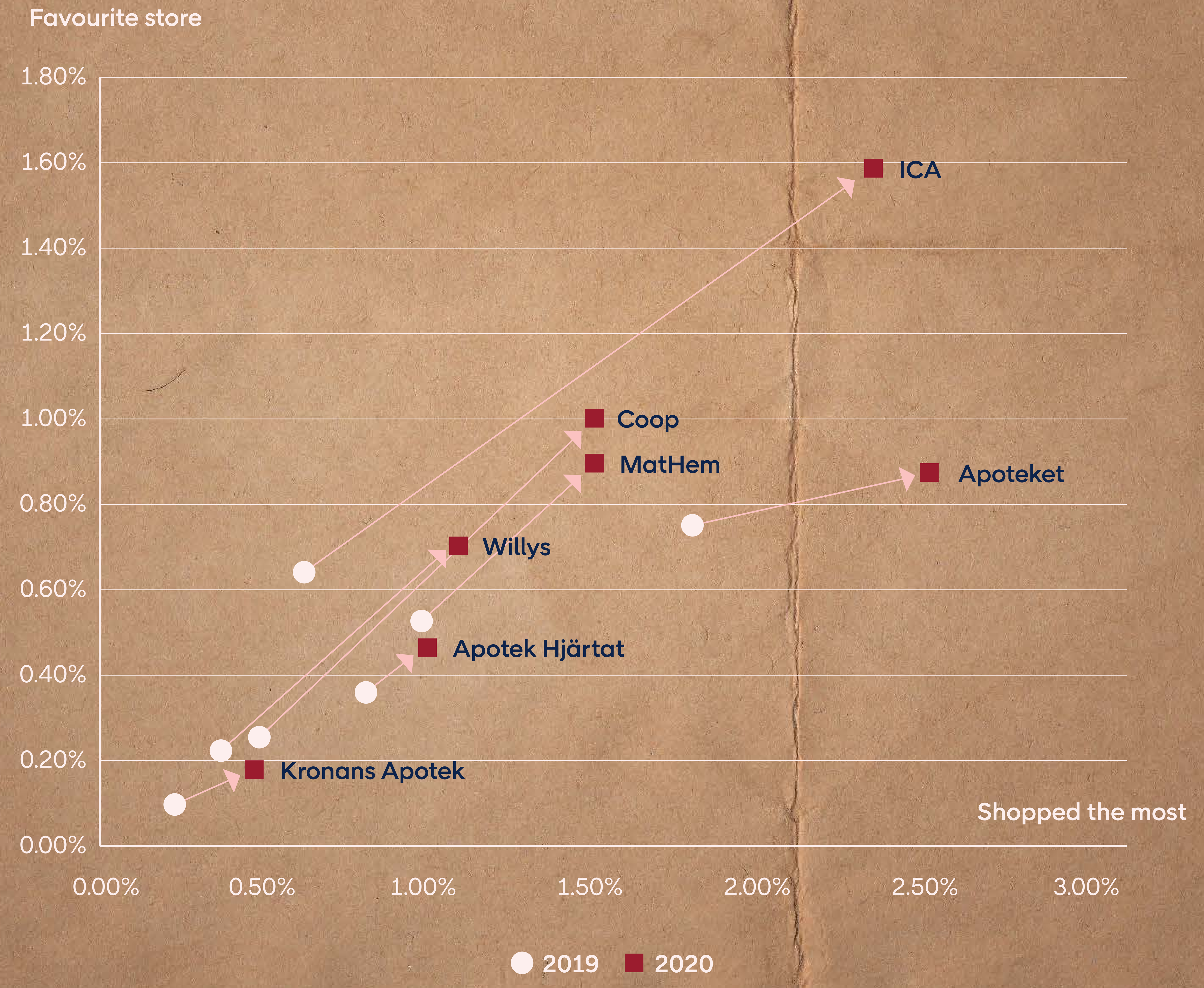
The biggest winners in the eyes of consumers

In connection with the coronavirus pandemic that impacted the world in 2020, it also became clear in the list of top e-tailers which ones were the winners and the losers in terms of being the favourite companies of consumers. The clear winners are the grocery stores and pharmacies. Fewer people want to be crammed into physical stores and many have tried grocery shopping online – not least among the older consumer groups. It is also primarily the established stores ICA, Coop and Willys that have topped the list. The explanation is probably that they are safe brands that consumers recognize, but also for example that membership benefits and bonus points are coordinated between purchasing channels, which has certainly been a pleasant surprise for many new consumers. Despite the fact that during parts of the pandemic year, it was difficult for grocery operators to meet the demand for home deliveries, they have been able to use their existing stores for click and collect solutions, which has enabled the robust growth in e-commerce. This has also led to more consumers considering grocery operators their online favourites.

Pharmacies are above all increasing when consumers state which companies they have made the most purchases from, but not as much in terms of their favourite stores, which is particularly evident for Apoteket. Apotek Hjärtat and Kronans Apotek also increased during the year, but not to the same extent. Apotea is still in a class of its own (see previous page), despite the fact that this year's increase is moderate.

The companies that increased the most

Grocery retailers and pharmacies have increased both as favourite market participants and as the players with the highest e-commerce volumes in 2020.



Changes in percentage points between 2019 and 2020
Bas: Shopped online in the past month

Theme:

Second-hand online

pp. 31–38

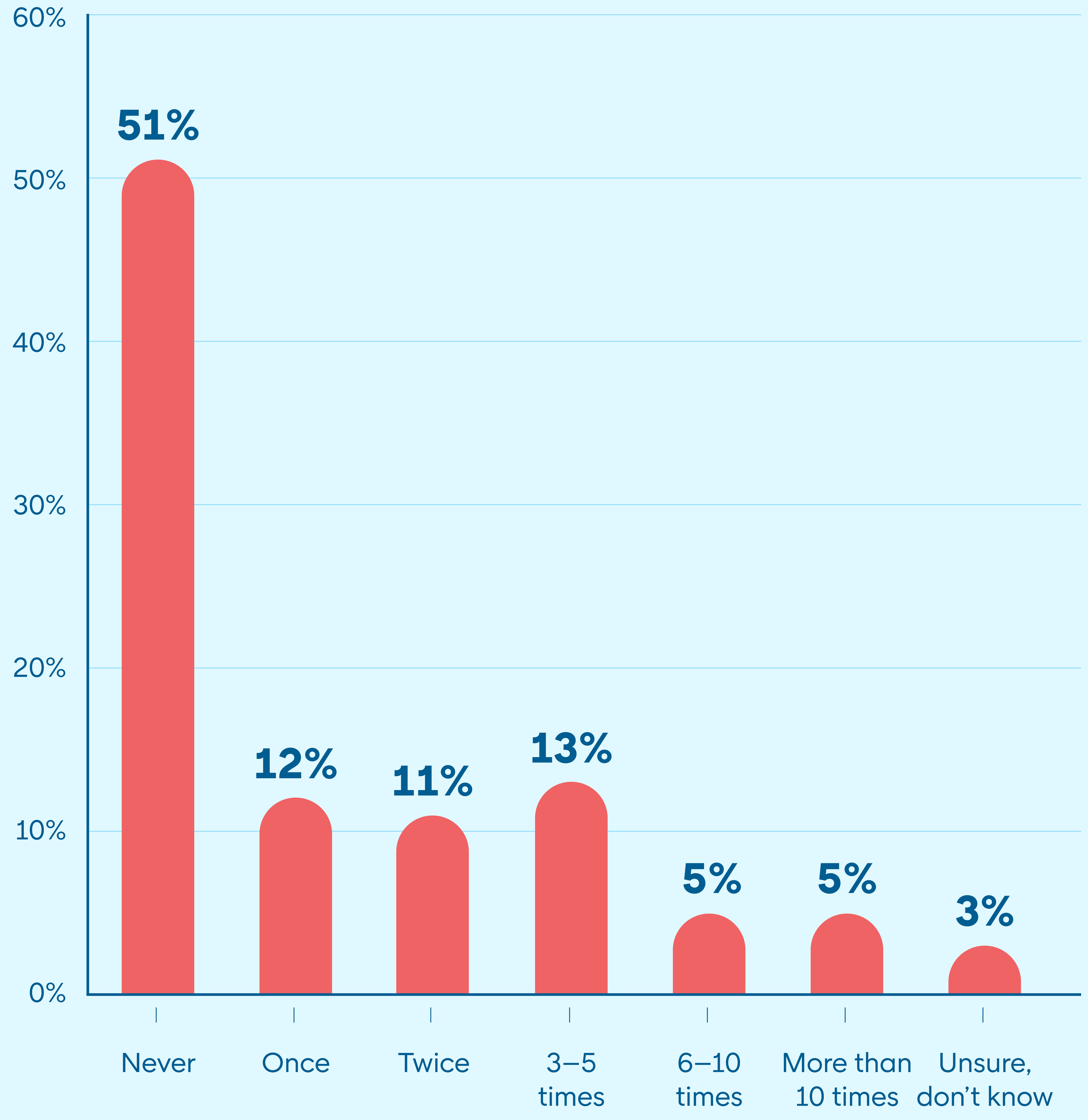
Almost half of consumers have bought second-hand items online

In addition to our extra surveys on the coronavirus pandemic, this year's theme is to examine the growing online second-hand retail trade. How common is it to buy second-hand/used items and where are they purchased?

The answer to the first question is that about half of those who have made online purchases in the E-barometern survey also state that they purchased second-hand items online at some point during the year. In this respect, however, there are clear differences between the consumer groups. Women are admittedly only slightly more inclined to buy second-hand, but young women make the most purchases of all – primarily clothing and footwear. However, relatively few purchase second-hand/used items online on a regular basis. Only 10 percent state that they bought second-hand items more than five times during the year.

The most popular marketplace for second-hand items online is Tradera. 32 percent of e-commerce consumers state that Tradera is their favourite. Then comes Facebook, which has moved into second place with 27 percent, ahead of Blocket at 25. The reason for Facebook's popularity is the amount of users, but also the fact that it is free. Private buying and selling initiatives also occur on the platform.

How many times in the last 12 months have you bought second-hand items online?



Consumers' favourite sites for second-hand retail online

1
Tradera
32%

2
Facebook Marketplace
27%

3
Blocket
25%

4
Sellpy
3%

5
eBay
2%

Furniture and interior decor are the most popular second-hand items to buy online

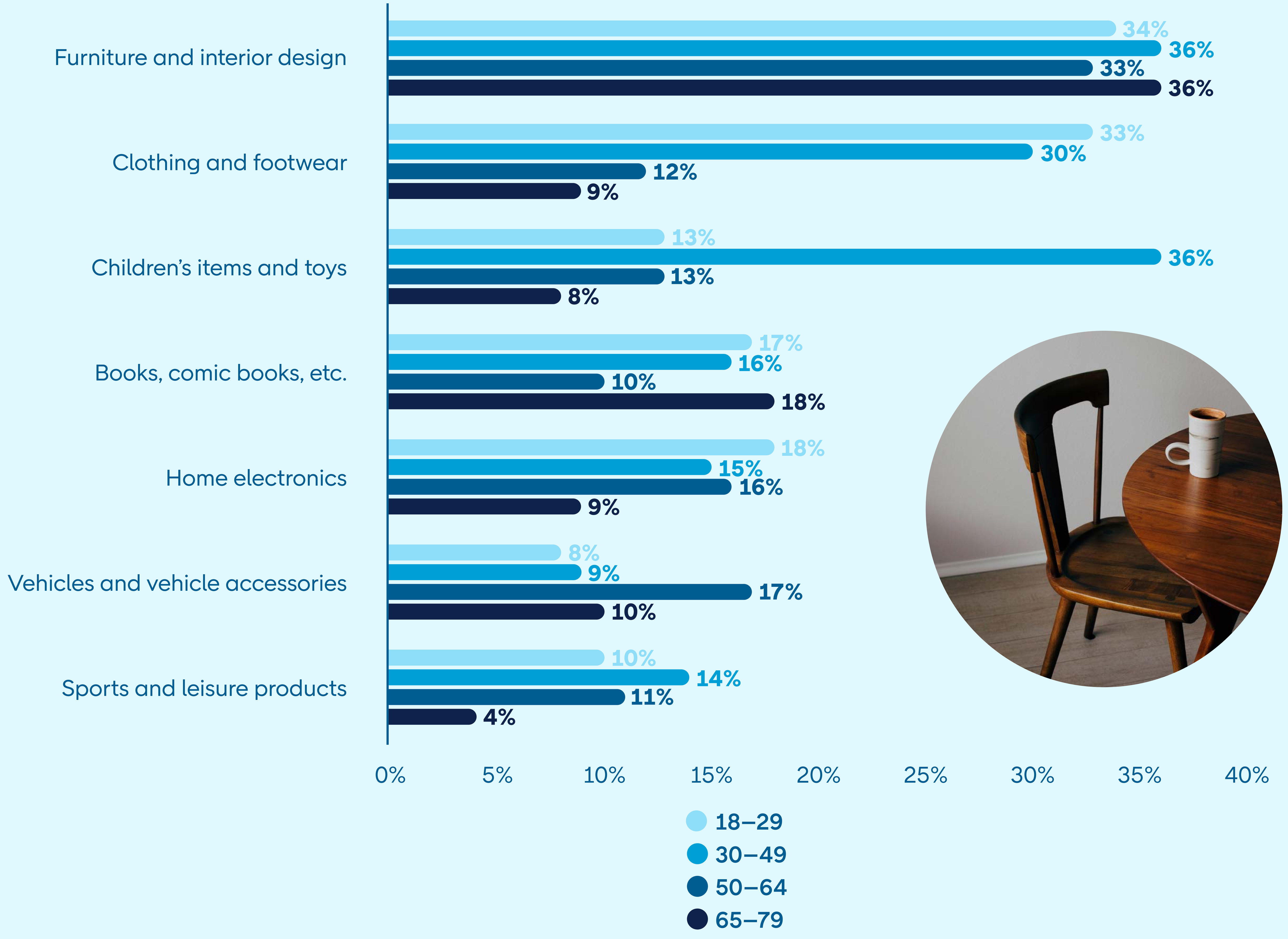
The most popular product category when purchasing second-hand online is furniture and interior design. Almost a third of those who have purchased second-hand items online have made a purchase in this category, and the propensity to purchase second-hand household items is about the same in all age groups. One reason for its popularity is that larger furniture, such as tables and chairs, are relatively expensive products and generally have a long life. This makes the products particularly suitable for resale, and it has therefore been relatively common for a long time to buy second-hand furniture online.

Clothing and footwear end up in second place, which a quarter of those who bought second-hand items online have purchased. The product category is particularly popular in the 18–49 age group, with more than 30 percent ordering at least one item. One of the companies that has noticed this great interest is Sellpy, which collects clothing and footwear from consumers and then resells them in its own web shop. In 2020, it expanded its warehouse space and hired new employees, [1] but still finds it difficult to meet the high demand. [2]

In third place come children's items and toys, which 23 percent of those who purchased second-hand items online bought. The fact that this category is particularly popular is hardly surprising. As children's needs change rapidly, many items are only used for a short time, and they are therefore particularly well suited for resale. It is hardly surprising that people between the ages of 30 and 45 stand out as major consumers in this category, as this age group is the main group of parents of young children. One company that has had success in the sub-sector is the relatively newly started Parently.

[1] https://www.dagenshandel.se/article/view/720697/sellpy_vaxer_och_nyanstaller
[2] https://www.ehandel.se/sellpy-borjar-ta-betalt-vi-ar-stolta

Which second-hand product(s) have you purchased online in the past year?



Basis: Has purchased second-hand products online in the past year

"We want to lead the transition to circular consumption"

Stefan Öberg, CEO of Tradera and
Sofia Hagelin, Head of Communications at Tradera.

It has become significantly more common among Swedish consumers to purchase second-hand items in recent years. Something that has previously been limited to specific product categories, special occasions or particularly sustainability-conscious consumers has become widespread. The increased awareness of sustainability has contributed to the fact that in many groups nowadays, buying second-hand items rather than new ones seems to be more of a sign of status and education. Although it is still a very small part of total retail, growth is strong.

In 2020, when e-commerce grew due to the pandemic, the second-hand market was also characterized by a shift online. We asked consumers in the E-barometern what types of second-hand items they buy online, and the list was topped by furniture and interior design (35 percent), followed by clothing and footwear (25 percent). We also asked which websites are primarily used to find these items. Most responded Tradera (32 percent of consumers), followed by Facebook (27 percent) and Blocket (25 percent). We met Stefan Öberg and Sofia Hagelin, CEO and Head of Communications at Tradera, respectively, to ask some questions about the past year and the trend of buying used items.

How has the pandemic year 2020 been for Tradera?

"Things have gone very well for us in 2020, for several reasons. On the one hand, people have been at home a lot, which has meant that many of them have had time to reflect on what they could sell, and they have also discovered that they need to buy other things. Also, many people have had more money in their wallets due to not traveling or partaking in other leisure activities. But of course we also have another strong tendency in Sweden – that many consumers want to live more sustainably and buy more second-hand items," says Stefan Öberg, CEO.

There has been growth in essentially all product categories on Tradera in 2020, although it is clear that growth in clothing and footwear has been lower,

> "Many consumers want to live more sustainably and buy more second-hand items."

Stefan Öberg

in relative terms, than in other categories, for the same reason as for clothing and footwear retail in general – fewer parties and other social gatherings.

Does it really matter to you what people buy and sell?

“No, not really. But our vision is to be a leader in the transition to circular consumption, so we have made the decision that it will not be possible to buy and sell newly produced goods on Tradera. The exception is when it comes to spare parts – it then helps enable you to use items for longer. We have removed a lot of ads for newly manufactured products. But apart from that, we do not have any priority product categories,” says Sofia Hagelin, Communications Manager since 2016.

“After all, Tradera is a marketplace for things that can be sent between sellers and buyers, so we are not, for example, a website for buying and selling cars or boats,” Stefan adds.

Have sustainability and circular consumption always been important core values for Tradera?

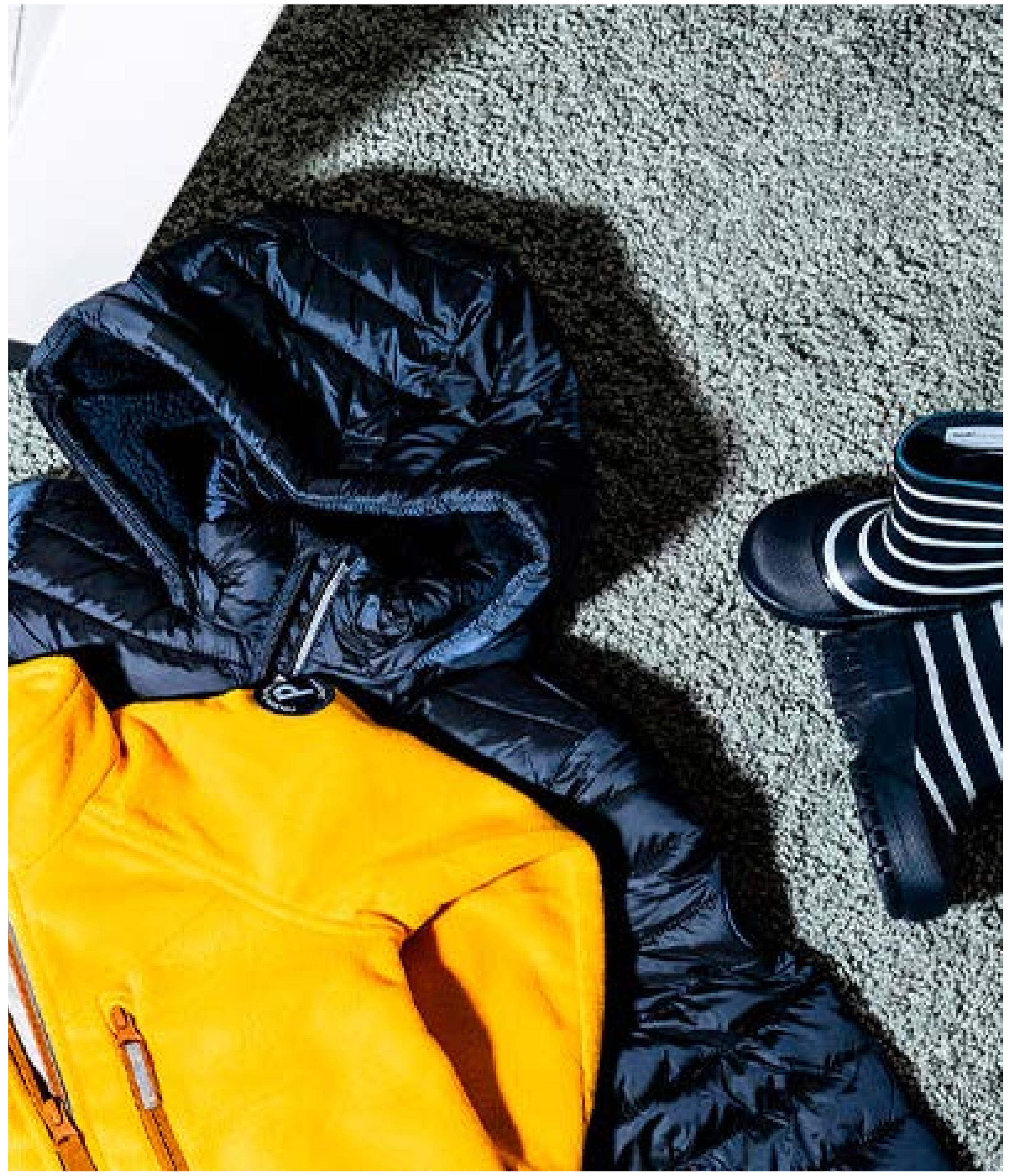
“Tradera wasn’t actually founded based on a sustainability philosophy back in the day. Ten years ago, Tradera was much more a place for unique items for collectors or people with niche interests in particular products. But gradually, people in general have become interested in buying articles that have already been owned by someone else. This can be for sustainability reasons or because you can find things at a lower price, or both. So in this way it can be said that Tradera was in the right place at the right time to meet the needs of consumers. But we naturally want to be part of the transition, and as society has changed, sustainability and circular consumption have become increasingly important core values for us,” Stefan explains.

In the E-barometern, we asked consumers what the main reason was for them choosing to buy second-hand items online instead of new ones. 42 percent answered that the lower price is the primary factor, while 30 percent answered that it is primarily for sustainability reasons. The truth is probably that most people who buy “pre-loved” items base their decisions on both arguments. According to Stefan and Sofia, second-hand purchases are growing much faster than trade in newly manufactured products. Tradera’s own sales increased by 15 percent in 2019 and “significantly more” in 2020. This is impressive growth, even though e-commerce has grown more overall. The trade in second-hand products still makes up a very small percentage of total purchases and still only partially competes with the market for newly manufactured goods, for the simple reason that far from everyone has taken the step to buying “pre-loved” items. According to the E-barometern, more than half (51 percent) had not bought anything second-hand via the internet in 2020. In addition, Tradera is not only dependent on people continuing to buy more second-hand items, but also on the fact that there are enough sellers. Sofia explains their reasoning regarding marketing themselves to buyers and sellers, respectively:

“We have removed a lot of ads for newly manufactured products.”

Sofia Hagelin

“The surveys we have done over time show that people in Sweden are more willing to sell second-hand than to buy. Our analysis is therefore that if we are to succeed in the transition to circular retail, we need to convince more people to switch to making more circular purchases rather than buying new items. With stronger purchasing power, which has really gained momentum over the past year, the incentive to sell more is also increasing. We believe that focusing on buyers is still the most important aspect of our marketing, but if this development continues, we may have to re-evaluate and focus more on attracting more sellers and expanding the range as well.”



As society has changed, sustainability and circular consumption have become increasingly important core values for Tradera.

The price is the main driver to buy second-hand items

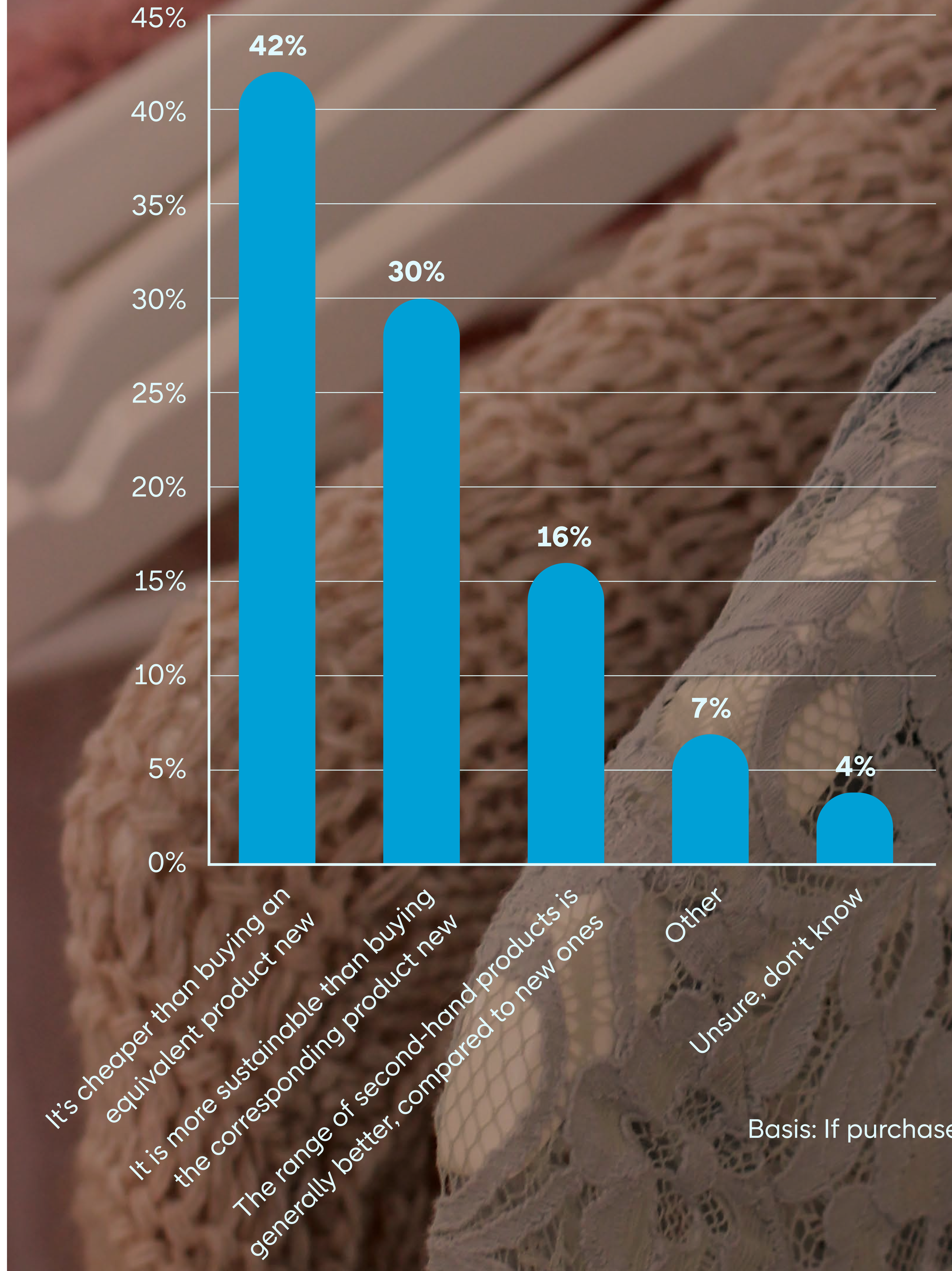
E-commerce relating to second-hand items is attracting more and more companies and platforms. This is partly due to the fact that both e-commerce and second-hand retail have been strong trends in recent years and consumer demand is growing.

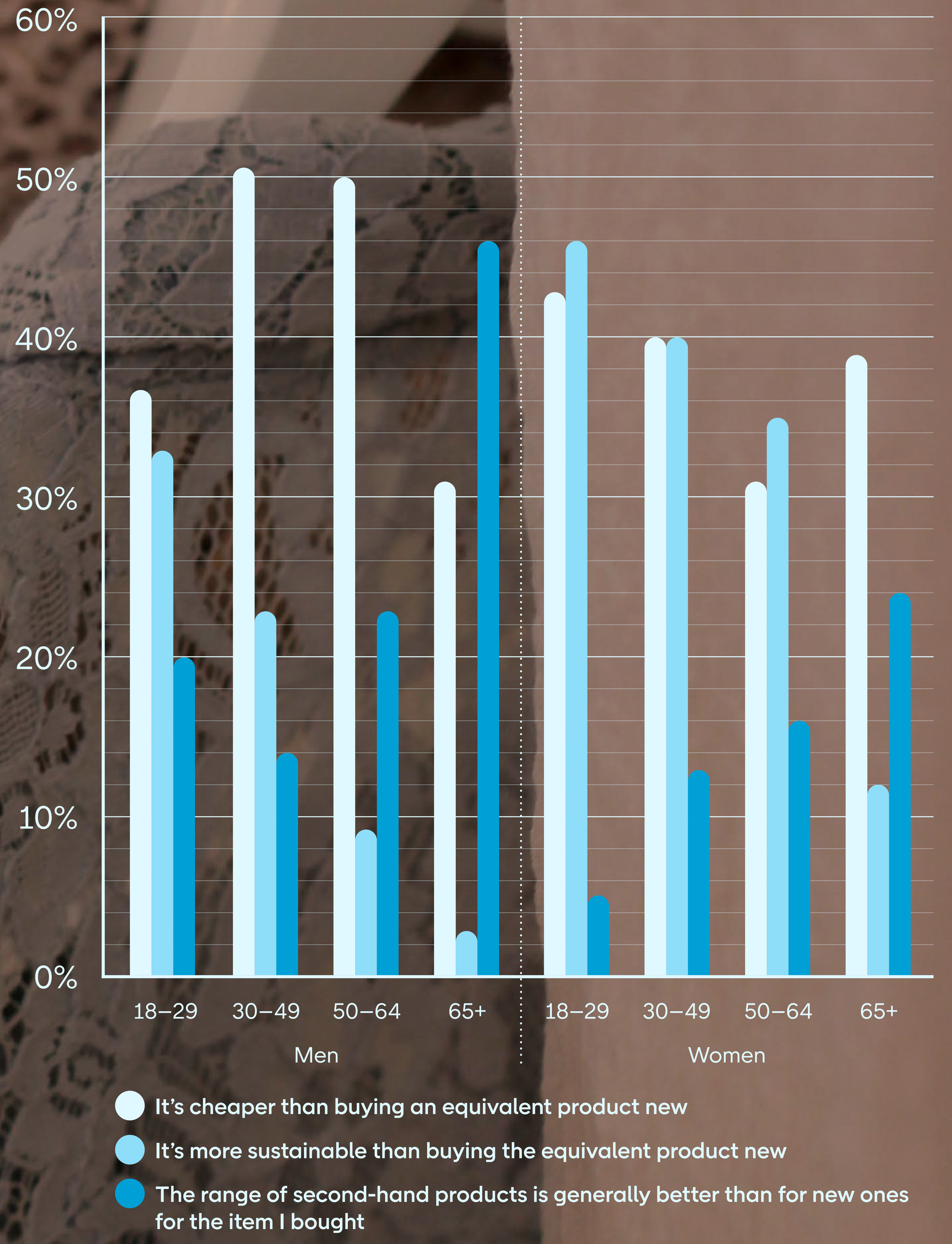
When people in Sweden buy second-hand/used items online, it is currently mainly because they are cheaper. Getting a good price for an item that someone else has already used is an easy way to reduce the cost for those who want to save a bit of money. 42 percent of those who bought second-hand/used items online state this as the most substantial argument for making second-hand purchases.

The sustainability and environmental aspect also weighs heavily for many people. Nearly a third of respondents say this is their main reason for making second-hand purchases. The percentage is particularly high among women and younger people. The sustainability aspect is the most important for women between the ages of 18 and 29, where almost half state that sustainability is the top reason for their second-hand purchases. It is also this group in the E-barometern's material that consumes a lot of fashion items, which can make it more important to try to shop sustainably compared to those who do not consume as much.

The final key reason to buy second-hand/used items is the huge range of items on offer. This is a particularly important reason for older men. This is probably due at least in part to the consumption of specific products that are not as easy to obtain – or are not even available new – such as certain types of vehicle accessories, collectibles or art.

What is the main reason you choose to buy second-hand items (online) instead of buying similar goods new?





Basis: If purchased second-hand items

"We aim to lower the threshold to choosing a circular alternative"

More and more retail and e-commerce companies have in recent years explored the possibilities of selling second-hand items in addition to their ordinary product range. Cervera is one of the companies that has taken the bull by the horns and launched Cervera Vintage. Emma Ohlson has been recruited to lead the initiative and the plans are ambitious.

Cervera is Sweden's leading market participant for products "for the kitchen, table and home". Naturally, a significant percentage of its sales are online, and this segment has grown significantly in recent years and especially in 2020. Last year, the new Cervera Vintage initiative was also launched.

We met Emma Ohlson to find out more about the company's ambitions – can Cervera, as a traditional retail player, really become big in selling second-hand items?

How did you come to the conclusion that Cervera Vintage was a good idea?

"We saw great potential in letting our consumers become aware of vintage items, and major opportunities to identify intelligent solutions for both buyers and sellers. Cervera Vintage is partly a brand-strengthening initiative that will benefit regular sales. But the plan is definitely for Vintage to become a profitable part of the business in itself, in addition to the positive effects we hope to see in the business as a whole. Our hypothesis is that there is a gap to fill in the market. The idea is that there are both potential sellers and buyers who do not necessarily seek out auction websites or other e-commerce websites." →

What do you offer that an auction site does not?

"On the one hand, we make it very easy for sellers to get rid of quality products that they no longer want – and to get paid for them instead of throwing them away or giving them away. It is very easy to fill in a valuation form online and then take the items to the nearest store and get paid. If you sell via an auction site, you may be able to get paid more, but it requires more work and not everyone is interested in doing that; besides, you may not be able to sell the items at all. If you look at the buyer's perspective, we hope to be able to inspire consumers who may not know exactly what they are looking for and who can imagine buying a second-hand alternative. For example, if you are looking for a plate on our website and look at the newly manufactured products, we should be able to show the consumer that there are also beautiful plates in our vintage range. We aim to simply lower the threshold, for both sellers and buyers, to choose a circular alternative."

You started five months ago – what level of interest has there been so far?

"We've noticed that there is huge interest. We have been overwhelmed by valuation requests for absolutely fantastic products. We also ask the seller for a small description of the object's history and these are often very nice little stories. So far, we have sold 80 percent of everything that has come in, so the buyers really are out there. We have simply had our picture confirmed – there are a lot of consumers who are interested in mixing old and new. In the fashion world, wearing a new pair of ordinary jeans together with a college sweater from the 1980s and a pair of pre-loved, luxurious Louboutin shoes has long been an acceptable approach; nobody would laugh at that. Now it has started to be so for interior design too – not everything has to be brand new."

"We have noticed that there is a huge interest."

Emma Ohlson

E-barometern figures clearly show that items in the furniture and interior design category are what by far the most consumers buy second-hand online. This is of course closely linked to the fact that the products, if they are of high quality, are made to last a very long time, often for hundreds of years. Cervera's main focus is not furniture but items associated with table settings or the kitchen. And even such products can last a very long time if you take good care of them.

"We also want to offer people advice on how to take care of their items so that they can be used for as long as possible. Regardless of whether you eventually sell the item, or whether it is passed on from generation to generation, it is the absolute best thing for the well-being of the planet if we can avoid a throwaway culture. Of course, wear and tear occurs sooner or later no matter how well you look after something. But a cast iron pot, for example – just because it is 50 years old, it is not necessarily worse than a new one. Some would even claim that it is better," says Emma.

She explains that Cervera generally does not include damaged products in its range, but that in exceptional cases they can do so if the object is unique and has value from a collector's perspective. All products are categorized as mint condition, some wear and tear or "well-used but loved". The latter is precisely about items that may have a little too much patina but compensate for this with their uniqueness.

In three years' time Cervera believes that Vintage will be able to cover its own costs and be profitable. Until then (and even after that) the idea is that the initiative will generate increased regular sales in various ways.

"We are convinced that Cervera Vintage has great growth potential. We have not yet decided exactly how to expand the business, but there are a few different ideas on the table. There are great opportunities for synergies due to our physical stores – they are extremely important in terms of getting this entire business model to work. The stores function as a drop-off point for those who have something to sell, which drives extra traffic to our stores. Anyone who chooses to get rid of an old dinner service may be looking for a new one, or will be tempted to buy a new toaster when they are in the store anyway. We have already seen many examples of this behavior."

Emma Ohlson is operations manager for Cervera vintage.

Home deliveries more popular than ever

After an item has been purchased online, the consumer can usually choose how they want the shipment delivered. It is still most common to collect your product at a distribution point, but home delivery is becoming more popular. In 2019, the product most recently purchased by the respondent online was delivered to a distribution point in 65 percent of cases. In 2020 the figure was 53 percent. This is while home deliveries increased by 6 percentage points during the year, ending up at 17 percent in December. Over the past year, increasing numbers of people have spent more time in their homes to maintain social distance, and more people are probably also willing to pay to get their deliveries sent to their door.

However, it is clear that there was a greater demand than what could actually be provided. In December, a clear majority would have preferred to have had their deliveries delivered at home, compared to only 26 percent who wanted to have them delivered to a distribution point. This, of course, correlates with the course of the pandemic. As recently as September, when the spread of infection was lower, 36 percent wanted to have their deliveries sent to a distribution point.

In recent years, demand for partner outlets has increased. This is partly due to the flexibility benefits it entails for consumers, who can pick up their parcels whenever they want, in combination with avoiding meeting other people at a partner outlet. In addition, the prevalence of parcel machines has increased during the past year, which also means that more consumers can choose this option. All in all, this has led to more people wanting their parcels delivered to the parcel machines.

Percentage who prefer different delivery options

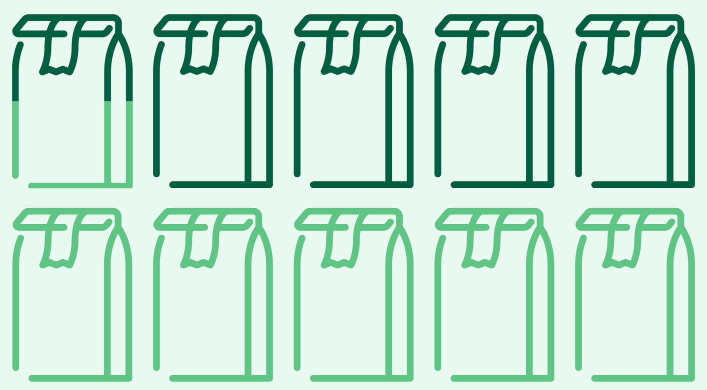
	September 2020	December 2020
Distribution/ service point	36%	26%
Parcel locker	9%	12%
Home delivery with signature	13%	15%
Home delivery without signature	45%	52%
Pickup in store	1%	1%

Heading for greener deliveries

As e-commerce grows, there has been a greater focus on the issue of sustainable deliveries. This is especially evident on the corporate side, where work on sustainability is now the rule rather than the exception. In Sweden, it is above all packaging that has taken strides forward on the sustainability front. Goods packaged in recyclable materials increased by eight percentage points compared to the previous year. Another popular measure is to reduce the amount of packaging material and unnecessary air in the parcels, which close to 59 percent of companies work actively with. This percentage has increased drastically compared to last year, when the figure was 43 percent. There are several reasons behind the increase, one of them being that the issue has received more attention in recent years. PostNord has also pursued the issue via the sustainability initiative Förpackningsresan, which, together with the industry, aims to reduce unnecessarily large parcel sizes and thereby mitigate the effects on the environment. Asket is a good example of a company that has been successful in this area.

Most consumers are willing to make active choices to make deliveries more environmentally friendly. A total of 80 percent responded that they can imagine waiting 1–2 days extra to receive their items sustainably, but only 37 percent of companies believe that consumers are willing to wait longer for more environmentally friendly deliveries. A possible explanation for this underestimation is that the companies at the same time are noticing the demand for fast deliveries.

How companies work with sustainable deliveries



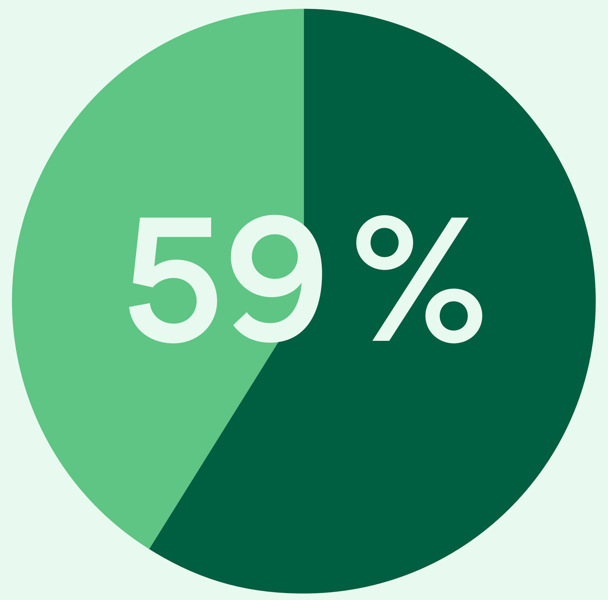
55 %

Use recyclable packaging materials

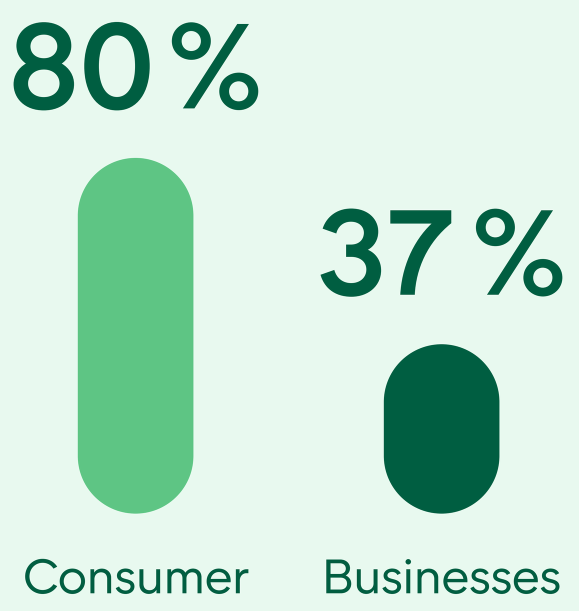
10 %

Offer the consumer special sustainable delivery methods

Asket is one of many Swedish companies that have actively worked to reduce the amount of air in their parcels



Strive to reduce the amount of packaging material and unnecessary air in parcels



80 percent of consumers consider themselves able to wait 1–2 days extra for a more sustainable delivery. 37 percent of companies believe that consumers are prepared to wait longer for more environmentally friendly deliveries.

More people want returns picked up at home

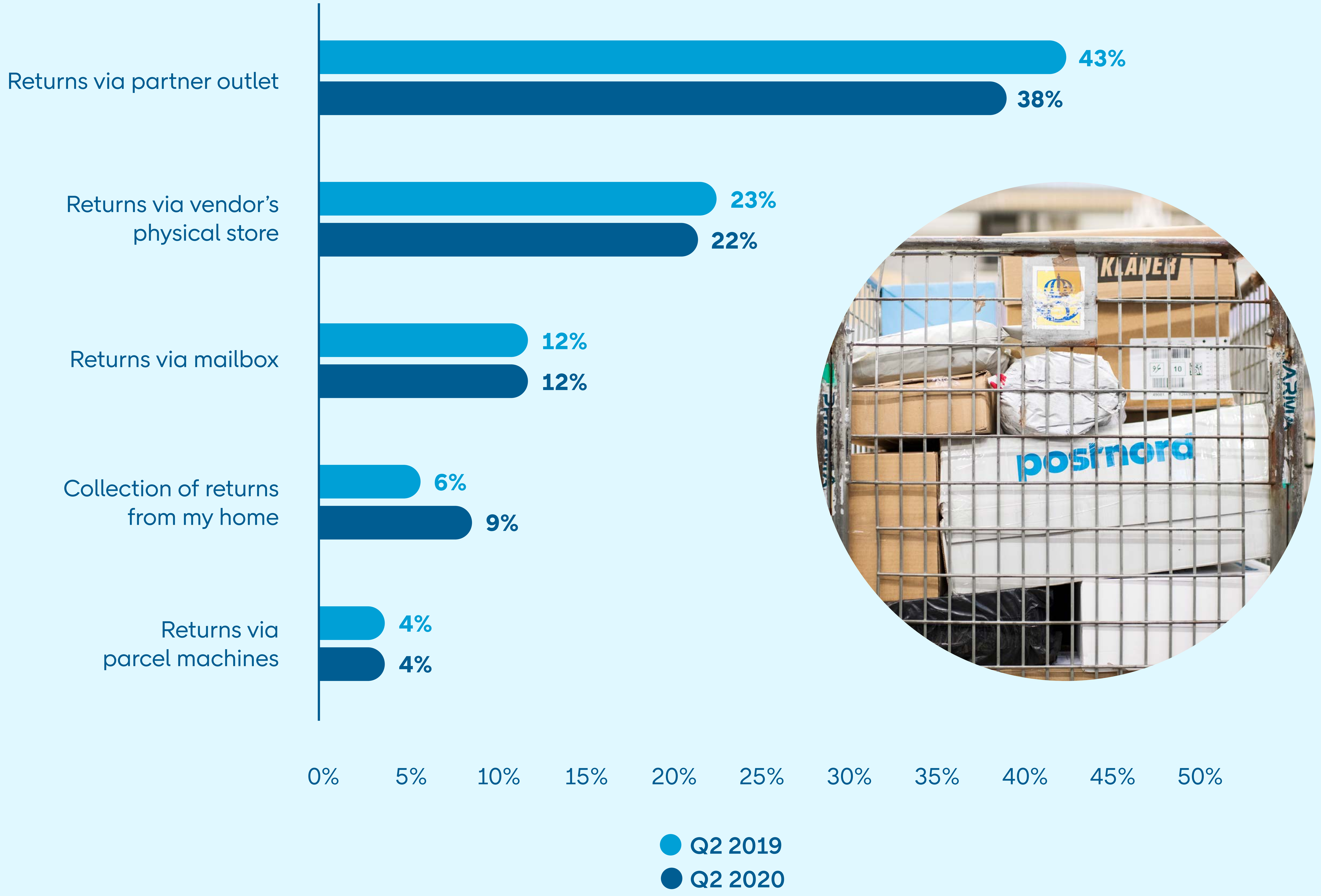
Everyone has different preferences, and this also applies to how they wish to return e-commerce products. What is new this year is that more and more people state that they would prefer their returns to be picked up from home. There may be several reasons behind this. Firstly, many people are used to the e-commerce process running smoothly and as home deliveries increase, there may be an expectation that returns can also be handled via the home. The social distancing that the coronavirus has led to is probably also a reason behind the increasing demand for home returns.

As previously mentionedin the report, sustainability is something that is becoming increasingly important for both consumers and e-commerce companies, and the fact that many returns are shipped long distances is not ideal from a sustainability perspective. Among other things, Breakit has investigated how some of Sweden's largest e-commerce market participants processed their returns, and revealed how returned goods were sent to Estonia for repackaging. [1)]

The Swedish Transport Administration has also issued a report on how companies can make deliveries and returns more ethically defensible. [2)]

[1)] Breakit, 2020. https://www.breakit.se/artikel/22407/vi-sparade-natjattarnas-returer-sa-langt-aker-kladerna-som-du-lamnar-tillbaka
[2)] Swedish Transport Administration, 2020 (in Swedish). https://www.trafikverket.se/contentassets/82f91adb04524a76855daa95fa360a47/rapport-2020_2-hur-kan-e-handelns-transporter-bli-mer-hallbara-redovisning-av-ett-regeringsuppdrag.pdf

Which of the returns options below do you most prefer?



Basis: If shop online

More and more consumers are asking for additional delivery options

When consumers are asked to list possible improvements in online stores, product reviews have topped the wish list in previous years. However, there are a lot of contenders for the top spot this year. Demand for more delivery options has increased the most. This increase is most likely due to the fact that because of the coronavirus, consumers are placing more orders online and are more demanding in their delivery preferences. Particularly among risk groups, it is a requirement to have their shipment delivered in a way that feels safe, away from congestion and crowds.

The importance of good customer service has increased by two percentage points, which is probably also related to the pandemic. Above all older people want customer service to have increased availability, with no less than 32 percent in the 65–79 age group requesting better customer service. This is also the group that has grown by far the most online during the year. The combination of new consumers who are generally less digitally savvy means that the need for guidance and help while making online purchases increases.

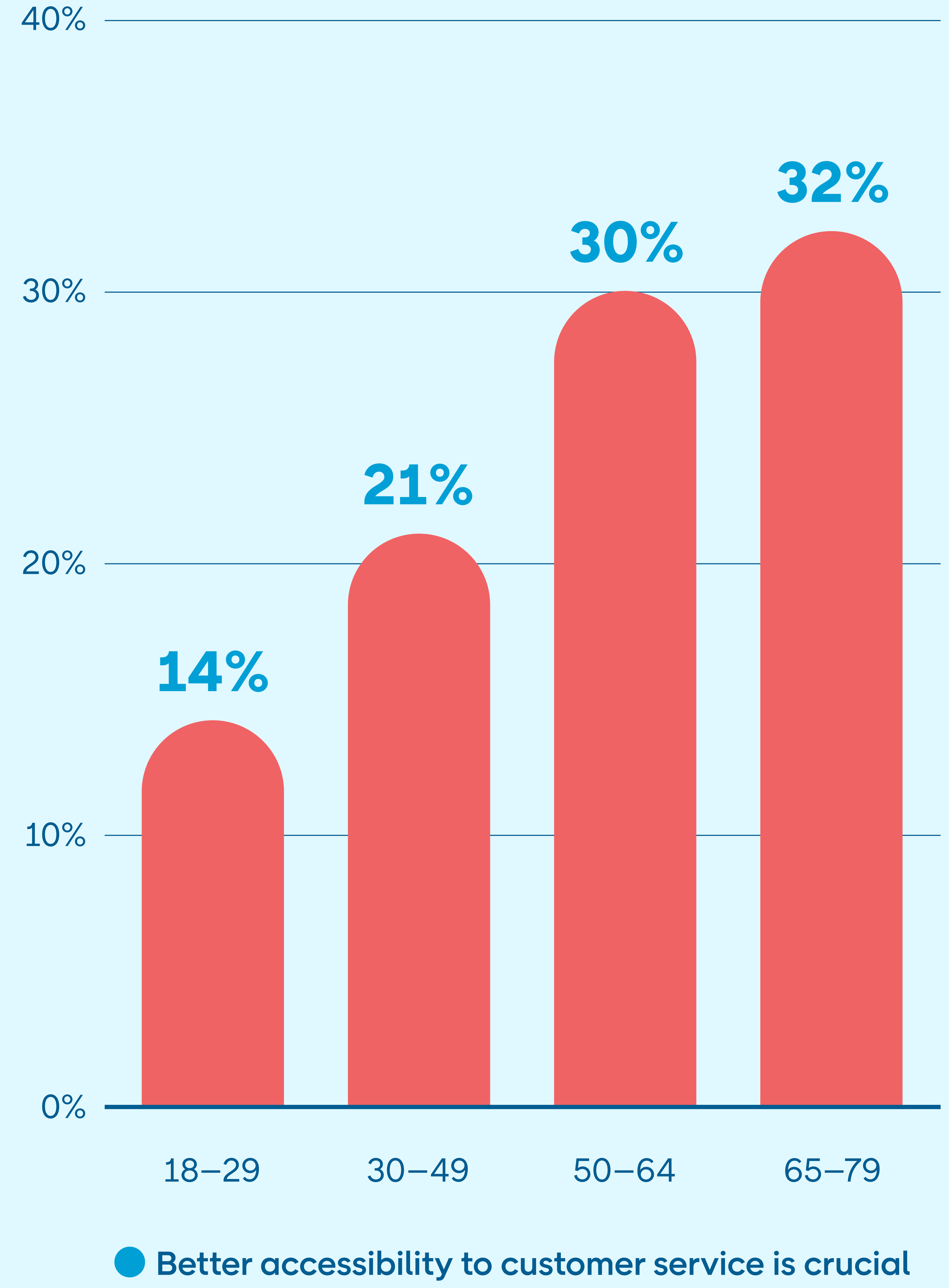
Finally, the product reviews. These are still important. They are in the lead among the categories, even though they declined compared to last year. The fact the reviews are at the top is not particularly surprising considering that e-commerce consumers lack the opportunity to touch and physically examine the products, and are thus dependent on other ways of gaining information about the product, such as product reviews.

What do you wish that online stores worked more with?

Product reviews	26%
Sustainability	25%
More delivery options	25%
Product pictures	25%
Better availability at customer service	24%

Basis: Have shopped online

Older consumers expect customer service to have high availability



Freedom of choice increasingly important for deliveries

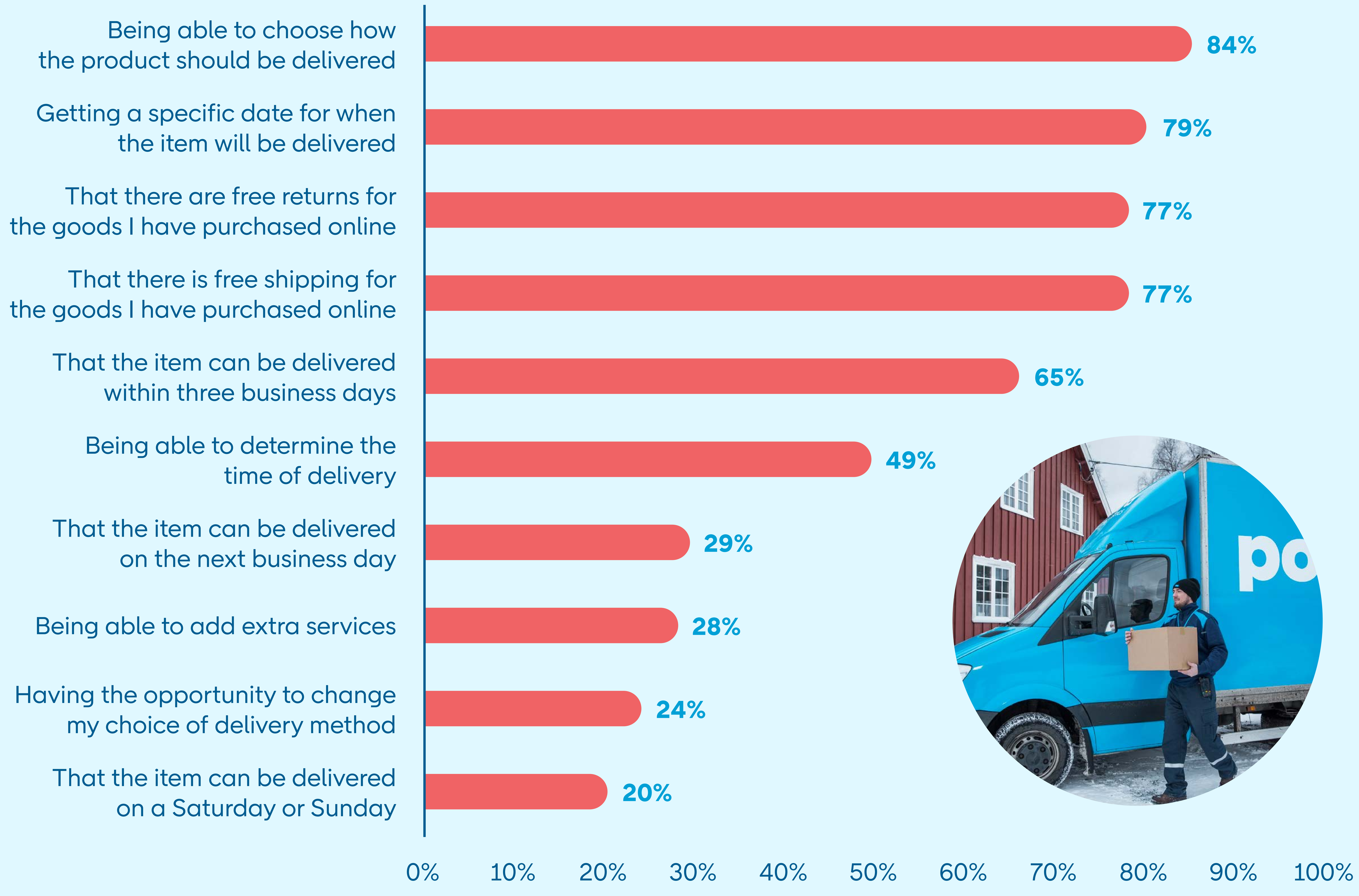
Freedom is becoming increasingly important in our consumption, particularly regarding when and how our e-commerce products are delivered. The vast majority of e-tailers offer their consumers the opportunity to choose between different delivery options, which has been a successful move in the eyes of consumers. Being able to choose whether the item is to be delivered to a distribution point or their front door, for example, is the most important thing for Swedish e-commerce consumers regarding deliveries.

The second most important thing for consumers is clear communication about shipping. Eight out of ten consumers think that it is quite or very important to know when they their longed-for item is expected to arrive. Estimated delivery time is also the second most important status update from the store according to online shoppers, after confirmation that the order has been received.

In third place are free returns. This has been something of an ongoing story during the year, with some fashion companies launching policies to quell what they view as the abuse of generous systems for returns. However, free returns are still important for consumers, so it remains to be seen how this will turn out in the future.

Free shipping is another request from consumers that involves problems in practice. Since shipping costs money, someone must at some stage foot the bill, regardless of whether it is incorporated in the product price itself and then communicated as free shipping or the shipping cost is specified separately.

Key characteristics relating to deliveries



Percentage who responded that they think that the respective response options are very or quite important

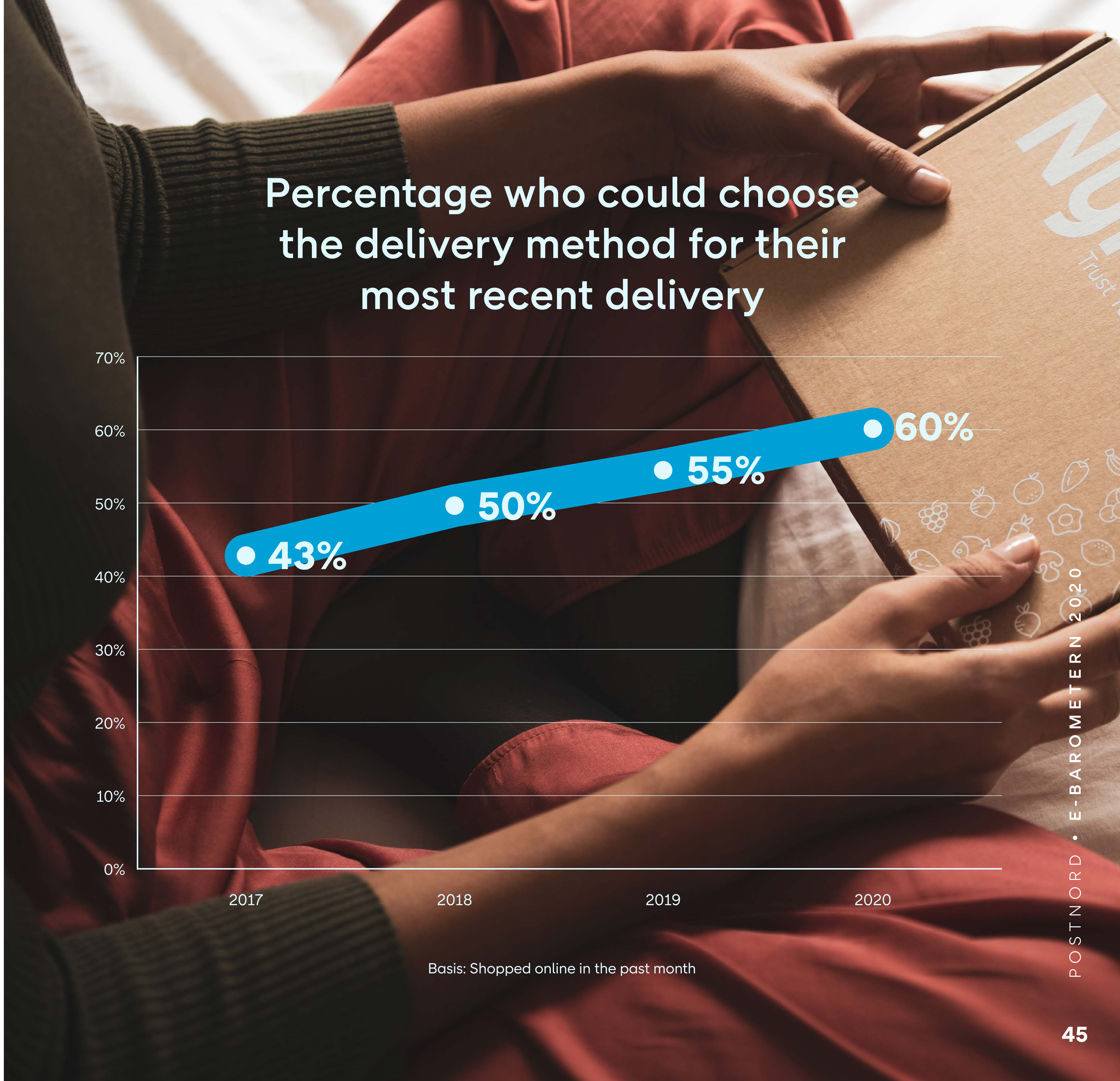
Basis: If shop online

60 percent were able to select the delivery method when they made their most recent purchase

Freedom is becoming increasingly important when we consume. The freedom to choose whether we want to shop in a physical or online store, or the freedom to decide how the items we purchase online are to be delivered. At present, 60 percent state that they were allowed to choose how their latest item was delivered. To a partner outlet, parcel machine or straight home to their door. This is a difference of 5 percentage points from previous years and a full 17 percentage points from 2017. Freedom of choice has of course been particularly important during the pandemic, and it is possible that new consumer behaviors have been established that consumers will then not wish to relinquish.

Another explanation is the sales shift that took place during the year. Grocery retail has doubled its online sales, which means that the entire composition of sales is changing. Many grocery retailers offer flexible deliveries within relatively short time slots. Home deliveries take place separately rather than as part of regular mail delivery, which is a requirement when delivering frozen goods and other sensitive products. However, this is costly and it remains to be seen how grocery market participants handle the very rapid growth that the sector has had in the slightly longer term from a profitability perspective.

Pharmacies have probably also contributed to increasing e-commerce consumers' freedom of choice regarding deliveries. Pharmacies, like grocery retail, have really picked up the pace this year. The products are often smaller and to a greater extent than in other sectors can be delivered straight to the mailbox, which of course is favorable for consumers wanting home delivery.



Basis: Shopped online in the past month

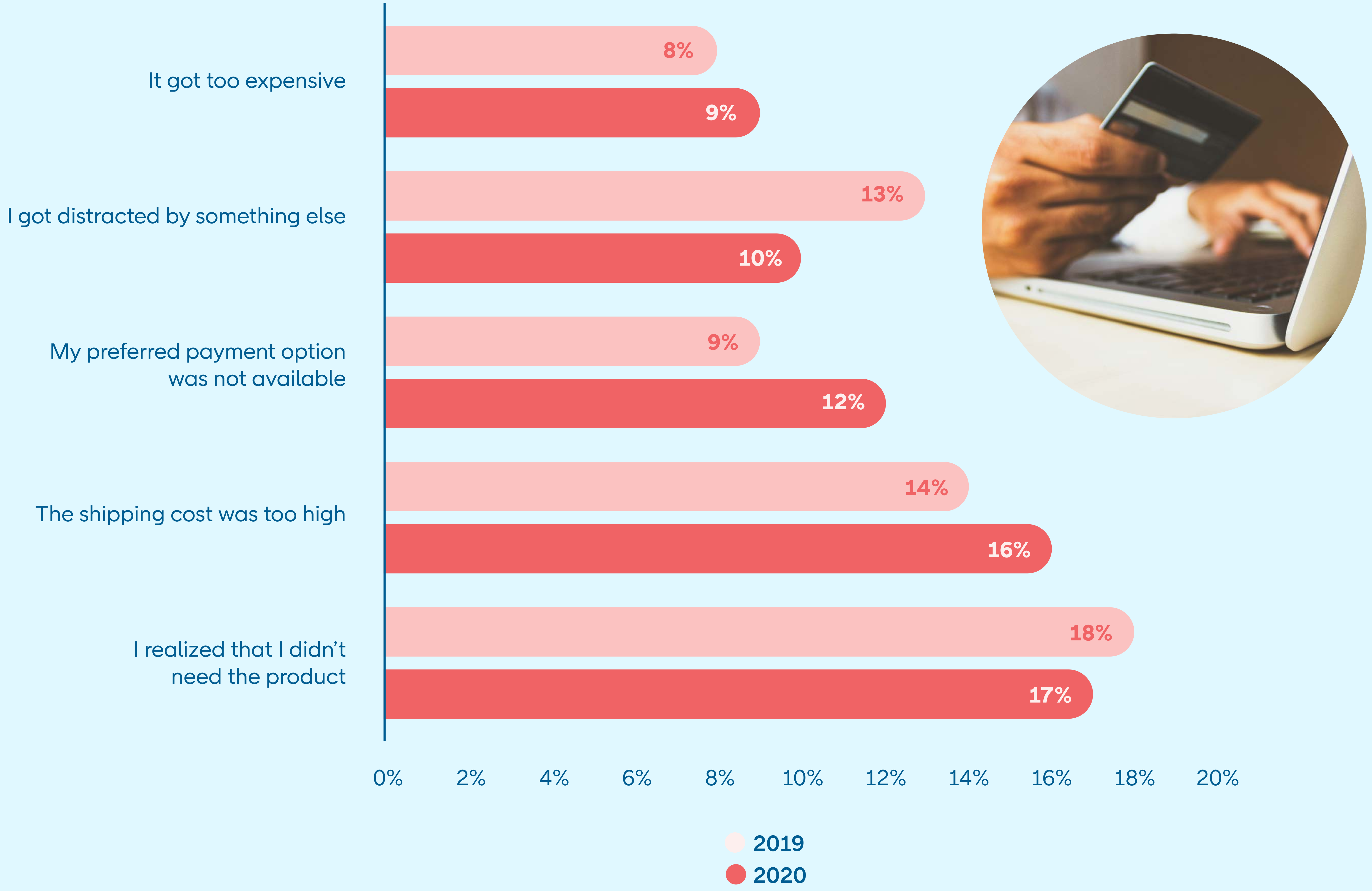
More people interrupt transactions due to payment options

Leaving goods in the shopping cart is a consumer behavior that can both frustrate and fascinate. The function of the digital shopping cart is not the same as that of the physical one. Online, it can be used as anything from a shopping list to a source of inspiration. The percentage who stop before completing purchases at the checkout has been relatively unchanged in recent years. In 2020, 74 percent of e-commerce consumers stopped before completing a purchase in an online store, compared to 72 percent in 2019.

However, the reasons behind leaving goods unpurchased in the cart have changed. The most common reason, both last year and this year, is that the consumer decides that the item is not needed. It has previously also been common for the purchase to be stopped before completion due to the person being busy with other things. This year, it is instead more common for the consumer to leave their cart due to checkout problems. An example is that more people leave the checkout because their preferred payment method is not available on the website. Another is that the shipping cost is considered too high.

In order for the consumer to have a comfortable shopping experience, it is important that e-tailers provide a good range of delivery and payment options. During the pandemic, more people have shopped online and the digital degree of maturity is increasing, which places higher demands on payment methods and delivery alternatives. To simplify payment, e-tailers can offer fast-growing mobile payment options such as Swish. In order to enhance delivery options, e-tailers can develop greater flexibility and freedom of choice regarding distribution points, parcel machines and delivery times, for example.

The last time you interrupted an online transaction – what was the main reason for that?



Basis: Shopped online and stopped before completing purchase

Many consumers want to pay with Swish

Swish is one of the most popular and fastest growing payment methods online. The payment app, which makes it possible for consumers to make payments to both companies and other individuals at lightning speed, currently has over seven million users – and three out of four people in Sweden use Swish every week. [1)]

In the 18–40 age group, Swish is also the favourite method of payment online in Sweden, [2)] something that retailers can hardly have missed. Despite the fact that Swish has only existed in retail since 2017, a huge SEK 25 billion had already been "swished" using this payment concept by 2019.[3)] By 2020, this amount had increased to over SEK 50 billion. In the summer of 2020, a new law also came into force that meant that credit payments were not allowed to be the default payment alternative. The law paved the way for further success for Swish, and many new retailers joined the service in 2020. [4)]

The popular checkout option Klarna will also connect to Swish in 2021. In this way, e-commerce consumers can also choose to use Swish via Klarna Checkout or in the Klarna app when they purchase goods online. Klarna is also continuing its expansion outside Sweden's borders. For example, 11 million Americans have made a payment via Klarna, and it is planned that the banking app will be available in all EU countries in the relatively near future. [5)]

1) https://www.swish.nu/nyhetsrum/stories/swish-arsresume-2020
2) https://www.swish.nu/foretag
3) https://assets.ctfassets.net/zrqoyh8r449h/MaxLazjR8B9i7OqNWGcQV/4b4abfeb8728a5eb4c1bf29ea51c98d1/Swish_statistik_2012-2020_SV.pdf
4) https://www.swish.nu/nyhetsrum/nyheter/maetning-sa-betalar-svenskarna-om-de-sjaelva-far-bestaemma
5) https://www.dagensps.se/fintech-today/klarna-nya-shoppingmotorn-expanderar/

Swish in figures

7
million users

50
billion Swedish SEK in retail went via Swish in 2020

100%
growth in retail in 2020

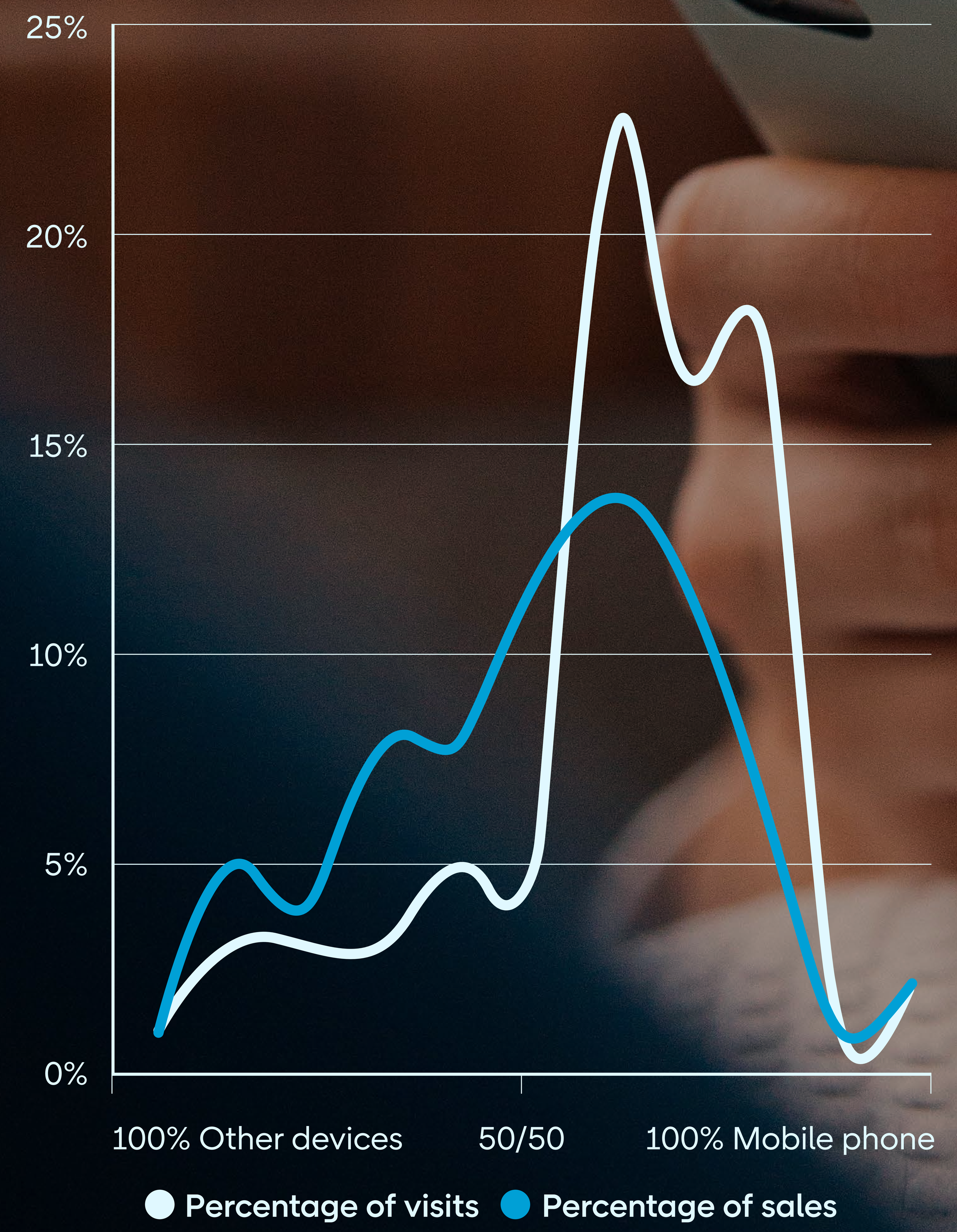
Percentage of mobile purchases decreasing for the first time

Since the surveys began in 2016, the percentage of e-commerce purchases made on mobile phones has quickly and linearly increased in companies' sales statistics. But despite the fact that e-commerce has exploded – or maybe for precisely that reason – the trend has been broken this year and the percentage of e-tailers' sales made by mobile phone decreased compared to last year.

The pandemic's social distancing has led to us spending more time at home. In the past, many purchases have been made on the go, on public transport or on the way home from work, which has made the mobile phone essential for shopping. When instead this year we worked at home and avoided social events, the computer has been more accessible than before. Another, not insignificant, factor is that a large percentage of the new e-commerce consumers that were added during the year have been older. A group that in the statistics of the E-barometern is less used to mobile phones and prefers the computer when they shop online. However, the percentage of sales via mobile phone should not be confused with the percentage of consumers who have made a mobile purchase. The percentage of consumers who made a purchase on their mobile phone during an average month has increased this year as well, as the total number of purchases has increased. However, purchases made via the computer have increased even more, which explains the reduced sales share.

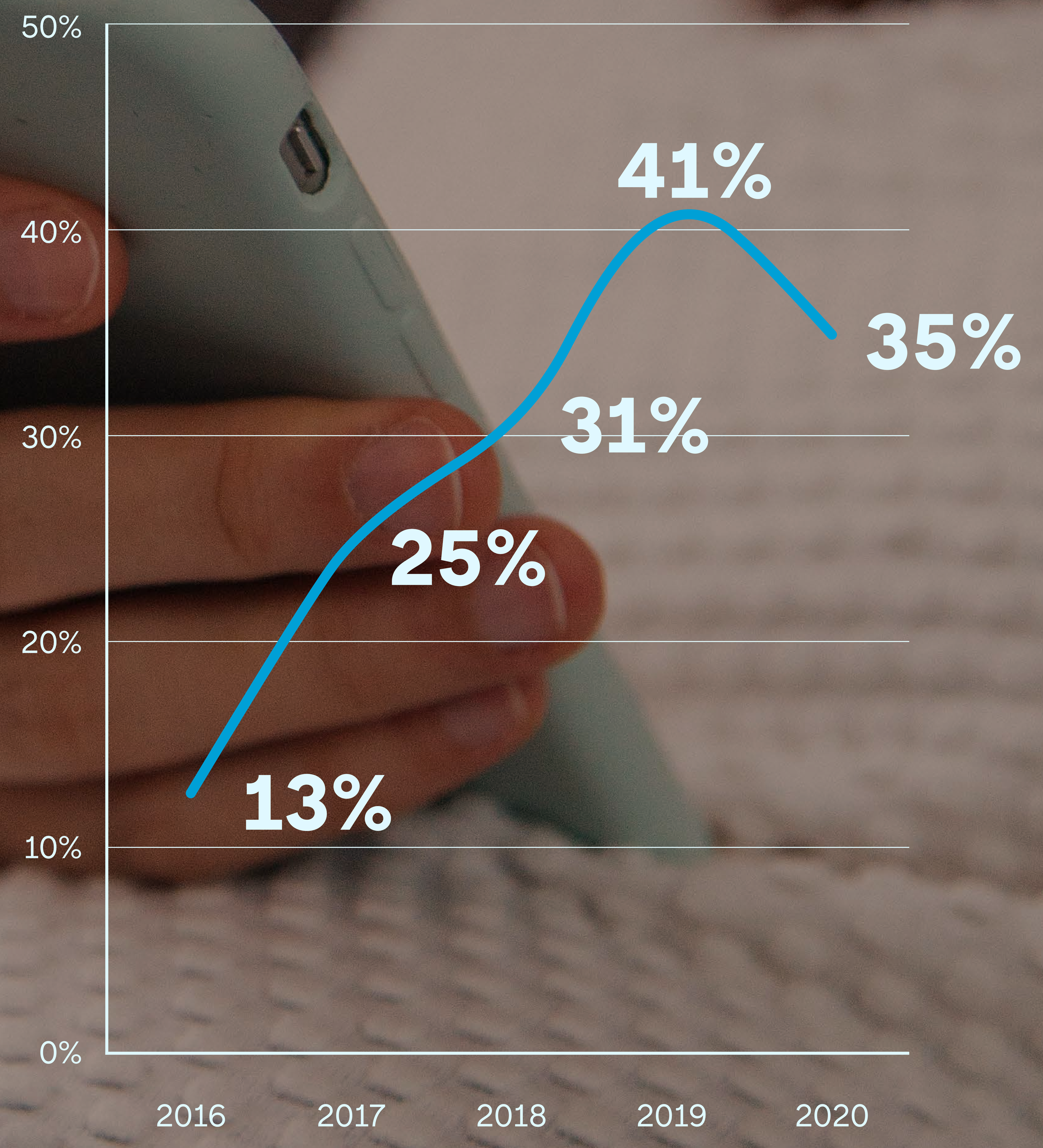
As in previous years, it is not only the purchase itself that is relevant but also the role of the mobile phone in the purchase journey itself. There are still more people who at some stage use their mobile phone to do research on the company's website, place items in their shopping cart or investigate shipping terms – without completing the actual purchase in their mobile phone.

Percentage of website visits and online sales via mobile phone among Swedish e-tailers



Basis: Companies that have e-commerce operations

E-commerce companies with a majority of their sales via mobile phone



Basis: Companies that have e-commerce operations

Older consumers embrace mobile shopping online

Despite the fact that the total percentage of e-commerce sales made via mobile phone has decreased compared to 2019 (see page 47), the percentage who made a purchase via a mobile phone has increased. This applies to all age groups. The biggest increase has taken place in the oldest age group, where the percentage has gone from 28 percent to 35 percent.

Overall, it is still in the 30–49 age category that most people use their mobile phone when they shop online.

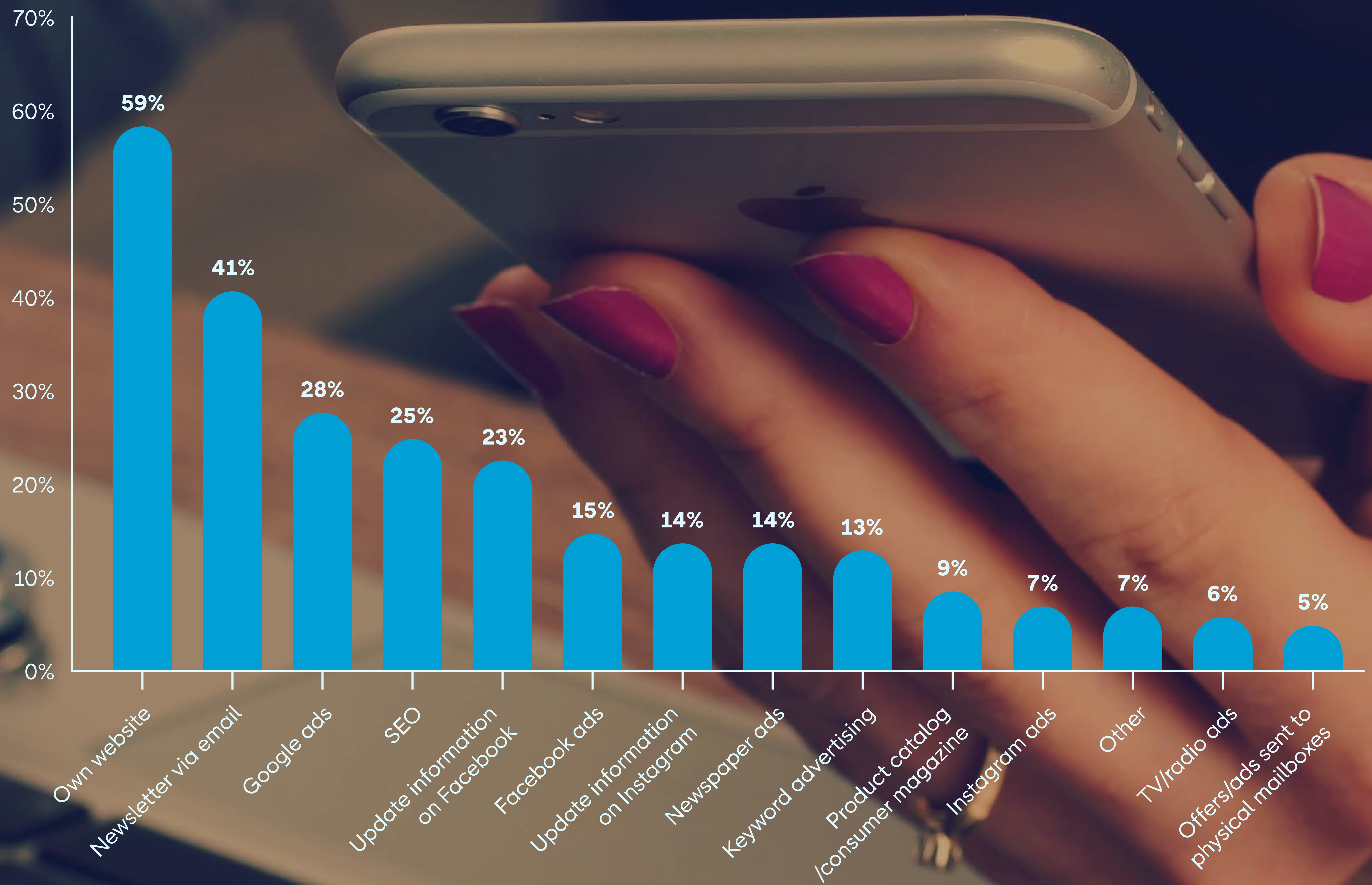
Marketing in three types of channels

The communication landscape has changed rapidly in recent years as social media has shoved traditional media off the throne. This was illustrated by the fact that TV4 recently lost one billion SEK in advertising revenue. Despite the extensive changes that have taken place in digital communication with the emergence of social media and advanced algorithms, retailers still consider their own websites and newsletters to be the most pivotal channels in terms of marketing efforts. The percentage who say their own website is similar to last year, and the newsletter has increased slightly compared to before.

2020 was also the year when the debate really took off in the US about the content on the major social media platforms and the strong position these platforms have. One example is Epic Games and the very popular game Fortnite, which after a conflict with Apple was de-platformed from the App Store in the autumn. It is possible that the increased uncertainty in terms of social media may give a further boost to direct channels, along with the importance of controlling the communication with your own consumers rather than becoming too dependent on an external party.

At the same time, the big tech companies are crucial to e-commerce companies. Google advertising is the part that companies consider most important (28 percent), followed by search engine optimization (25 percent). This is closely followed by information on the company's Facebook page (23 percent) and advertisements on Facebook (15 percent). Facebook-owned Instagram is also a channel on the rise, not least through Instagram Shopping.

Which three tools are most important in your marketing?



Basis: Companies that have e-commerce operations

Instagram important source of inspiration for new products

In recent years Instagram has exploded as a marketing channel, with various influencer collaborations, advertisements and new purchasing functions. Among the Swedish e-commerce companies, 64 percent use their own Instagram profile in their marketing and 44 percent advertise on Instagram. This occurs both as regular advertising and as sponsored content in stories.

However, companies are not entirely convinced of Instagram's importance for e-commerce sales. Only a few believe that the company's profile on Instagram is among the top three most important marketing channels it uses. This depends of course on the sector, with companies in sectors involving inspiration, such as fashion and interior design, viewing Instagram as more important.

In recent years, we have also seen the emergence of Instagram Shopping. This is a relatively new tool that simplifies the buying process by allowing the consumer to go directly to an e-retailer's product page by clicking on an Instagram image. Just under a third of companies (29 percent) state that they use the function at present, which is a slight increase compared to last year.

Where Instagram really excels is as a provider of inspiration and in encouraging people to try new products. This applies above all to female consumers, especially young women. Almost a fifth (18 percent) of all consumers believe that Instagram is the channel that most often leads them to try new products – second only to Facebook. Among women, the corresponding figure is 28 percent, compared with 8 percent for men.

64%

of companies use their own Instagram profile in their marketing

29%

of companies have used Instagram Shopping

18%

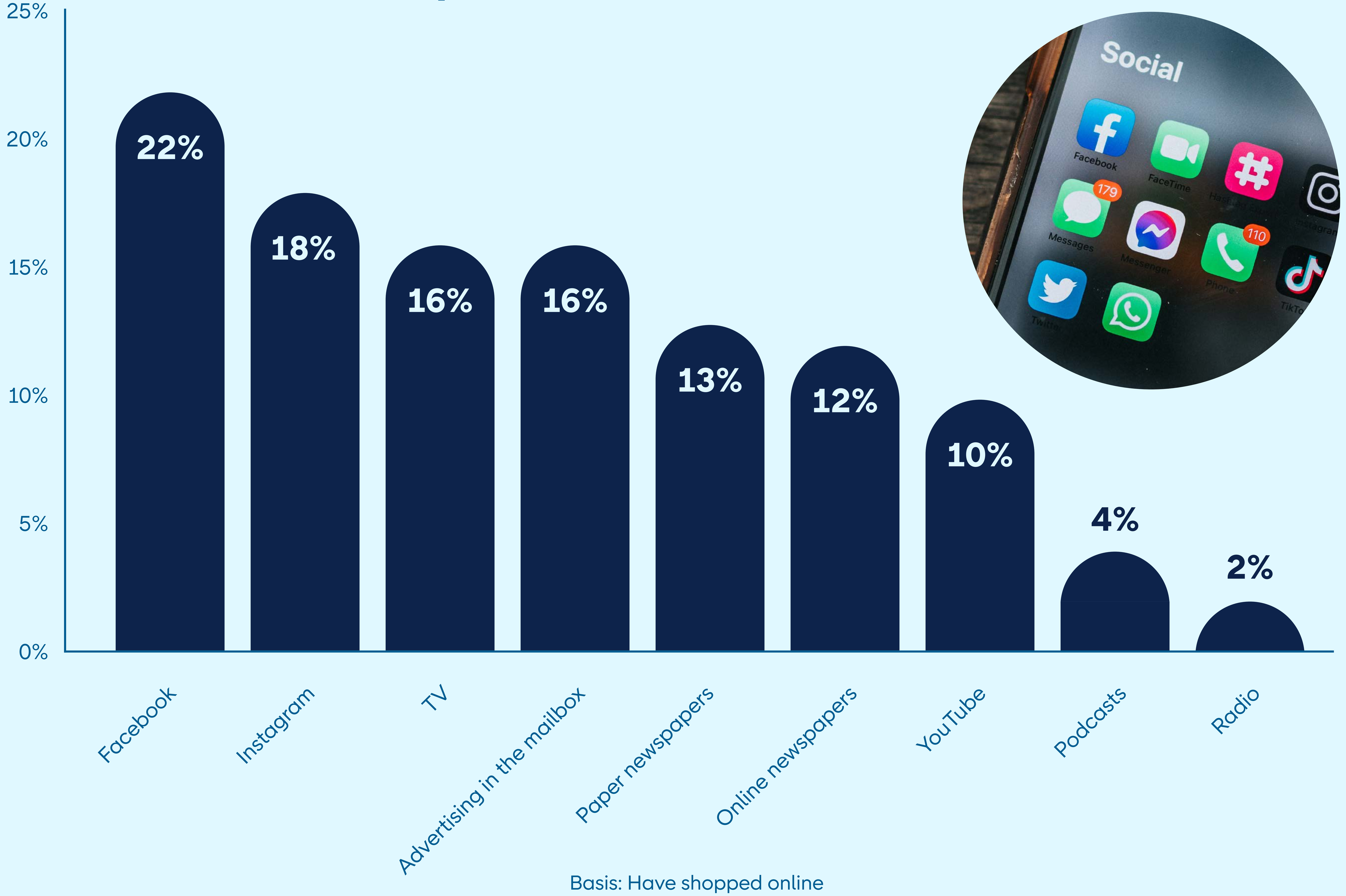
of e-commerce consumers have tested a new product via Instagram

Facebook and Instagram get consumers to try new things

Facebook and Instagram are the marketing channels that most often lead to Swedish consumers trying a new product. Television is also still a channel to be reckoned with, especially among 50–64 year olds. Despite the fact that the number of podcast listeners has increased sharply in recent years, and despite the widespread dissemination of discount codes to recruit new consumers, this marketing channel is relatively less effective than social media, for example. However, it is clear that the younger consumers (18–29 years) much more often try new products that have been recommended in their favourite podcast.

On the question of which marketing channel consumers perceive to be the most personalized, like last year most responded that email is the communication channel that is considered to be most personalized.

Which of the following marketing channels usually lead to you trying a new product or service?



Basis: Have shopped online

Consumer reviews increasingly important for consumers when choosing e-tailers

Before placing a product in the cart, the consumer needs to find information about the product. Reading about, for example, dimensions, weight, size and color is a way of compensating for the loss of information that comes from the fact that it is not possible to touch the product like in a physical store. Here, it is important for the consumer to feel confident in the source of information and that the product description correlates with the product they subsequently receive. It is also noteworthy that, despite the pandemic, 43 percent state that visiting a physical store is important when buying a product online.

The most important source is the e-retailer's own website, which 76 percent of e-commerce consumers state that they look at before ordering the product. Here it is important that the retailer provides information that covers the buyer's decision criteria. The consumer wants to get a clear picture of what the product is and factors such as good pictures of the product play an important role. Many websites also have a review function that has become increasingly important for the consumer. This is an effective way for previous consumers to share their experiences of the product's characteristics, such as fit and quality, and of delivery time, or to add their own comment. The fact that an independent party reviews and describes the product can often be experienced as more reliable than the company's own presentation.

For some e-tailers, however, problems with the review function have arisen. Among other things, Amazon has had problems with "fake reviews", where suppliers go to the website and give high ratings to their own products and low ones to those of competitors. [1] This is precisely because consumers put a lot of trust in personal reviews and often choose to buy from companies with high average ratings.

[1] https://www.cnbc.com/2020/09/06/amazon-reviews-thousands-are-fake-heres-how-to-spot-them.html

Percentage stating that the following sources of information are important when they buy an item online

76%
Store/brand website

70%
Consumer reviews

69%
Google /search engines

64%
Family, friends and acquaintances

60%
Comparison sites

Basis: Have shopped online

New business models impact the landscape

The pandemic in 2020 increased the sustainability trend and raised home deliveries without signed confirmation to new heights. E-barometern's panel for the year zooms in: Carl-Fredrik Teder, retail analyst at PostNord; Urban Lindstedt, host of the Ehandelstrender (E-commerce trends) podcast; and Arne Andersson, e-commerce expert affiliated to PostNord.

The E-barometern identifies four key trends in Swedish e-commerce in 2020: genuine sustainability, home deliveries without signed confirmation, growth in Swedish marketplaces and direct-to-consumer brands.

The pandemic has made many people think about genuine sustainability. And value-driven direct-to-consumer brands with a clear sustainability profile are springing up everywhere. At the same time, the growth of marketplaces acts as a counter-trend to the D2C brands. We have also experienced an explosion in demand for home deliveries without signed confirmation.

When Arne Andersson, e-commerce expert, Carl-Fredrik Teder, retail analyst at PostNord and Urban Lindstedt, host of the Ehandelstrender (E-commerce Trends) podcast, come together to discuss the most important trends in 2020, it will of course be via Zoom – one of the tools that framed many work meetings last year.

Different names, similar concepts

Used, second-hand, vintage, pre-owned and pre-loved are the same thing but have different meanings and values. The internet has given us new opportunities to sell used products to achieve real sustainability.

When we go from the concept of used to pre-loved, something happens to how we look at buying already-used products. Cars are most often termed as used, while clothing can be anything from second-hand to vintage and pre-loved. The platform Zalando sells recycled fashion under the pre-owned fashion concept on its German site.

"It is expensive to sell second-hand items online because every single item must be processed by hand, each one separately. That is why it is a difficult equation to solve. The prevailing business model has been C2C (consumer-to-consumer) on websites such as Blocket, Tradera and Facebook Market, where consumers themselves handle the processing, transport and payment," says Carl-Fredrik Teder, retail analyst at PostNord.

But e-commerce in combination with the strong sustainability trend provides new opportunities. Cervera Vintage, which uses the company's store network to receive used porcelain in good condition, has several interesting possibilities. Vintage porcelain has a high value, and the vintage store can boost new sales by attracting new groups to the physical and online stores. Cervera Vintage also boosts the company's sustainability profile.

"It is a form of service to provide the opportunity for consumers to buy and sell attractive vintage porcelain. It boosts the existing range," says Carl-Fredrik Teder.

"Buying second-hand items via Blocket is nothing new, but what attractively packaged e-commerce can add is convenience," says Urban Lindstedt, host of the Ehandelstrender (E-commerce trends) podcast.

"There is probably a gap in the market in several different product categories, which is based on the idea that not all consumers are equally willing to pay the 'search cost' that is often required when buying something second-hand online. By that I mean the whole process of sorting through a large number of items on, for example, various auction websites so that you can then take part in and win an online auction. Even if there are plenty of people who find it a lot of fun, there are others who want things to be a bit more ordered. Another example is the French Vestiaire Collective, which sells luxury items and fashion products second-hand and is expanding sharply," says Carl-Fredrik Teder.

Contactless deliveries

It is not possible to talk about the year 2020 without mentioning home deliveries and parcel machines. Interest in home deliveries has exploded among consumers. To make deliveries safe in view of the coronavirus pandemic, all home delivery operators provided the option of leaving items outside the door without signed confirmation of receipt. At the same time, PostNord is running large-scale tests in Stockholm with parcel dispensers, and Instabox, which has 1,100 parcel dispensers, has recently raised SEK 750 million in venture capital to roll out its solution in Europe.

"Contactless deliveries are the main thing that's new. 79 percent of consumers prefer home deliveries or parcel machine delivery instead of a distribution point. Both home delivery without signed confirmation such as PostNord's Varubrev (Value Letter) service and parcel machine deliveries have increased to an incredible extent. So consumers are agreeing to receive deliveries without signed confirmation to a greater extent now since the pandemic broke out. But we will still need partner outlets in the future," says Arne Andersson, e-commerce expert affiliated to PostNord.

Marketplaces

Marketplaces, alongside websites such as Blocket, have had a limited significance in the Swedish market in contrast to markets such as the USA, China and Germany. For the past three years, all the focus has been on Amazon when discussing marketplaces in Sweden. Once the Swedish website was launched in October 2020, it perhaps did not have the enormous impact that the market had expected, and was plagued by teething problems. At the same time, the e-commerce veteran CDON has successfully repositioned itself from being a retailer to becoming a marketplace. The Fyndiq marketplace has also managed to reverse the trend and has now received extra traction from the pandemic.

"Amazon's entry into the market made domestic market participants steel themselves and focus even more on developing their e-commerce offering in order to be competitive," says Arne.

"CDON has also brought in foreign sellers such as Cdiscount, which is France's second largest marketplace. The fact that large retailers such as Elgiganten and Sportamore are opening up their platforms for others to sell from is also very interesting," Urban Lindstedt adds.

"Yes, that means that they can offer a much bigger range and I think that is important," Arne concludes.

"Contactless deliveries are the main new thing."

Arne Andersson

Direct-to-consumer brands

A strong trend in Swedish e-commerce is the emergence of direct-to-consumer brands such as Caia Cosmetics, Estrid, Stronger, RevolutionRace and Asket. The D2C model makes it possible to invest in quality at lower prices and build a strong brand.

"But the D2C brands are often valuedriven and sustainability-driven. Multibrand sellers will be challenged by the direct-to-consumer brand," says Arne Andersson.

"Many people probably think primarily of fashion when it comes to D2C, but lately there has also been a lot of talk about what role it will play in fast-moving consumer products. But I doubt that this will be a crucial factor when it comes to groceries, for example," says Carl-Fredrik Teder.

"I want to defend the resellers. I don't want to buy every product that I want from one single website. Especially not consumer products I don't care so much about. Retailers also often have excellent own brands such as Outnorth's Urberg. And many D2C brands are surprisingly similar, with similar designs and stores plastered with the same value words," says Urban Lindstedt.

79 percent of consumers prefer home deliveries or parcel machine delivery instead of a distribution point.

General

Consumer: What types of goods have you bought online in the past month?

Basis: Shopped online in the past month

Clothing and footwear	39%
Beauty and health	41%
Books and media	25%
Home electronics	23%
Groceries	18%
Furniture and interior design	14%
Sports and leisure	13%
Children's items and toys	7%
Fleet	6%

Consumer: How often you buy products online

Basis: All, Q4 2020

3 times a week or more often	1%
Twice a week	4%
Once a week	11%
Once or twice a month	41%
Once or twice a quarter	28%
Once every six months	7%
Once a year	2%
Very occasionally	6%
I have never made online purchases	1%
Don't know	0%

International retail

Consumer: Have you bought goods online from abroad at any time in the past month?

Basis: Shopped online in the past month

Yes	15%

Consumer: From which countries have you bought items online in the past month?

Basis: Shopped online from abroad in the past month, monthly average for the whole of 2020

Germany	32%
UK	23%
China	16%
USA	10%
Denmark	10%

Consumer: What products did you buy online from abroad in the past month?

Basis: Shopped online from abroad in the past month, monthly average for the whole of 2020

Clothing	28%
Home electronics	18%
Books and media	11%
Fleet	10%
Sports and leisure	10%
Beauty and health	9%
Furniture and interior design	6%
Children's items and toys	5%
Groceries	3%

Omnichannel retail

Company: Do you offer sales in multiple channels (mobile, e-commerce, phone, catalog or physical store)?

Basis: Companies that have e-commerce operations

Yes	79%
No	21%

Company: What percentage of the visits to your e-commerce website occur via mobile phones?

Basis: Companies that have e-commerce operations

0 percent	1%
1–10 percent	3%
11–20 percent	3%
21–30 percent	3%
31–40 percent	5%
41–50 percent	5%
51–60 percent	23%
61–70 percent	17%
71–80 percent	18%
81–90 percent	1%
91–100 percent	2%
Don't know	21%

Company: What share of your sales is made via mobile phones?

Basis: Companies that have e-commerce operations

0 percent	1%
1–10 percent	5%
11–20 percent	4%
21–30 percent	8%
31–40 percent	8%
41–50 percent	12%
51–60 percent	14%
61–70 percent	12%
71–80 percent	7%
81–90 percent	1%
91–100 percent	2%
Don't know	27%

Company: Do you use Instagram Shopping, i.e. product tagging on Instagram, in your marketing work?

Basis: Companies that have e-commerce operations

Yes	29%
No	62%
Unsure, don't know	9%

Consumer: Have you at any time during the past month used your mobile phone for any of the following?

Basis: All, Q4 2020

Researched an item using my mobile phone	51%
Received an offer via my mobile phone from a store at which I am a consumer	45%
Checked the stock level for a product before going to the store	38%
Purchased a product online using my mobile phone	44%
Searched for a store located nearby	27%
Conducted research about an item using my mobile phone while visiting a physical store or shopping mall	22%
Taken a photo of an item and/or price tag using my mobile phone in a physical store in preparation for a possible purchase at a later time	16%
Clicked on an ad/banner while surfing on my mobile phone	20%
None of the above	15%
Downloaded an app for a particular brand or chain store	13%
Paid for an item using my mobile phone while in a physical store	13%
Entered a location in my mobile phone and received information about local offers	4%
Taken a photo of myself (taken a selfie) in a fitting room and sent the picture to a friend to ask their opinion about an item	2%
"Checked in" at a store via social media	3%
Unsure, don't know	2%

Consumer: Think back to your most recent purchase of an item/items (excluding groceries/food). In which type of store did you buy the item?

Basis: All, Q4 2020

In a physical store in a town center	19%
In a physical store in a shopping mall	16%
In a physical store in a hypermarket such as ICA Maxi, Coop Forum or similar (not including food)	12%
From an online store using my computer (desktop computer or laptop)	23%
From an online store using my mobile phone	19%
From an online store using my tablet	4%
Other, please specify	5%
Unsure, don't know	1%

Consumer: Think back to your most recent online purchase. Did you do any of the following prior to making the purchase?

Basis: Shop online at least once a year, Q4 2020

I did not conduct any research	35%
Research on the online store's website	30%
Online research using search engines (such as Google)	29%
Research in online stores other than the one from which you bought the product	24%
Research using comparison sites on the internet	21%
Research in the physical stores of other retailers	3%
Research in the online store's physical stores	4%
Research using social media (Facebook, Instagram, Pinterest, etc.)	3%
Unsure, don't know	2%
Other research (such as using magazines or advertising received in the mailbox)	1%
Research via internet marketplaces (e.g. Amazon, CDON)	6%

Consumer: Before making your most recent purchase in a physical store, did you research the item online (webrooming)?

Basis: All

Yes	50%

Consumer: Before making your most recent purchase online, did you research the item in a physical store (showrooming)?

Basis: Shopped online in the past year

Yes	7%

Marketing – Part 1

Consumer: How important are the following sources of information for you when you are planning to buy an item online?

Percentage who rated this as “fairly important” or “very important”

Basis: Shopped online in the past year

Store/brand website	76%
Google/search engines	69%
Consumer reviews	70%
Family, friends and acquaintances	64%
Comparison sites	60%
Visit to a physical store	43%
Newsletter via email	20%
Information/recommendations on social media, e.g. on Facebook, Instagram or YouTube	19%
Product catalogs/consumer magazines/ offers/advertisements in the mailbox	15%
Online ads	14%
Ads on social media	13%
SMS mailings	8%
Ads in newspapers	10%
Ads in podcasts	4%
Ads on TV/radio	6%
Information/recommendations on blogs/forums	21%

Company: Which tools and channels do you use for marketing purposes?

Basis: Companies that have e-commerce operations

Own website	92%
Update information on Facebook	75%
Newsletter via email	69%
Update information on Instagram	64%
Google ads	55%
Facebook ads	63%
Keyword advertising	42%
SEO	50%
Instagram ads	43%
Newspaper ads	35%
Ratings	18%
Blogs	11%
Relationships with bloggers/influencers	18%
Paid partnerships with influencers	17%
Product catalog/consumer magazine	20%
YouTube ads	9%
Update information on other social media platforms	11%
Offers/ads sent to physical mailboxes	13%
Update information on YouTube	12%
Ads on other social media platforms	8%
Newsletter via text message	13%
Media relationships	8%
TV/radio ads	17%
Outdoor ads	10%
Paid content/sponsorship in a magazine, for example	8%
Other	8%
Podcasts	4%
Paid partnerships on Twitter	1%

Company: Which three tools and channels are most important for your marketing?

Basis: Companies that have e-commerce operations

Own website	59%
Newsletter via email	41%
Google ads	28%
Update information on Facebook	23%
Keyword advertising	13%
SEO	25%
Facebook ads	15%
Update information on Instagram	14%
Newspaper ads	14%
Other	7%
Product catalog/consumer magazine	9%
Instagram ads	7%
Blogs	0%
Newsletter via text message	2%
TV/radio ads	6%
Relationships with bloggers/influencers	0%
Ratings	1%
Offers/ads sent to physical mailboxes	5%
Paid content/sponsorship in a magazine, for example	2%
Media relationships	0%
Ads on other social media platforms	2%
Paid partnerships with influencers	2%
Podcasts	0%
Update information on YouTube	1%
Update information on other social media platforms	1%
YouTube ads	0%
Paid partnerships on Twitter	0%
Outdoor ads	0%

Consumers: The last time you bought an item online, why did you choose the online store/website you purchased from?

Basis: shopped online:

Previous experience with the online store	43%
Searched online via search engine, like Google	32%
Searched online via price comparison site	14%
Newsletters via email	6%
Tips from a friend or family member	5%
An ad on social media	3%
Other	6%
An ad online	3%
Visit to a physical store	2%
Information/recommendation on social media	2%
Unsure, don't know	2%
SMS mailings	1%
A product catalog/consumer magazine/ offer that I received in my mailbox	1%
An ad in a magazine	1%
Read about the online store in a magazine	0%
An ad on TV/radio	1%

Marketing – Part 2

Company: What communication channel do you think consumers consider the most personal/relevant in terms of receiving offers or communication from you?

Basis: Companies that have e-commerce operations

Email	36%
Website	17%
Unsure, don't know	8%
Facebook	12%
Instagram	11%
(Multi-occupancy) mailbox	8%
Text message	6%
Other	3%
App	0%
YouTube	0%
Pinterest	1%
Snapchat	0%
Other social media	0%

Consumer: How do you prefer to receive offers from online stores at which you are a consumer?

Basis: Have shopped online

Email	69%
Website	8%
Text message	5%
Other	5%
Unsure, don't know	4%
(Multi-occupancy) mailbox	4%
Facebook	1%
App	2%
YouTube	0%
Podcasts	0%
Pinterest	0%
Instagram	1%
Snapchat	0%
Other social media	0%
TV/Radio	0%

Consumer: What do you want to see more of in online stores?

Basis: Shopped online in the past year

Product reviews	26%
Sustainability	25%
Product pictures	25%
Consumer reviews	23%
Product comparisons	21%
Better accessibility to customer service	24%
More delivery options	25%
More payment options	18%
Video demonstration	10%
Better communication after purchase	11%
Unsure, don't know	9%
Other	5%
None of the above	5%
Personalized content	2%

Consumer: Which of the following marketing channels usually leads to you trying a new product or service? Adverts/advertising on/in ...

Basis: Shopped online in the past year

Facebook	22%
Instagram	18%
TV	16%
Advertising in the mailbox	16%
Paper newspapers	13%
Online newspapers	12%
YouTube	10%
Podcasts	4%
Radio	2%
Pinterest	1%
Unsure, don't know	37%

Consumer: Think back to your most recent purchase of an item/items in a physical store (excluding groceries/food). Why did you make the purchase in a physical store instead of online (several answers possible and excluding the options "other" and "not sure, don't know")?

Basis: All consumers

I didn't want to have to wait to have the item delivered	22%
I wanted to see the full range of products in the physical store	14%
It is more enjoyable to shop in a physical store	8%
I wanted to test, try on and assess the item in the physical store before I bought it	9%
It was an impulse purchase when I was in the store	9%
I wanted to talk to a sales assistant in the store before making a purchase	5%
There were no delivery options that suited me	9%
The product was cheaper in the physical store	2%
I did not want to pay extra for shipping	3%
It would take too much effort to return the item if it didn't fit	1%
I do not think it is safe to buy products online	1%
Other, please specify	13%
Unsure, don't know	4%

Checkout

Consumers: The last time you stopped before completing the online purchase of an item – what was the main reason for that?

Basis: Shopped online during past year and stopped before completing purchase

I realized that I didn't need the product	17%
The shipping cost was too high	16%
I got distracted by something else	10%
My preferred payment option was not available	12%
It got too expensive	9%
I was forced to register/become member	5%
Charges that I hadn't been told about were added on	5%
Other	5%
The payment solution did not feel safe	4%
There were technical problems	4%
The delivery time was too long	3%
My preferred form of delivery could not be selected	4%
Difficult to navigate the online store	2%
The information about returns wasn't clear enough	1%
The online shop tried to make me buy additional products	1%
Did not trust the company's handling of my personal information	1%
Poor search function	1%
Too many products	0%
Unsure, don't know	1%

Consumers: Percentage that stopped before completing a purchase during the last year

Percentage that stopped before completing a purchase in the past month (got to the shopping cart and then discontinued the purchase)

Basis: Shopped online in the past year

Non-completed purchase	74%
Completed purchase	21%
Unsure, don't know	4%

Consumers: Percentage that stopped before completing a purchase during the last year

How many times do you estimate that you have stopped before completing a purchase in an online store during the last month (i.e. you have put items in the shopping cart and then discontinued the purchase)?

Basis: Shopped online in the past year

1–2 times	40%
3–4 times	21%
5–6 times	8%
7–9 times	3%
10–15 times	1%
More than 15 times	1%
Never	21%
Unsure, don't know	4%

Delivery

Consumers: Think back to your most recent online purchase of a physical product or products.
How was/were your product(s) delivered?

Basis: Have shopped online

Collection	
Distribution point	53%
Online store's physical store	3%
Parcel machine	4%
Home delivery with signed confirmation	
Home during day	4%
Home during evening	2%
Home delivery without signed confirmation	
Mailbox	19%
Outside the door	10%

Consumers: How satisfied were you with your most recent delivery?

Basis: Shopped online in the past month

Very satisfied	61%
Fairly satisfied	24%
Neither satisfied nor dissatisfied	9%
Fairly dissatisfied	2%
Dissatisfied	1%

Company: Do you work with sustainability in any particular way in terms of deliveries?

Multiple answers possible.

Basis: Companies that have e-commerce operations

We use recyclable packaging materials	55%
We make an active effort to reduce the quantity of packaging materials and unnecessary air in parcels	59%
We minimize paper mailings by using electronic invoices, manuals and warranties, for example	33%
No	15%
Unsure, don't know	3%
We have designed our returns management based on sustainability aspects	10%
We offset the carbon emissions of our deliveries	6%
We offer consumers special sustainable delivery methods that minimize fuel consumption	10%
We minimize the number of failed deliveries by letting consumers change the location and time of delivery during the delivery process	5%
Other, please specify:	12%
We offer the consumer the option to buy carbon offsets in conjunction with their order	1%

Company: Do you think your consumers are prepared to wait 1–2 days extra for delivery of an online purchase if it is more environmentally friendly/sustainable than the alternative?

Basis: Companies that have e-commerce operations

Yes	37%
No	25%
Unsure, don't know	37%

Consumer: Important characteristics of online stores – delivery (percentage that answered "very important" or "fairly important") (December)

How important are the following characteristics when choosing which webshop/site to shop from?

Basis: Shopped online in December 2020

Good and clear information about products	95%
The website is easy to navigate	92%
Good search function on the website	90%
Product range in the online store	84%
Good and clear information about the company	81%
Clear information about procedures for returns	78%
That the online store is certified regarding security	77%
Contact options for customer service are clearly indicated	78%
That it is a company/brand I recognize	74%
Not having to register or become a member	70%
That I can read other consumers' reviews on the website	67%
That the online store is mobile-adapted	53%

Consumer: Would you be prepared to wait 1–2 days extra for delivery of an online purchase if it were more environmentally friendly/sustainable than the alternative?

Basis: Have shopped online

Yes	80%
No	11%
Unsure, don't know	8%
Total %	100%

Consumer: Which of the following return options do you prefer?

Basis: Shopped online in the past month

Returns via partner outlet	38%
Returns via retailer's physical stores	22%
Returns via mailbox	12%
Collection of returns from me	9%
Returns via parcel machine	4%
Collection of returns at a time and place that suits me	4%
Other, not sure, don't know	12%

Second-hand retail

Consumers: What type or types of goods have you traded second-hand items via the internet in the last 12 months?

Basis: If purchased second-hand items

Furniture and interior design	35%
Clothing and footwear	25%
Children's items and toys	23%
Home electronics	16%
Books, comic books, etc.	15%
Sports and leisure products	12%
Vehicles and vehicle accessories	11%
Other, please specify:	11%
Unsure, don't know	7%
Accessories, watches	4%
Art	4%

Consumers: What is the main reason you choose to buy second-hand items online instead of buying similar goods new?

Basis: If purchased second-hand items

It's cheaper than buying an equivalent product new	42%
It is more sustainable than buying the corresponding product new	30%
The range of second-hand products is generally better, compared to new ones (for the type of goods I mainly buy)	16%
Other, please specify	7%
Unsure, don't know	4%

Consumers: How many times in the last 12 months have you bought a second-hand item online? That is, goods you have come in contact with via websites such as Blocket, Tradera, auction sites, Facebook Market, internet forums, etc.

Basis: Shop online at least once a year

Never	51%
Once	12%
Twice	11%
3–5 times	13%
6–10 times	5%
More than 10 times	5%
Unsure, don't know	3%

Company: Do you currently have any ongoing initiatives to enable the consumer to buy and/or sell second-hand items?

Basis: Companies with e-commerce sales

Yes, only products previously sold by us	4%
Yes, our own and other companies' products	8%
No, but we've had such an initiative before	2%
No, but we're planning to launch it in the future	12%
No, this is not something we've had or plan to launch	73%
Don't know	2%

Company: How do you feel about second-hand sales growing in your sector?

Basis: Companies with e-commerce sales

Sharp decrease	1%
Slight decrease	3%
Neither satisfied nor dissatisfied	69%
Slight increase	21%
Sharp increase	5%

Coronavirus

Company: How much do you think that the coronavirus pandemic has affected your e-commerce sales during the year?

Basis: Companies with e-commerce sales

Led to much higher sales	38%
Led to slightly higher sales	31%
Led to neither higher nor lower sales	10%
Led to slightly lower sales	7%
Led to much lower sales	14%

Company: To what extent do you agree with the following statements? We have acquired new consumer groups during the coronavirus pandemic

Basis: Companies with e-commerce sales

Agree to a very high degree	24%
Agree to a fairly high degree	30%
Agree to a fairly low degree	23%
Completely disagree	14%
Unsure/don't know	10%

Company: To what extent do you agree with the following statements? We have made greater investments and expanded our e-commerce capacity during the coronavirus pandemic

Basis: Companies with e-commerce sales

Agree to a very high degree	17%
Agree to a fairly high degree	26%
Agree to a fairly low degree	24%
Completely disagree	32%
Unsure/don't know	1%

Consumer: Are you worried about your own health or that of your family due to the coronavirus pandemic?

Basis: All

April	75%
May	71%
June	70%
July	67%
August	65%
September	64%
October	66%
November	75%
December	76%

Consumer: Has the coronavirus pandemic led to you buying new types of products online (that you did not previously purchase online)?

Basis: Have shopped online

		Gender		Age			
	Total	**Male**	**Female**	**18–29**	**30–49**	**50–64**	**65–79**
Clothing and footwear	12%	10%	14%	12%	10%	11%	16%
Health (incl. pharmacy goods)	19%	16%	23%	14%	16%	20%	31%
DIY-products	3%	4%	2%	2%	3%	4%	3%
Books and media	7%	7%	7%	6%	2%	7%	17%
Home electronics	7%	8%	6%	8%	6%	6%	9%
Furniture and interior design	6%	4%	8%	8%	7%	7%	4%
Vehicles and vehicle accessories	2%	4%	1%	1%	0%	5%	4%
Children's items and toys	6%	5%	7%	6%	6%	5%	7%
Sports and leisure	6%	7%	4%	3%	5%	8%	7%
Beauty	6%	2%	10%	7%	5%	5%	9%
Groceries, food and beverages	16%	14%	18%	10%	18%	12%	23%
Other, what?	1%	1%	1%	2%	0%	1%	2%
No, nothing	50%	56%	44%	54%	54%	52%	35%

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About PostNord

We deliver! PostNord is the leading supplier of communication and logistics solutions to, from and within the Nordic region. We ensure the provision of a universal postal service to households and businesses in Sweden and Denmark. With our expertise and strong distribution network, we lay the foundations for tomorrow's communication, e-commerce, distribution and logistics in the Nordic region. In 2018, the Group had around 30,000 employees and sales of SEK 37.7 billion. The Parent Company is a Swedish public limited company with Group headquarters in Solna, Sweden. Visit us at www.postnord.com

About Svensk Digital Handel

Svensk Digital Handel is an interest group for digital retail in Sweden and strives to ensure that its members' digital activities are future-proof. Together with our members, we make it easier to shop online. Svensk Digital Handel owns the Trygg e-handel (Safe e-commerce) certification and is part of Svensk Handel.

About HUI Research

HUI Research AB provides, via its consultancy and research activities, professional decision-making material and advice to businesses and the public sector in the areas of retail, tourism, consumption and economics. The company was founded in 1968 and is owned by the trade association Svensk Handel.

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