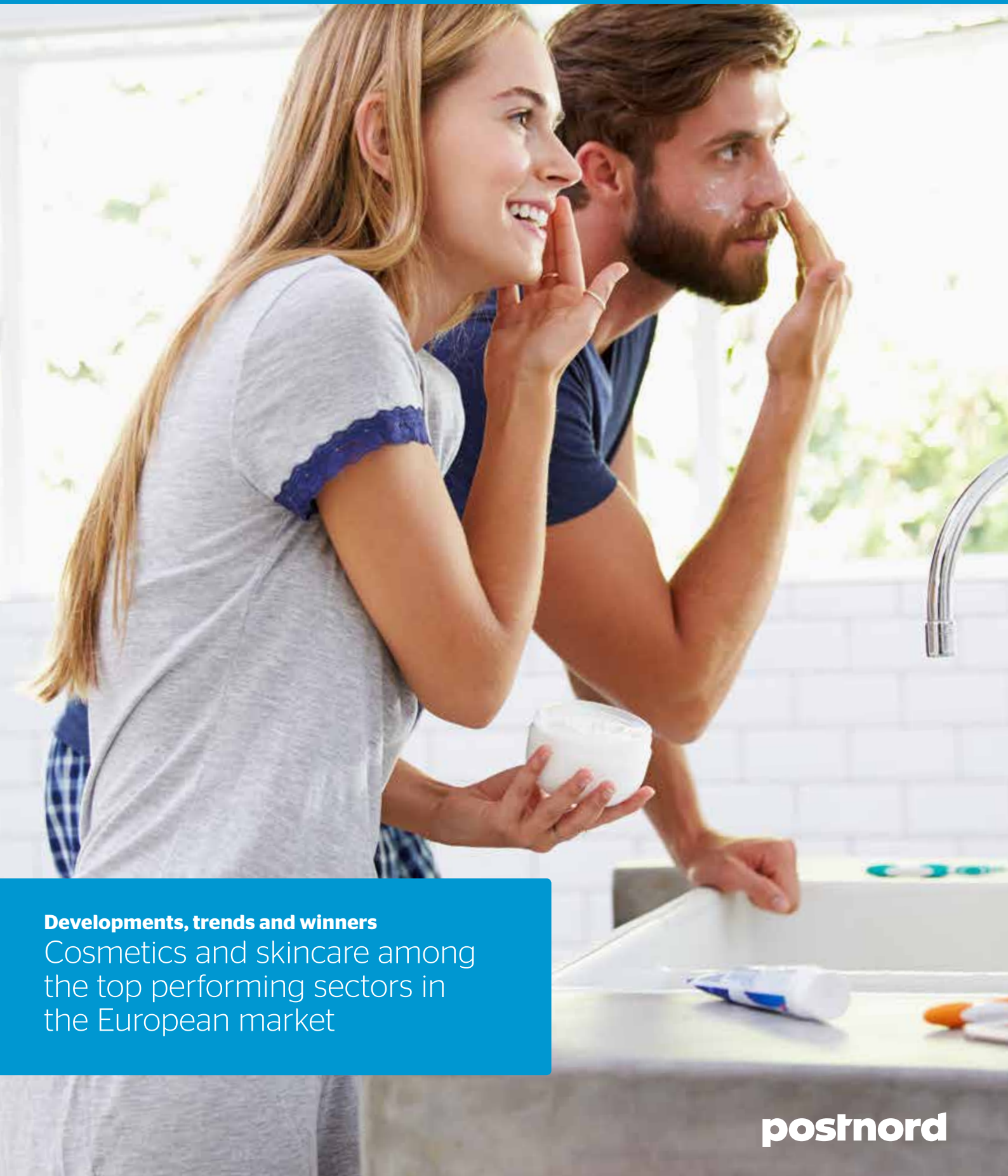


E-commerce in Europe 2017



Developments, trends and winners

Cosmetics and skincare among the top performing sectors in the European market

Contents

Foreword: E-commerce in Europe increasingly mobile and cross-border	3
Overview: The European e-commerce market	4
Outlook: E-commerce mature throughout Europe	6
E-commerce in Europe: E-commerce in Europe 2017	8
E-commerce in Europe: Top product categories bought online by Europeans.....	10
Online shopping from abroad: Price-sensitive consumers driving online shopping from abroad.....	12
Deliveries: Consumers have power over delivery.....	16
Returns: Returns a competitive advantage.....	20
The online store: The online store needs to focus on price, information and language	22
Mobile devices: Mobile devices the key to growth	24
Interview: Customization key to WiggleCRC's international success	26
Focus on: United Kingdom	28
Focus on: Belgium	30
Focus on: The Netherlands	32
Focus on: Italy	34
Focus on: Poland	36
Focus on: Spain	38
Focus on: Germany	40
Focus on: France	42
Focus on: Nordics	44
Detailed results	46
PostNord - a partner in e-commerce	54

About this report

Since 2014 PostNord has conducted surveys of the European e-commerce market under the title E-commerce in Europe. The report is based on interviews with 11,000 consumers, conducted with private individuals in the age group 15-79 in Belgium, Denmark, Finland, France, Germany, Italy, the Netherlands, Norway, Poland, Spain, Sweden and the United Kingdom, constituting a representative selection from each country. The survey was performed by the research company Nepa. The number of respondents varies somewhat between the countries. In most of the countries the number of respondents was approximately 1,100. The Nordics are the exception, with the countries being reported as one cohesive region. In the region, the number of respondents totaled about 500 per country. As the survey was conducted online, the responses were recalculated on the basis of the level of Internet penetration that existed in each country in June 2016. This

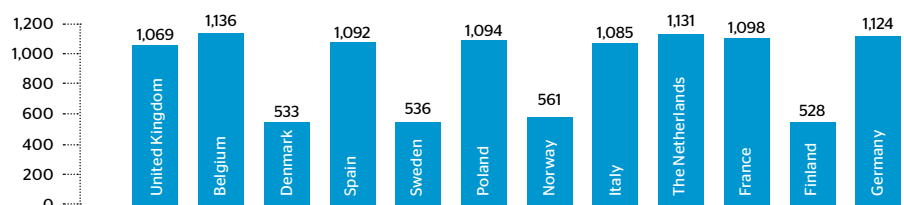
is important, since Internet penetration varies substantially between the different European countries. To calculate how many consumers shop online in each market, we used Eurostat's population statistics for 2016 as a basis. To calculate the average spend in euros, we applied the exchange rates from May 29, 2017 (last year, May 31, 2016 was used). For more information about the methodology, please see the section in the report about detailed results.

The report shows the aggregated results for the Nordic region. However, the smallest country in the region, Iceland, is not included in the survey. Unless otherwise stated, in this report "the Nordics" therefore only refers to Denmark, Finland, Norway and Sweden. E-commerce is

defined in this context as the purchase of physical products via the Internet. This means that online orders of services (e.g. travel, hotels and tickets) and downloads (e.g. music files, movies and applications) are not included.

PostNord also publishes the E-barometer survey in Sweden, and in Denmark we are the main sponsor of the FDIH (Foreningen for Dansk Internet Handel - the Association of Danish Internet Trading) E-commerce Analysis. In addition, PostNord publishes the report titled E-commerce in the Nordics in all the Nordic countries. Those reports are based on a different methodology and are therefore not fully comparable with this report.

Number of respondents per country



E-commerce in Europe increasingly mobile and cross-border

The number of European consumers buying online is continuing to increase rapidly. For online sellers, it is important to be able to monitor the new trends and behaviors that are rapidly emerging. Against that background, we at

PostNord have since 2014 been producing our annual E-commerce in Europe report, and are observing with keen interest the wide-ranging changes in the online buying habits of consumers.

The survey on which this report is based was conducted with the involvement of 11,000 respondents in twelve European countries. We are pleased to be able to present many new insights into the development of e-commerce in Europe and at the same time to describe the differences and similarities between the various markets.

In the past year a total of 260 million consumers bought online in the markets surveyed, more than ever before. In the hunt for cheaper options, specific brands and a unique offering, more and more e-commerce consumers are buying from countries other than their own, a trend that also indicates that Europeans are becoming increasingly mature and secure in their online buying.

With European consumers routinely shopping online, tougher demands are being made of both e-sellers and transport operators. For example, information on the website, language, payment solutions and customer services must be aligned with local conditions. At the same time, sellers are expected to offer delivery flexibility and simple procedures for returns. At PostNord, we work constantly on developing and adapting our services to meet new demands in the market. Our objective is to ensure that customers can as simply as possible choose how, when and where an online purchase is to be delivered.

The type of goods we decide to buy online is changing as new sectors migrate to the Net. Clothing, shoes, home electronics and books are still the most popular products, but new categories with great growth potential – such as health and cosmetic products – are gaining ground strongly. The category showing the widest variations among the countries of Europe is online food shopping, where it will be highly interesting to watch developments going forward.



“It is already important for online sellers to operate a mobile friendly site today, and it will only become more important in the future.”

The report reveals that more and more Europeans are shopping online from their mobiles or tablets. This offers huge growth opportunities for when consumers are not tied to a computer and can shop wherever they are, as long as they have Internet access. It is already important for online sellers to operate a mobile-friendly site today, and it will only become more important in the future.

Through the survey, it is clear that there are both major similarities and differences between the countries. This applies to everything from demands about how the consumer wants the product delivered and how quickly, to payment preferences. Understanding and adapting the business to local conditions is one of the keys to success.

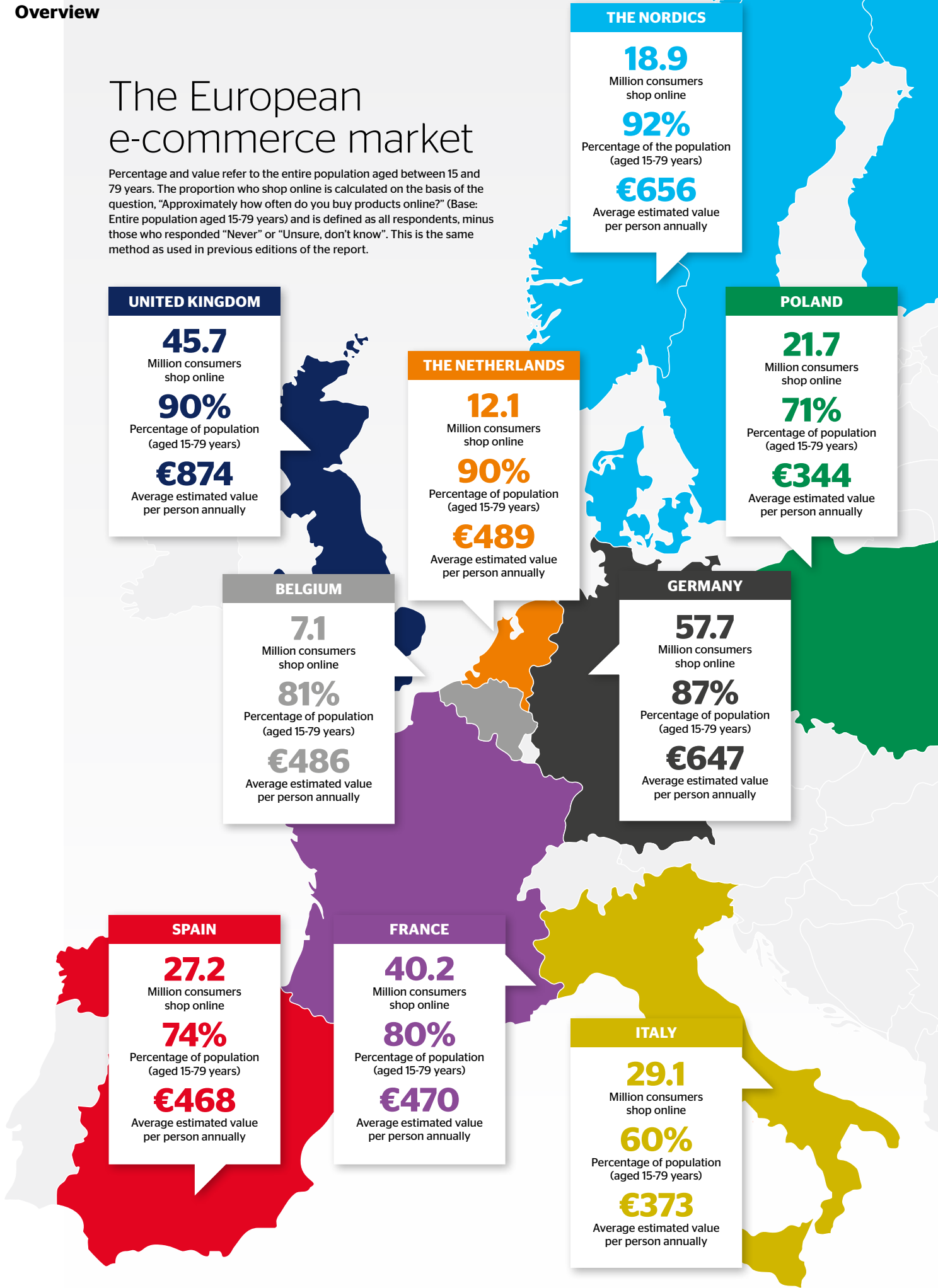
PostNord's ambition is to be the natural partner for e-commerce to, from and within the Nordics. Through the global postal networks and our Direct Link subsidiary, we help e-sellers all over the world establish a presence in new markets. We are always available to help online sellers with information on the local market and world-class distribution solutions.

I hope that E-commerce in Europe 2017 will give you both new inspiration and useful insights as you continue on your exciting journey into the e-commerce of the future.

Håkan Ericsson
President & Group CEO
PostNord

The European e-commerce market

Percentage and value refer to the entire population aged between 15 and 79 years. The proportion who shop online is calculated on the basis of the question, "Approximately how often do you buy products online?" (Base: Entire population aged 15-79 years) and is defined as all respondents, minus those who responded "Never" or "Unsure, don't know". This is the same method as used in previous editions of the report.

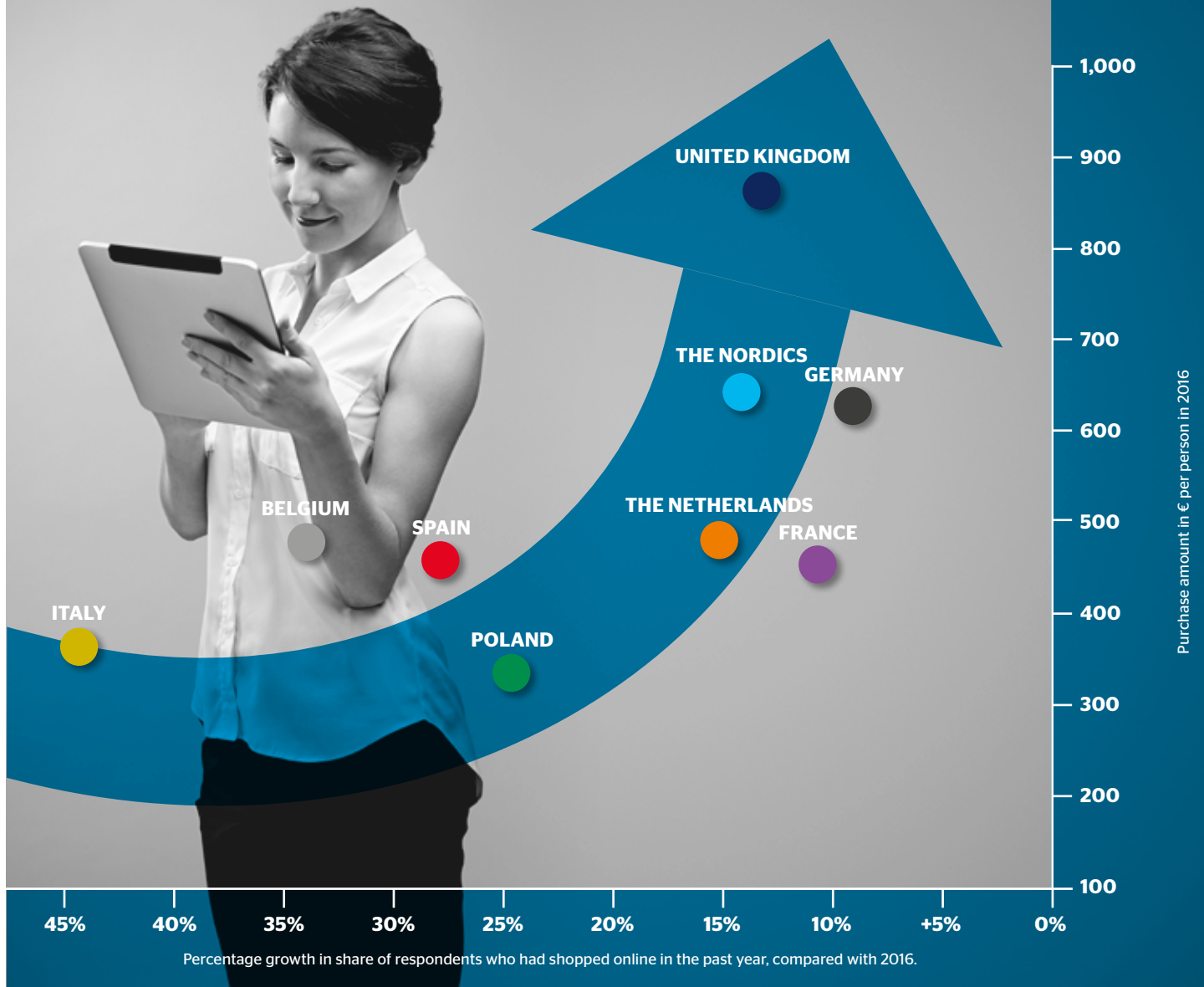


Acceleration stage

Fast increase in new e-commerce consumers drives growth, purchase amounts and purchasing frequency are relatively low.

Digital market shift

Inflow of new e-commerce consumers is not as strong, the market grows through increased purchasing frequency and higher purchase amounts.



Digital market shift in Europe

E-commerce in Europe is in a stage of constant development. More people are gaining access to the Internet and the number of potential e-commerce consumers is growing. However, the countries of Europe have made differing progress on their digital journey. In some countries, which were quick to start with e-commerce, many people are already shopping on the Net and so the inflow of new customers is low. In other countries, growth in e-commerce has only taken place in recent years. Fewer consumers in these countries are shopping online, but the number of e-commerce consumers is growing fast. E-commerce growth in the countries of Europe can therefore be classified into two stages: the acceleration stage and a digital market shift.

The acceleration stage

At the acceleration stage, growth in e-commerce is high, but from relatively low levels. The rapid rate of growth in numbers

of e-commerce consumers gradually creates a bigger customer base in digital business. As more and more people shop online, the growth in new e-commerce consumers tapers off and the country enters a new stage, the digital market shift. Countries such as Italy, Belgium, Spain and Poland are considered to be in the acceleration stage.

Digital market shift

During the digital market shift phase, the inflow of new e-commerce consumers is not as high, as most people are already buying on the Net. Instead, purchase amounts and purchasing frequency rise and more and more sectors migrate to the Net. In many cases, e-commerce still accounts for only a minor share of the total retail trade, but it is starting to make an increasingly large footprint. Markets such as the United Kingdom, the Nordics, Germany, the Netherlands and France are considered to be at the stage of a digital market shift.

Expert comment: Arne Andersson

E-commerce market mature throughout Europe

This year's report shows that e-commerce has matured throughout Europe. Poland, which for 15 years has been predicted as the next big market to take off, has finally got off the ground, and Spain and Italy have started to gain real momentum.

One driving factor underlying the growth in e-commerce in Europe is the rise in digitization in society. In addition, the technology has become cheaper and more available to the consumer. Another possible factor is the "Amazon factor", that is, as soon as Amazon establishes a presence in a country, the e-commerce market matures. The company stepped into Spain in late 2011 and in Italy in late 2010. In 2016, a version of Amazon.de was launched in Polish. This of course puts pressure on local actors, but it also paves the way for more e-commerce ventures.

The maturity of the market also brings tougher demands from consumers. One finding from the year's survey is that expectations of flexible deliveries

are going higher and higher. Consumers want to be able themselves to decide how quickly their goods are to be delivered, the time of day and the place of delivery - although the most popular modes of delivery differ from one country to another. In addition, more than half of consumers want increased clarity from online sellers, for example with regard to carriage, prices and how returns work. In other words, there is major potential for improvement among online sellers.

As far as mobile-based e-commerce is concerned, it is clear that the concept has broken through all over Europe. And there is nothing odd about that. A large percentage of Europeans today have access to a smartphone, and most major

operators have a responsive website.

The survey also looks at how Europeans shop online internationally, and here China remains the uncrowned king. Thanks largely to low prices for both carriage and products, and an immense array of electronic products. My prediction is that global e-commerce will continue to grow, but not led by individual countries but via huge digital marketplaces such as Amazon and Alibaba. With their vast offerings, powerful marketing muscle and global logistics solutions, e-commerce giants such as these may also enable small and local businesses to reach customers worldwide - and in the long run make e-commerce a truly borderless enterprise.



OLOF KÄLLGREN
Market Information
Manager
[Direct Link](#)

Six tips for successful e-commerce in Europe

1. LOCAL CUSTOMER SERVICE

Offer a customer service that speaks the local language and can be reached on a local telephone number.

2. CHECK ON LEGISLATION AND REGULATIONS

Take care to understand and comply with legislation and regulations applying to e-commerce, marketing and personal data management in the countries you are selling to.

3. DIFFERENT MEANS OF PAYMENT

The means of payment that customers prefer varies from one market to another. Find out what applies locally and offer several options.

4. SITE ADAPTED TO LOCAL CONDITIONS

Use professional translators living in the country concerned to ensure that your site has a genuinely local feel.

5. SEVERAL DELIVERY OPTIONS

Operate with logistics partners who are able to offer several different delivery options in the countries where you have operations.

6. SIMPLE RETURNS

Pay extra attention to ensuring that customers are offered simple and easily understood returns procedures.

“More than half of consumers want increased clarity from online sellers, for example with regard to carriage, prices and how returns work.”

ARNE ANDERSSON, E-COMMERCE EXPERT AT POSTNORD.



E-commerce in Europe 2017

European consumers estimate that they have spent €181 billion shopping online in the past year, which is somewhat lower than last year. However, year-on-year comparisons should be made with care, as e-commerce consumption is estimated on the basis of what consumers themselves say they have spent online on an annual basis, which is difficult to judge. The biggest e-commerce markets are in the United Kingdom, Germany and France, which is logical as these countries have the biggest populations. The three

markets together represent nearly two thirds of total e-commerce consumption in Europe. The highest percentage of online shoppers is found in the Nordics, where 92 percent of the population aged between 15 and 79 years say that they buy online.

The most popular products purchased online in Europe are clothing and footwear, home electronics and books. Clothing and footwear are the absolute top-selling categories in the United Kingdom and Germany, both of which have strong e-commerce

players in the fashion segment.

Online buying of food varies considerably from one country to another in the survey. The United Kingdom shows the second highest share of sales worldwide in online food buying, beaten only by South Korea. At the same time, the population-dense Netherlands and Belgium are the markets with the lowest share of the population buying food online. This is despite the high population density, which is a critical success factor in efficient digital food selling.

260

million consumers in Europe
shop online

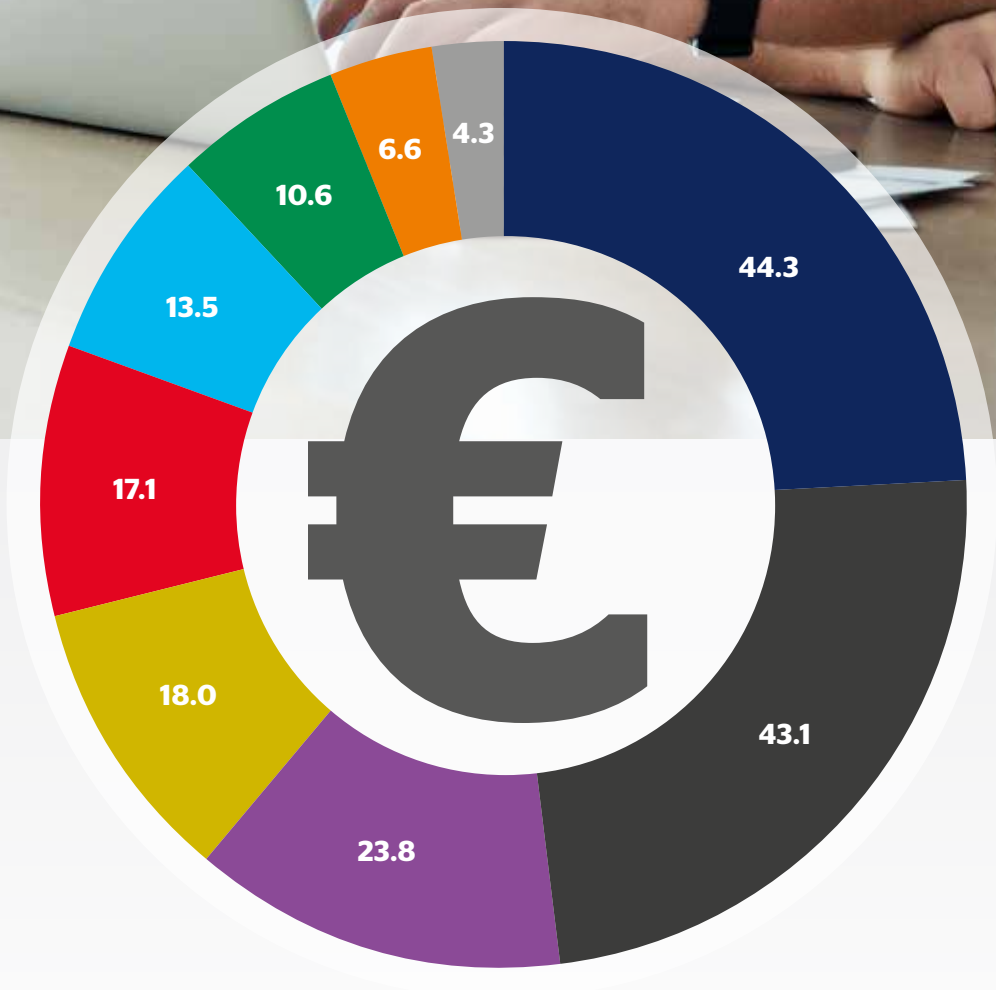
€181

billion - the total amount that European
consumers estimate that they spent
on online shopping in the past year.

186

million European consumers
shop online from abroad





E-commerce in Europe in the past year (€ billion)

Calculation based on the average answers of the respondents in each country to the question, "How much do you estimate that you have spent on buying products online in the past year?" (Base: Have shopped online)

■ United Kingdom ■ Germany ■ France ■ Italy ■ Spain ■ Nordics ■ Poland ■ The Netherlands ■ Belgium

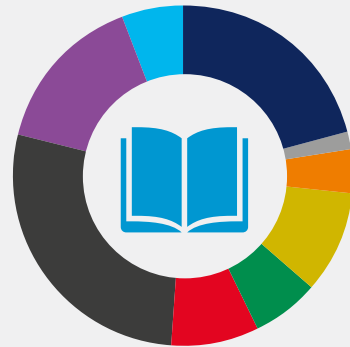
Top product categories bought online by Europeans



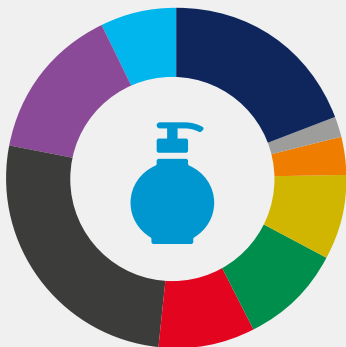
1. Clothing and footwear



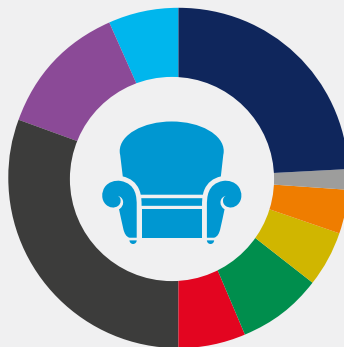
2. Home electronics



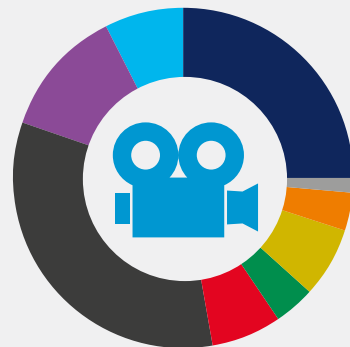
3. Books/Audio books



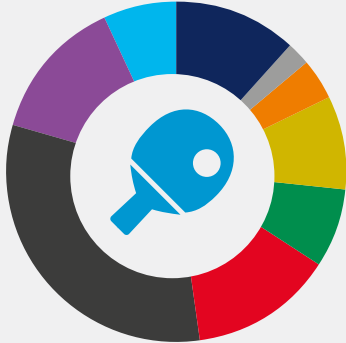
4. Cosmetics, skincare and haircare



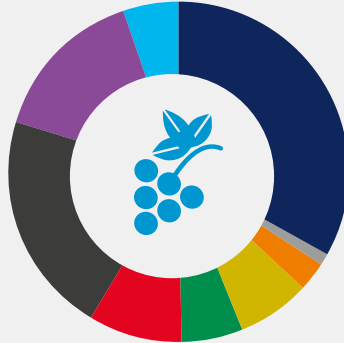
5. Home furnishings



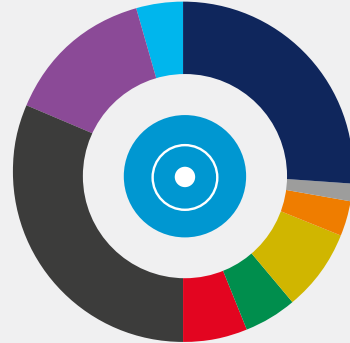
6. Movies



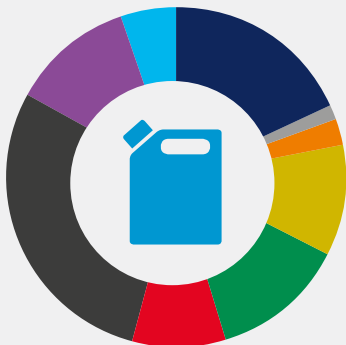
7. Sports and leisure products



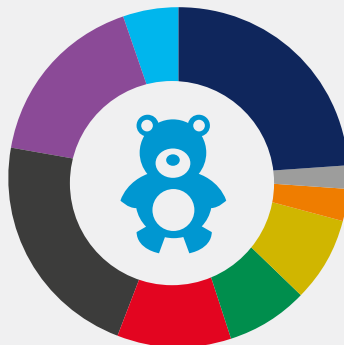
8. Food



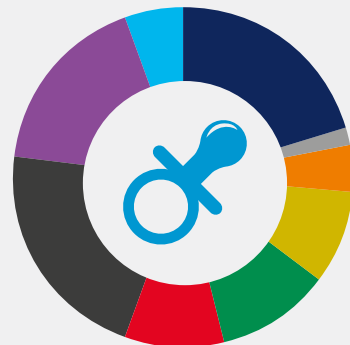
9. CDs



10. Car accessories



11. Toys



12. Children's items

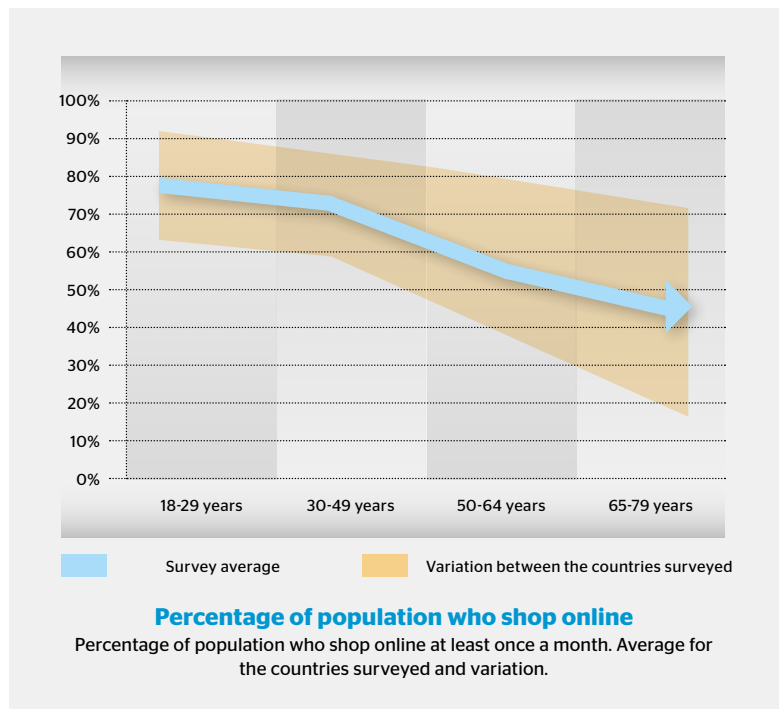
The number of millions of consumers who have bought online in the above categories in the past year. Calculation based on the answers of the respondents in each country to the question "Which types of products have you bought online in the past year?" (Base: Have shopped online)

For more detailed information, please see detailed results on page 47.

■ United Kingdom ■ Belgium ■ The Netherlands ■ Italy ■ Poland ■ Spain ■ Germany ■ France ■ Nordics

Generation gap a source of huge potential

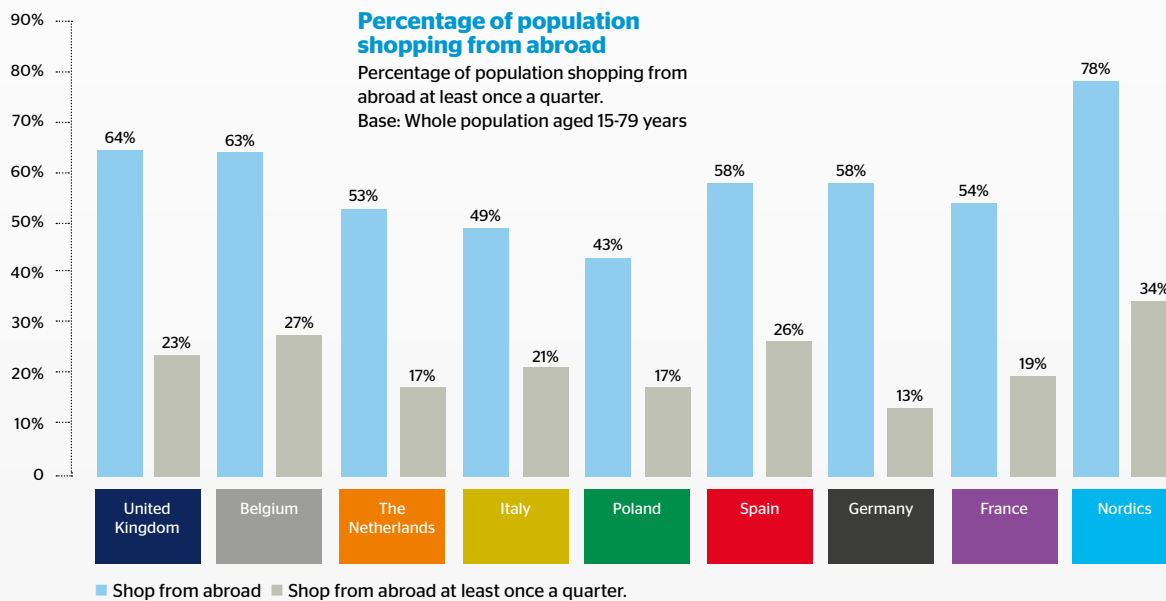
There are major differences in the share of those shopping online when it comes to age. In most countries, a considerably higher percentage of people aged less than 50 years shop online than those aged more than 50 years. With the passing of time, it may be assumed that in the absence of any drastic changes in behavior this tipping point will move up the age groups. In that way, an organic growth in e-commerce will take place as new digital-savvy consumers come on board. The digital generation gap will in that process gradually narrow over time.

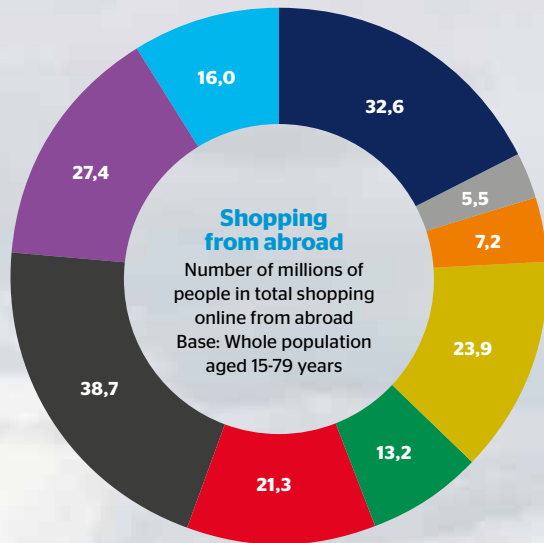


Price-sensitive consumers driving online shopping from abroad

Online consumers buy their goods where the whole package – offering, price, service level and delivery – is best. The percentage of consumers shopping online from abroad at least once a quarter is highest in the Nordic countries. At the other end of the spectrum are the Netherlands, Poland and Germany, where the percentage of consumers shopping from abroad is lowest. The main reasons for consumers buying from abroad is that prices are

generally lower than in the domestic market, that they find products that they cannot find in other places and that they want to buy products of a particular brand. Price chasers looking abroad are found above all in Belgium, the Netherlands and the Nordics. Consumers in Germany and the United Kingdom are to a greater extent seeking a unique offering, while consumers in Poland and looking for particular brands.





■ United Kingdom ■ Belgium ■ The Netherlands ■ Italy ■ Poland
■ Spain ■ Germany ■ France ■ Nordics

Price chasers looking abroad are found above all in Belgium, the Netherlands and the Nordics. Consumers in Germany and the United Kingdom are to a greater extent seeking a unique offering, while consumers in Poland and looking for particular brands.

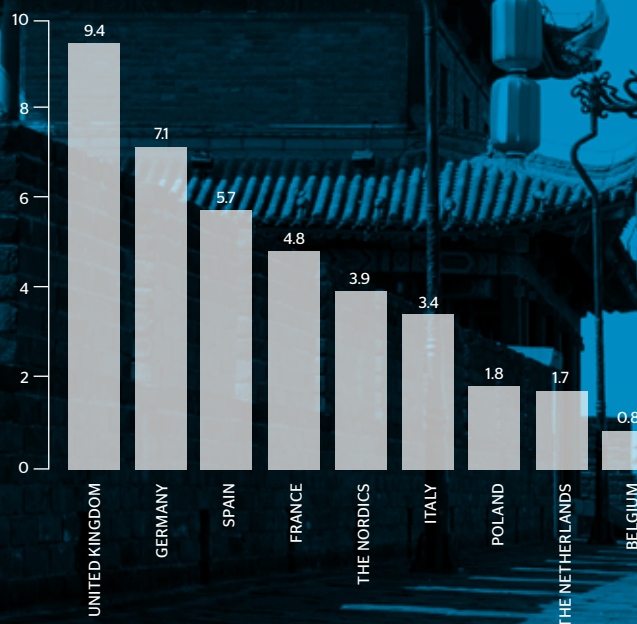


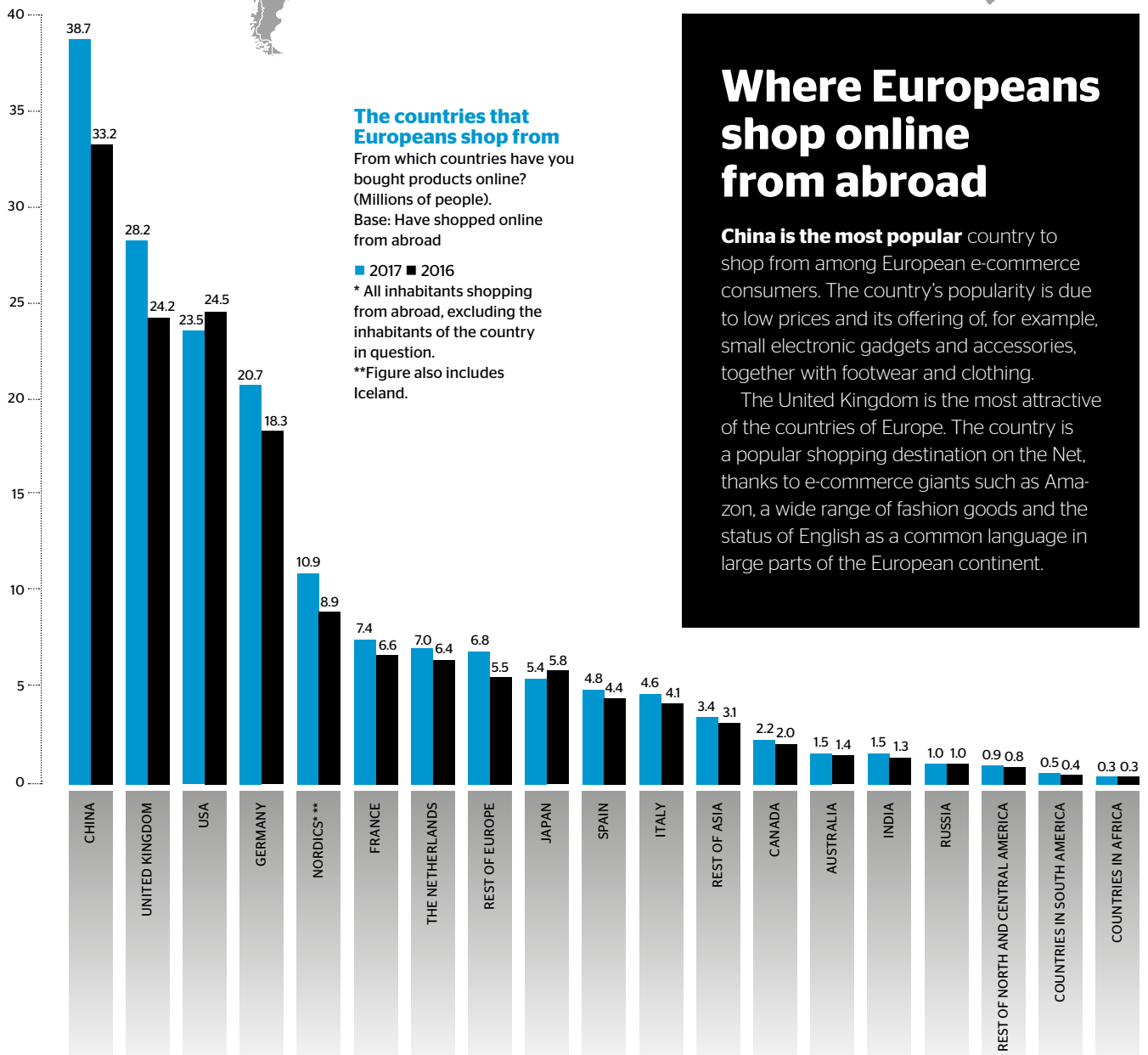
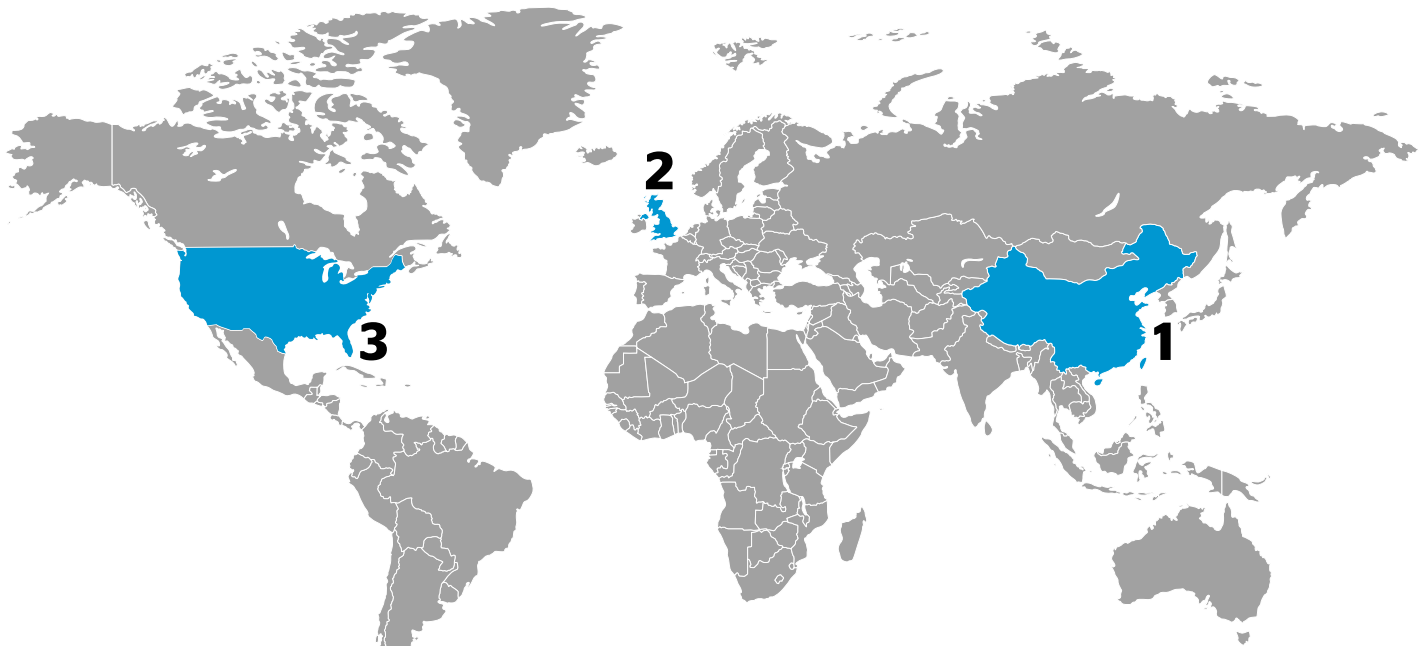
China is the most popular country to shop from among European e-commerce consumers.

The country's popularity is due to low prices, in conjunction with a wide offering of, for example, small electronic gadgets and accessories, together with footwear and clothing.

E-commerce from China showing strong growth

Number of millions of consumers in each country who have shopped from China.

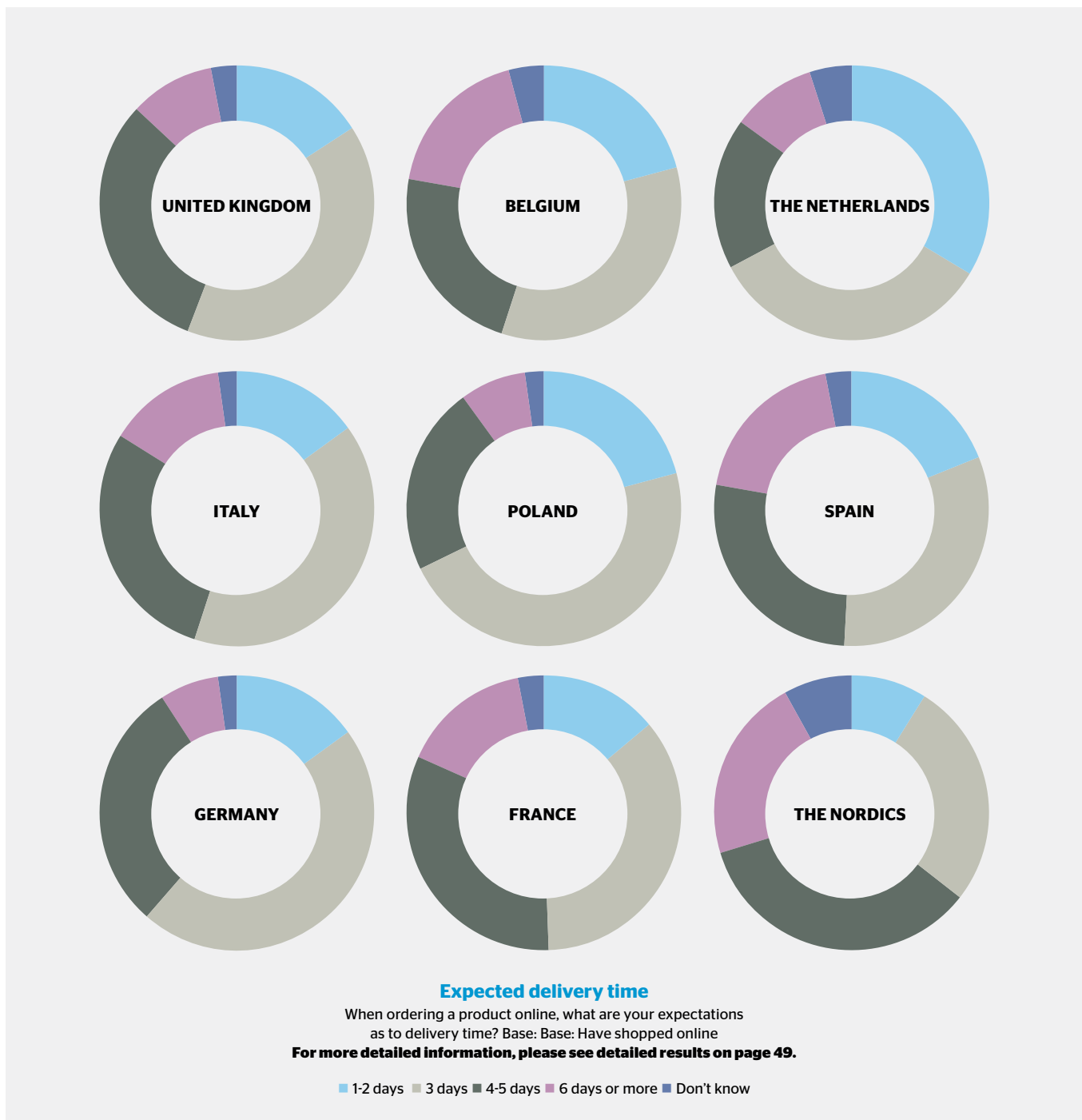




Where Europeans shop online from abroad

China is the most popular country to shop from among European e-commerce consumers. The country's popularity is due to low prices and its offering of, for example, small electronic gadgets and accessories, together with footwear and clothing.

The United Kingdom is the most attractive of the countries of Europe. The country is a popular shopping destination on the Net, thanks to e-commerce giants such as Amazon, a wide range of fashion goods and the status of English as a common language in large parts of the European continent.



Consumers have power over delivery

In all markets apart from the Nordics, more than half of consumers expect delivery in a maximum of three days. There also seems to be correlation between the population density of the market and delivery time expectations. For example, as many as one third of consumers in the Netherlands expect delivery in 1-2 days, probably because businesses in fact are capable of meeting short delivery times for goods in stock thanks to a concentrated logistics network.

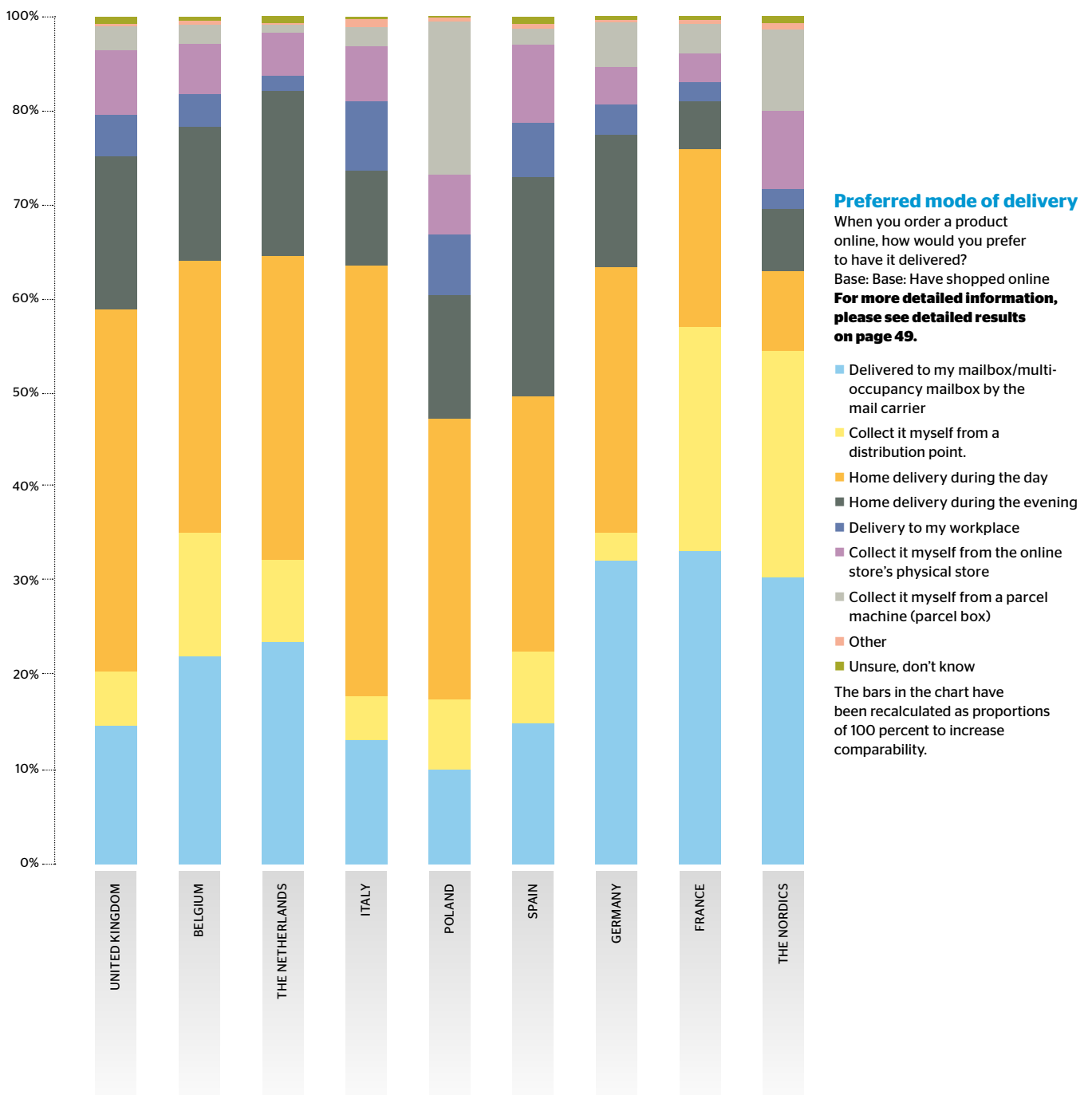
Delivery preferences among consumers reveal interesting differences within Europe. Consumers in Italy, the United Kingdom and the Netherlands are highest in desiring home delivery, while consumers in Sweden and France more than others seek delivery to a distribution point or to their mailbox. This is probably because these options are highly developed in the countries concerned and are generally the cheapest transport alternative.

Consumers are increasingly wanting to have

power over where and when an order is to be delivered. Because day-to-day time constraints and efficiency are powerful motives for shopping online, the ability to choose mode of delivery or distribution point and when a delivery is to be made is of the utmost importance. Most important of all to consumers is the ability to choose where a delivery is to be made. This applies in particular to the French market, which has a long tradition of click & collect services – where the customer himself or herself collects the delivery at a notified distribution point.

Many consumers may be willing to pay

extra for faster delivery or the ability to change delivery date or delivery time after the goods have been dispatched. However, the survey indicates that consumer delivery preferences vary sharply from one country to another. For example, nearly three times as many consumers in Poland than in Belgium are prepared to pay more for faster delivery. Factors that are likely to affect consumer preferences are the country's area and the efficiency of the logistics operators, together with what online shops and logistics businesses have been able to offer in the past.

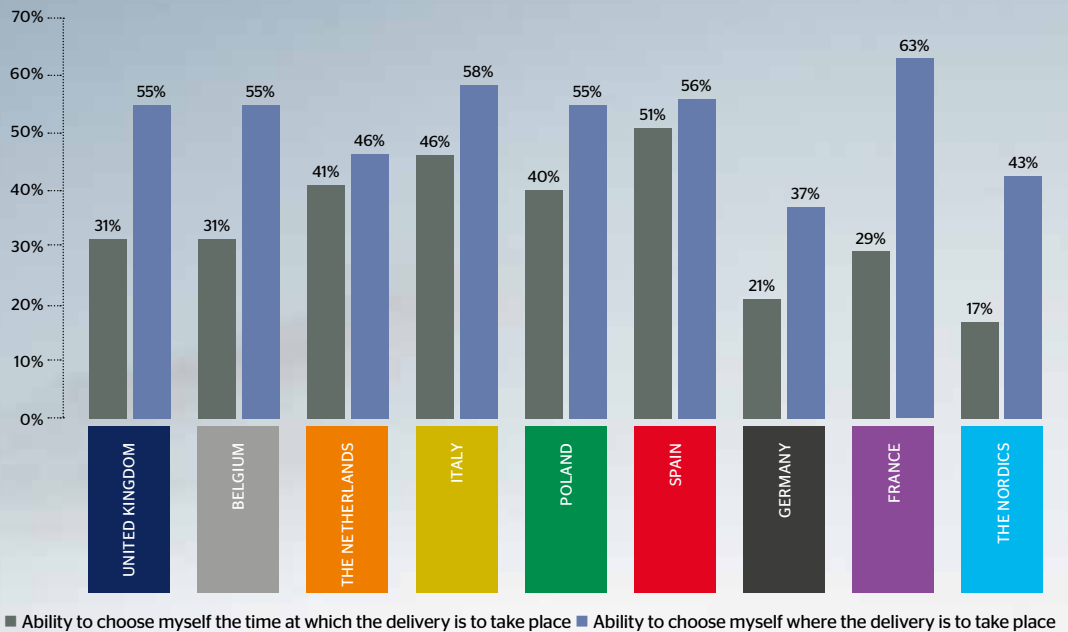


Deliveries

Important in delivery

How important are the following factors regarding delivery, in your decision about whether you will buy goods from an online store?

Base: Have shopped online





Pay for faster delivery
Are you willing to pay for faster delivery (next day)? (Percentage who answered yes)
Base: Have shopped online



Change date
Is it important to you to be able to change the delivery date or time after your purchases have been dispatched from the online store? (Percentage who answered Yes)
Base: Have shopped online



Returns a competitive advantage

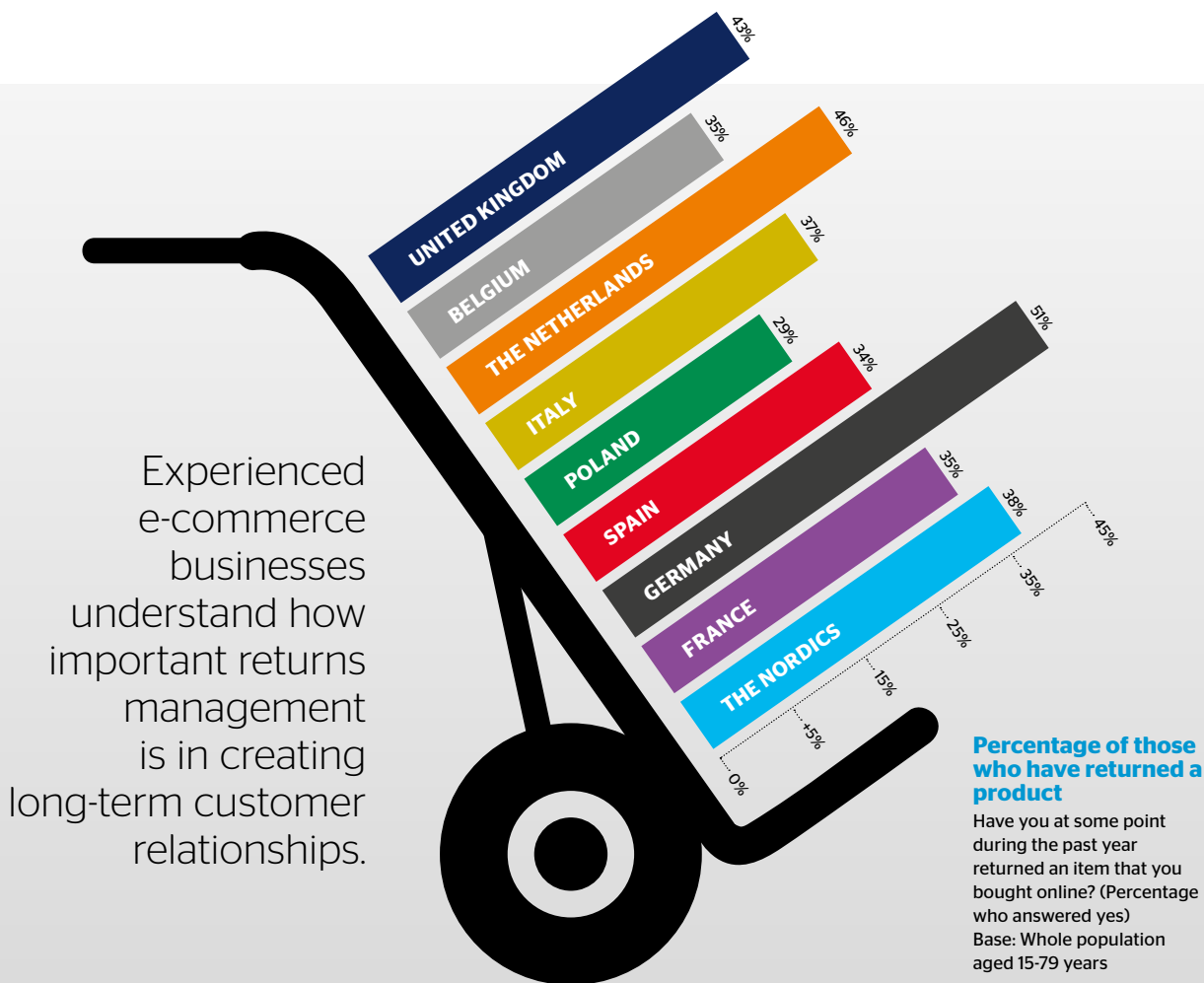
The ability for consumers to return goods in a simple procedure has emerged as a corner-stone of e-commerce. Returns management creates credibility and loyalty among consumers, while also fulfilling an important role in enabling the consumer to feel in control of his or her buys in the same way as in a physical store. If a garment does not fit or a furnishing item is the wrong color, it must be easy to get it returned.

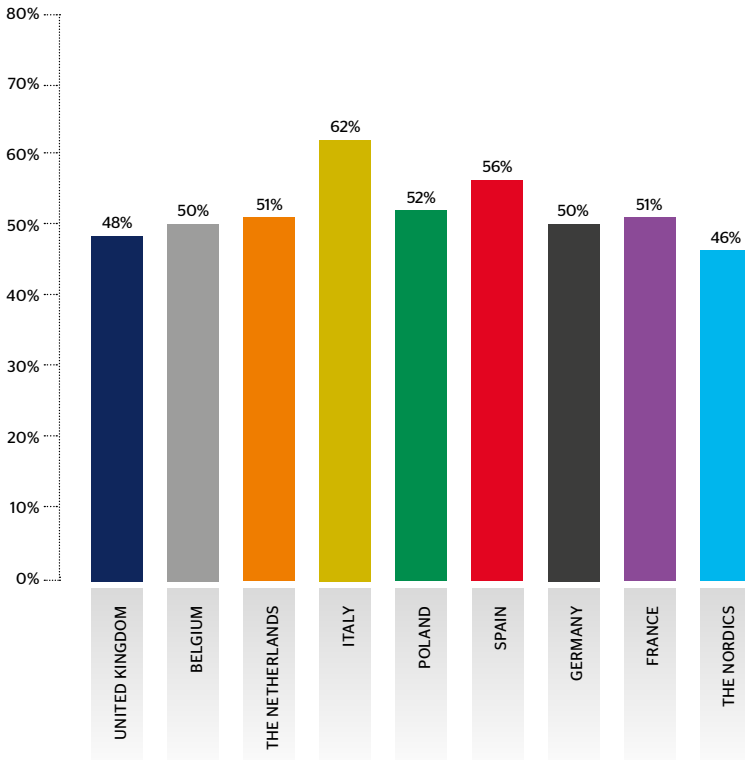
The percentage of e-commerce consumers sending a return has risen in recent years. This is probably because consumers have taken on new habits, such as buying footwear or clothes in several sizes and then keeping only what fits best. However, e-commerce businesses have also made returning goods simpler, at low cost or no cost at all.

Interestingly, the level of returns is highest in the countries where consumers show the highest average spend per year and where the highest percentage of inhabitants shop online, for example the United Kingdom, Germany, the

Nordics and the Netherlands. On that basis, it appears the number of returns is correlated to the degree of maturity of the e-commerce market. Experienced e-commerce businesses understand how important returns are in creating long-term customer relationships.

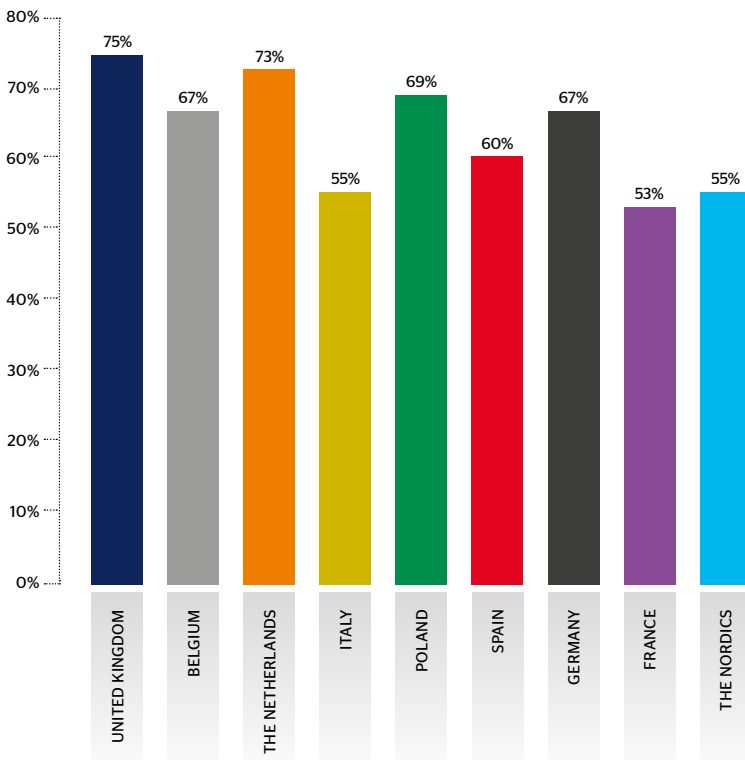
Clear returns information are a competitive factor to be taken into account by online stores in all markets. In practically all countries, more than half of consumers say that in their choice of online store it is very important to understand how returns take place. Today, consumers in the mature markets of the United Kingdom, Germany and the Netherlands give the highest ratings for simplicity of the returns procedure, while consumers in France and Italy award poorer grades for information from the online stores regarding returns processing. The probability is that many consumers are used to the returns procedure and clear information is provided, leading to an upward spiral of increasing returns.





Importance of a clear returns procedure

How important is "It is clear what to do when returning goods" in your decision about whether you will buy goods from an online store? (Percentage of consumers who consider this factor to be very important)
Base: Have shopped online



Easy to understand returns procedures

Do you think in general that it is easy to understand the returns procedures on the websites of online stores? (Percentage who answered yes)
Base: Have shopped online



CLOTHING AND FOOTWEAR
48.7 million consumers



HOME ELECTRONICS*
14.9 million consumers



HOME FURNISHINGS
4.6 million consumers

Top 3 returned products

Top 3 most commonly returned product categories (millions of consumers)
*Computers and computer accessories, TVs, music systems, home cinema systems, cell phones and accessories, and electrical household appliances.



The online store needs to focus on price, information and language

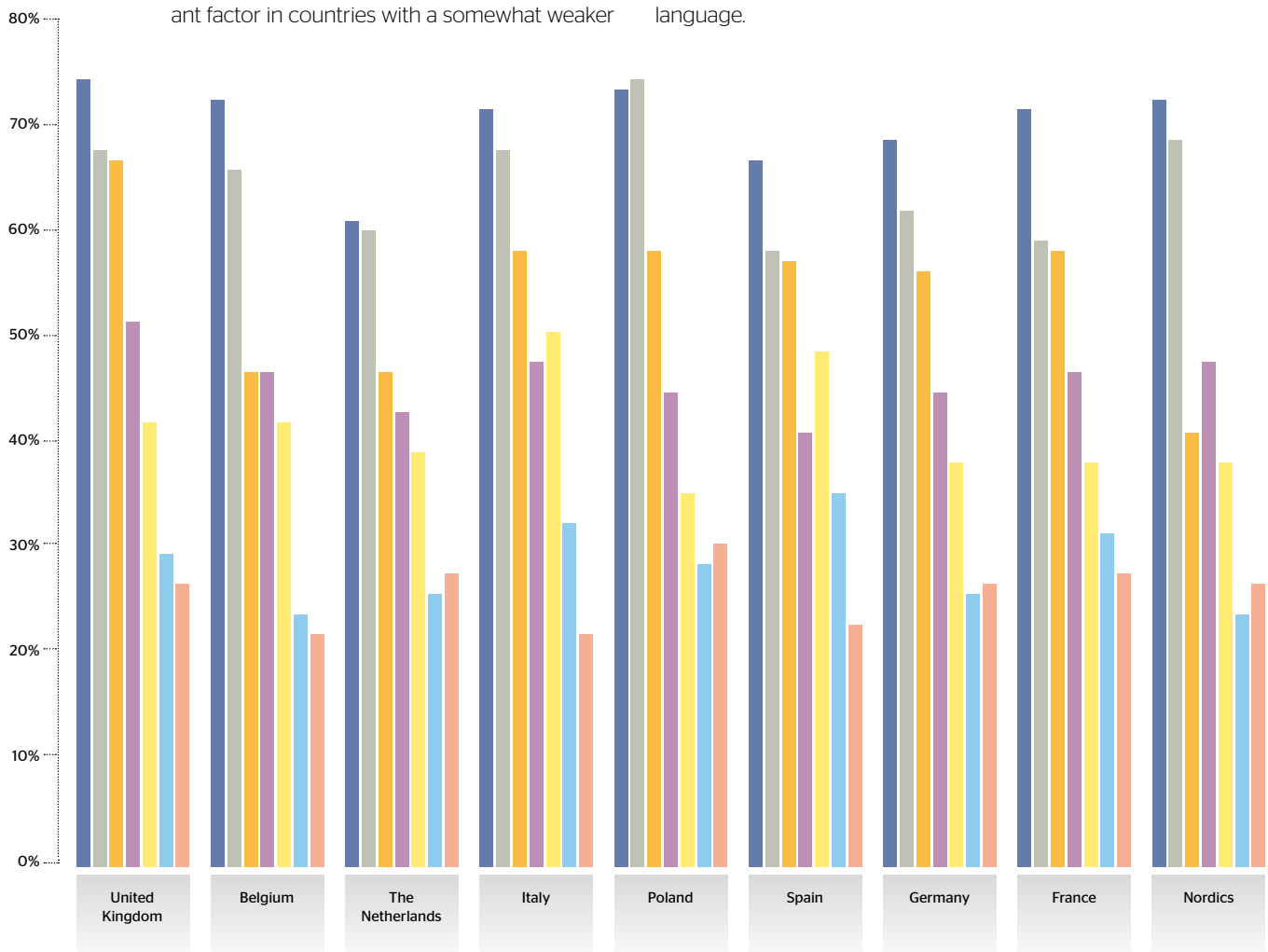
Physical stores have a competitive advantage over e-commerce in the form of the personal contact, which makes it possible for example to ask questions, get advice and also feel the product. In online stores, these factors need to be replaced by something else to attract consumers. According to e-commerce consumers in Europe, some factors are more important than others:

PRICE - Consumers say that the most important thing of all is for online stores to show a clear overall price. In addition, around four out of ten consumers prefer the store that offers the lowest price. This seems to be the most important factor in countries with a somewhat weaker

social economy, such as Spain and Italy.

INFORMATION - Product characteristics, images and videos. For online stores to use several ways of describing a product is appreciated, and demanded, by consumers when they are about to make a purchasing decision.

LANGUAGE - One of the fundamental conditions of global e-commerce is that the consumer should be able to understand the language used in the online store. Against that background, many e-sellers choose the establish both store and customer service in the local language.



Important factors in the online store

How important are the following factors in your decision about whether you will buy goods from an online store? (Percentage of consumers who consider this factor to be very important) Base: Have shopped online

- That it is made clear what the overall price will be, incl. carriage and any other charges
- Good, clear information about and pictures of the products
- The website is in my language
- Easy to find my way around the site
- Lowest price
- It is a company/brand that I am familiar with
- I do not need to register



Mobile devices the key to growth

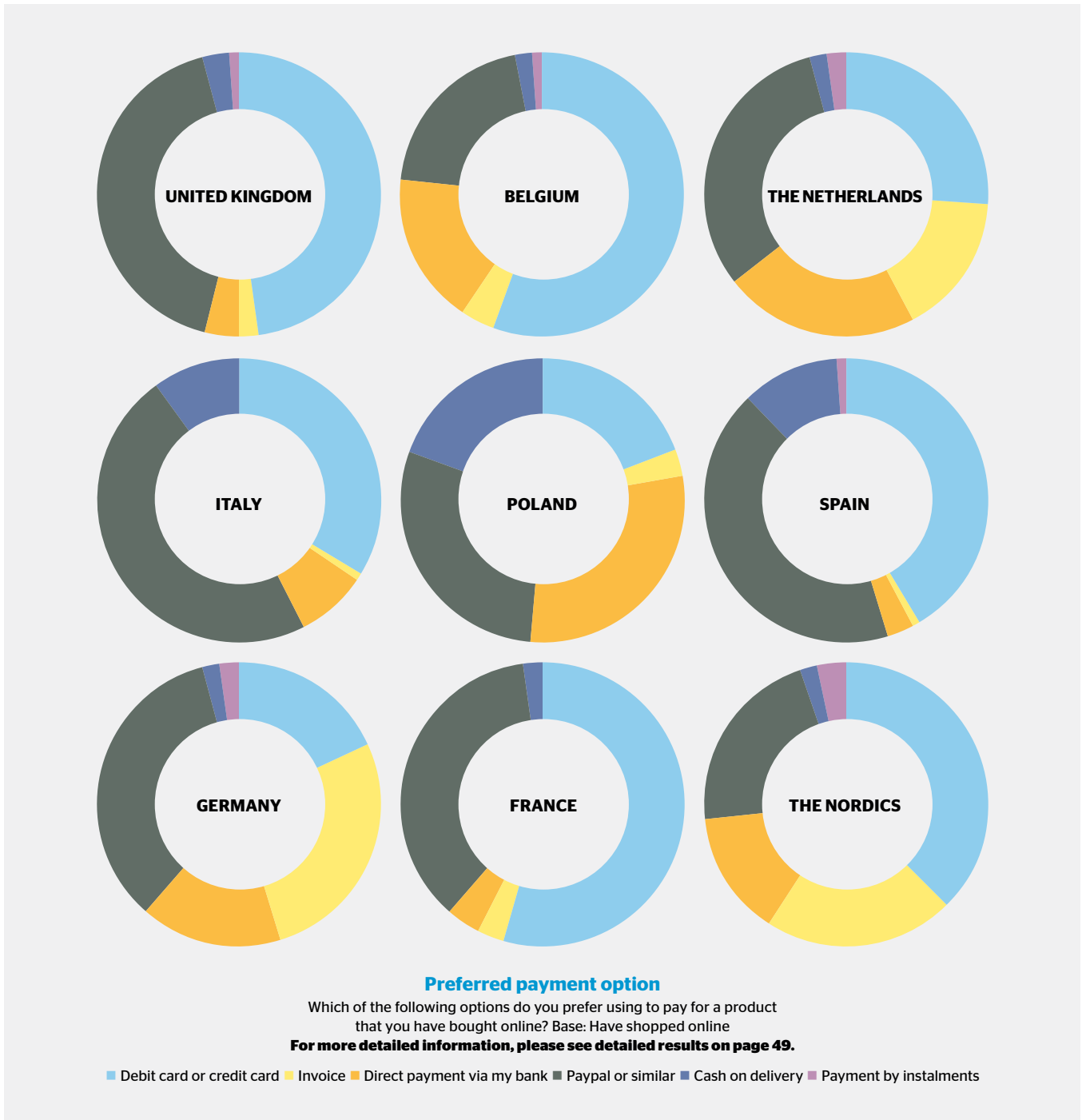
In just a few years, cell phones and tablets have revolutionized how consumers shop online. Customers no longer have to be at their computer to shop online, they make their purchases seamlessly more or less wherever they are, provided that they have Internet access. In addition, both mobile devices have radically changed several other stages of the buying journey by also serving as a source of information and inspiration, for example by special offers via SMS text, e-mail or advertising. In several European countries, the driving force behind e-commerce growth is now mobile devices, in particular the cell phone.

The degree of maturity in terms of use of the cell phone and tablet for online shopping varies considerably in Europe. In the past year, the number of e-commerce consumers in the United Kingdom making a purchase with a mobile device was nearly double the number in Belgium. What the United Kingdom and the Nordics - the markets with the highest percentage of purchases from mobile devices - have in common is not only a highly developed e-commerce sector with online stores that have developed responsive websites that adapt to different screen sizes, but also a high degree of use of cell phones and tablets. In the United Kingdom and Sweden, for example, there is on average more than one mobile device per head of population.

Used mobile device for online shopping

Have you, at any time in the past twelve months, used your cell phone or tablet to buy goods online? (Percentage who answered yes)
Base: Have shopped online





Important to offer the right payment option

When it is time for e-commerce consumers to pay online, preferences as to payment methods vary. Debit cards and payment services such as Paypal are by far the most popular payment systems. Probably because debit cards offer the payment method that consumers are most familiar with using for payments in all types of situation, online and physical. Seamless payment services such

as Paypal are successful because they offer a quick process, often with routines based on just one or two clicks.

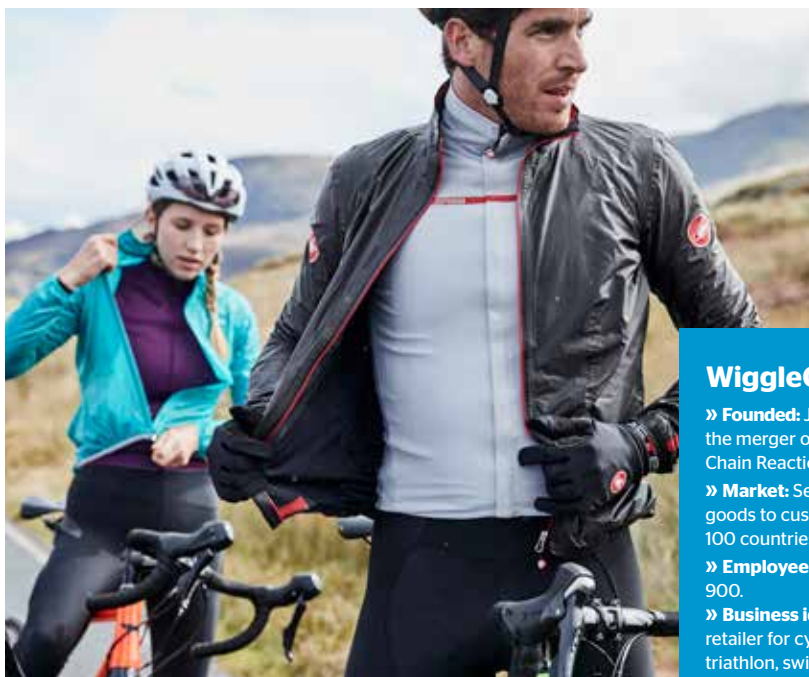
The popularity of different payment methods is clearly country-dependent. In many cases, there are national options that have a strong position in the particular country. In Germany and Poland, payment services such as Paypal have a

stronger position among consumers than debit cards. The reverse - that is, debit cards are much more popular - applies in the Nordics and Belgium, whereas the two systems are on similar level in the United Kingdom, Spain and France. In some countries, other payment methods also emerge as popular - direct payment via bank in the Netherlands and Poland and invoice in Germany and the Nordics.



Customization the key to WiggleCRC's international success

From two local bicycle shops in the UK to an international e-commerce success, now established in over a hundred countries. WiggleCRC's growth has been an exciting journey filled with lessons learned.



WiggleCRC

» **Founded:** July 2016, following the merger of Wiggle and Chain Reaction Cycles.

» **Market:** Sells sports goods to customers in over 100 countries.

» **Employees:** Approximately 900.

» **Business idea:** Online retailer for cycling, running, triathlon, swimming, fitness and outdoor sports.

In less than 20 years, British WiggleCRC has grown from humble online beginnings into two globally-recognised online retail brands: Wiggle and Chain Reaction Cycles. The two brands complement each other - Wiggle with a wider sports range beyond just cycling and Chain Reaction Cycles with a pure cycling focus spreading across road and off-road disciplines.

What were the most important things to take into account when establishing WiggleCRC abroad?

- To address local market conditions as well as engage in the needs of cyclists, triathletes, runners and outdoor enthusiasts in each country, says Sacha Lategan, Nordics Country Manager at WiggleCRC.

What's your advice for those wishing to expand their e-commerce business in Europe?

- Give customers the best possible shopping experience by offering a fully localized site, including language, payment methods, customer support, shopping in their local currency and final-mile delivery by their preferred carrier.

What have you learnt so far from expanding to other European markets?

- Listening to our customers' feedback and reviews has been, and continues to be,



"Listening to our customers' feedback and reviews has been, and continues to be, a key learning."

Sacha Lategan, Nordics Country Manager at WiggleCRC

a key learning. Our customers are more often than not experienced online shoppers, who regularly shop from both domestic and international retailers. Also, we're continually reviewing and changing our marketing mix and product focus based on local competition. So we're about as far from a single, global site as you can get.

How does the European market differ from other markets you operate in?

- Due to geographic proximity, logistics and fulfillment are obviously less of a challenge than some other markets we sell into. European legal and regulatory frameworks are well known, stable and consistent in their application. And all the knowledge needed to trade is easily available.

What aspects have been especially important in establishing your e-commerce outside the UK?

- We have invested extensively in recruiting large local country teams to our headquarters in Portsmouth and Belfast who provide customers with immediate and friendly assistance in their own language, including online Live Chat. We also have qualified translators who ensure that all product descriptions are fully translated so that customers have all the necessary information required in order to feel confident in their purchase.



The United Kingdom: most highly developed e-commerce sector

The United Kingdom is the country with the most highly-developed e-commerce sector in Europe. Between 2014 and 2017, the growth in the numbers of new consumers was 13 percent, slightly below the average recorded in the survey. The British rank high in terms of Internet penetration and percentage of e-commerce consumers, but the country is distinguished above all by the average spend.

While the British today buy a range of

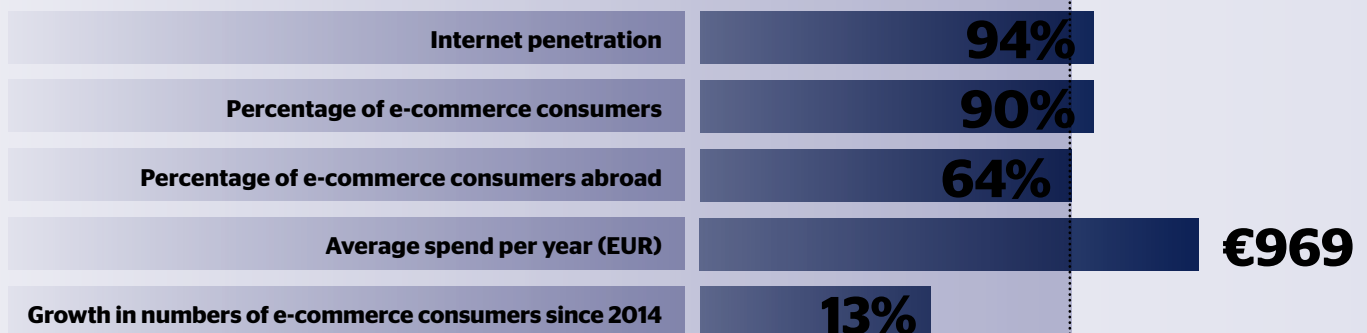
different products online, the most popular products of all are clothes and footwear, home electronics and books. When it comes to delivery, the most important factors are delivery cost, the ability to choose where the products are to be delivered and a fast delivery process.

There are more e-commerce consumers in Europe who buy online from the United Kingdom than British consumers who buy from other European countries. This may be

partly because of eBay and Amazon, which set up business early in the country and export to other countries where the company does not operate. As far as online shopping from abroad is concerned, the countries that the British shop most from are China with 29 percent, followed by the USA with 23 percent and Germany with 10 percent. The most popular product categories in online shopping from abroad are clothing and footwear, home electronics and books.

European average

Key indicators, compared with the European average



Market analysis

The United Kingdom leads developments in e-commerce, especially regarding food products. The percentage of British consumers who have not yet ventured onto the Internet in the United Kingdom, but could do so in the near future, is estimated at just short of 1 percent. However, there are major consumer categories, above all in the older age ranges, who might start shopping online in the future but who are unlikely to do so in the near future.

To the United Kingdom, the job is to continue along the path taken and lead developments in e-commerce in Europe. The United Kingdom today reports the highest average spends in the survey, but e-commerce sales still represent only a minor portion of total sales.

Food shopping driving up purchasing frequency

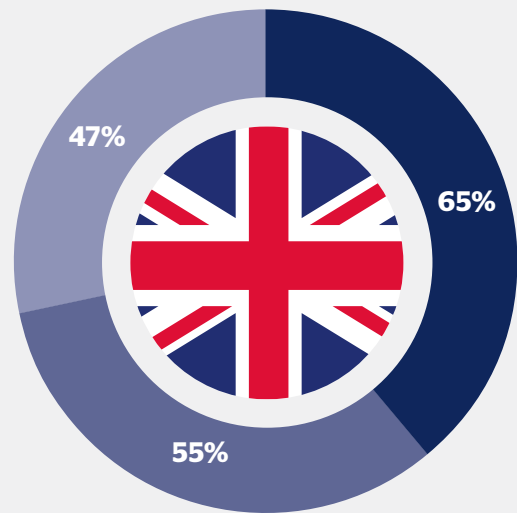
The survey reveals that British consumers are the most frequent online shoppers. Just over 25 percent of e-commerce consumers in the United Kingdom say that they shop online every week. One important reason for this is the highly developed system for online food shopping, which allows for regularity and higher frequency in online buying. Double the number of respondents in the United Kingdom say that they have bought food online than the average for the survey as a whole, which illustrates how far the country has traveled.

The United Kingdom is also characterized by an even level of consumption over the goods categories, further evidence of a highly developed system of online buying. Alongside food, it is in the small-size categories such as toys and plants that the United Kingdom sets itself apart from the other countries in the survey. This indicates that more sectors have found their way to the Internet in the United Kingdom than in most other countries.

Highest percentage of online purchases from USA

In the survey, the percentage of British e-commerce consumers saying that they have shopped online from abroad was lower than the survey average. This is in all likelihood because of the United Kingdom's considerable domestic offering, in which Amazon, for example, was established early and today has a strong grip on consumers. The country from which the British buy most is China, but what stands out from the other countries in the survey is buying from the USA. The British report the highest percentage of online imports from America of all the countries included in the survey. This may be due to the good relationship that exists between the countries, and the common language. It is also conceivable that trade with the USA may expand now that the British are on the brink of leaving the EU collaboration and the free trade in goods in Europe.

Focus on: United Kingdom



Top 3 most important factors regarding deliveries

Base: Have shopped online

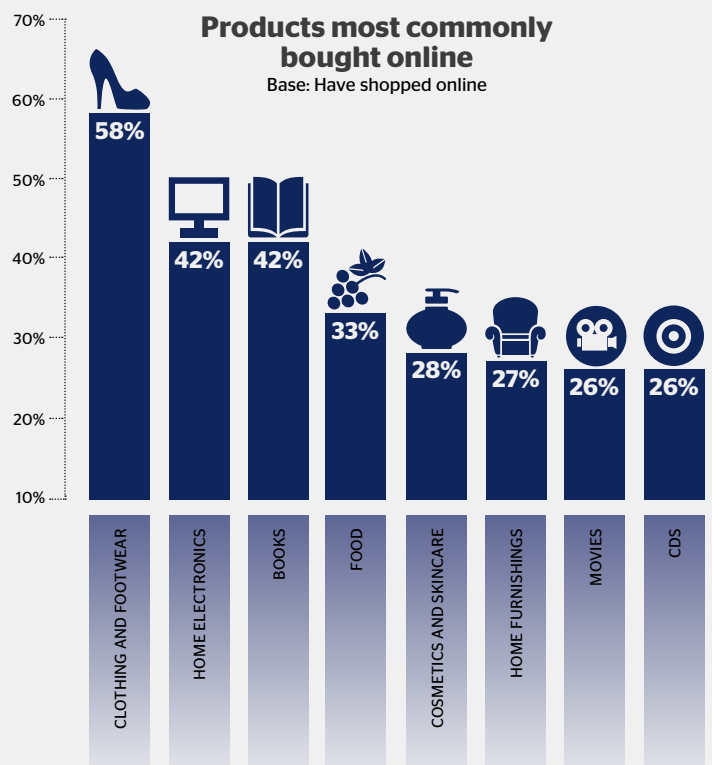
- Delivery cost
- A fast delivery process
- To be able to choose where delivery is to take place

1%

Unexploited consumer potential

Percentage of consumers who could start shopping online in the near future

(Measure indicates the percentage of inhabitants in the country who are not yet shopping online but could do so if Internet access and the online shopping experience increased to a top European level)



Products most commonly bought online

Base: Have shopped online

Focus on: Belgium



Belgium: potential in food

Belgian e-commerce has expanded sharply since 2014 and has become a relatively highly-developed e-commerce market in a European context. The growth in consumer numbers since 2014 is 34 percent, which is considerably higher than the average for the European countries included in the survey. This is possibly because the Belgians were relatively late to start online shopping.

Belgian Internet consumers mostly buy clothing and footwear, home electronics and books. As regards delivery, the most important factors are delivery cost, the ability to choose where delivery is to take place

and knowing on what day and at what time the goods will arrive.

Geographically, Belgium is located in the triangle between the Netherlands, France and the United Kingdom and therefore has close access to major foreign markets. However, the country that consumers in Belgium most commonly - by a wide margin - buy from is the neighboring Netherlands with 34 percent, followed by the United Kingdom and Germany with 13 percent each. The products most commonly bought from abroad are clothing and footwear, followed by home electronics and books.

European average

Key indicators, compared with the European average

Internet penetration	88%
Percentage of e-commerce consumers	81%
Percentage of e-commerce consumers abroad	63%
Average spend per year (EUR)	€602
Growth in numbers of e-commerce consumers since 2014	34%

Market analysis

Belgium recorded high growth in numbers of new consumers between 2014 and 2017, and this trend is expected to continue in the next few years. The remaining percentage of consumers who could in the near future start online shopping is estimated at just under 13 percent. In addition, there are categories of consumers, above all in the higher age ranges, who are unlikely to start buying online in the near future.

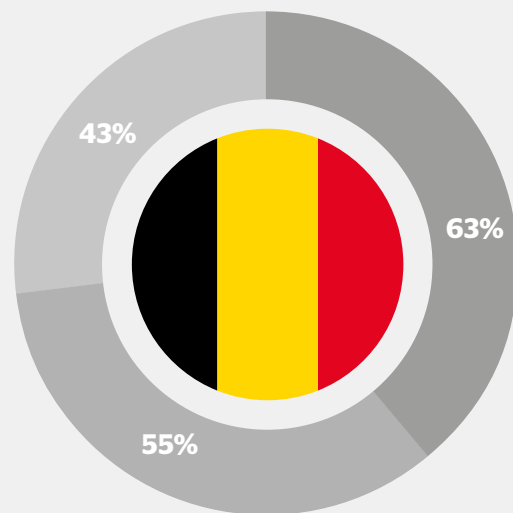
Long term, growth in e-commerce in Belgium will primarily arise from increased purchasing frequency and higher purchase amounts, once the majority of consumers have found their way onto the Net. Today, Belgium ranks relatively low in terms of purchasing frequency, possibly because e-commerce in food, which generally shows a high purchasing frequency, has not yet broken through in the country. This is a sector with growth potential going forward.

The Netherlands dominate Belgium's online shopping from abroad

Belgium differs from the other European countries in the survey above all via its close links to the Netherlands. A majority of the Belgians who say they have shopped online from abroad have bought from the Netherlands. This is probably due to the geographical proximity of the Netherlands and its role as burgeoning e-commerce hub in Europe. In addition, the Netherlands has a very efficient logistics system with by the shortest expected delivery times of all countries in the survey. This is probably something that consumers in neighboring Belgium also benefit from. Another factor is that Belgium is made up of different communities, where some share a language with the Dutch and identify with the Netherlands.

Online shopping via cell phone or tablet less common in Belgium

Belgium is characterized by a more traditional attitude towards e-commerce than in other European countries. This is evident for example in the form of which channels e-commerce consumers use to make their purchases. A strikingly low percentage of e-commerce consumers in Belgium say they have made their online purchases on their cell phone or tablet. Just over 10 percent of consumers say that they do not own a smart phone or tablet anyway, a finding that stands out in comparison with other countries. The purchasing frequency is also low, and few Belgians say that they shop online every week. There is therefore scope to persuade consumers there to use more channels for online shopping and to increase the purchasing frequency in e-commerce.



Top 3 most important factors regarding deliveries

Base: Have shopped online

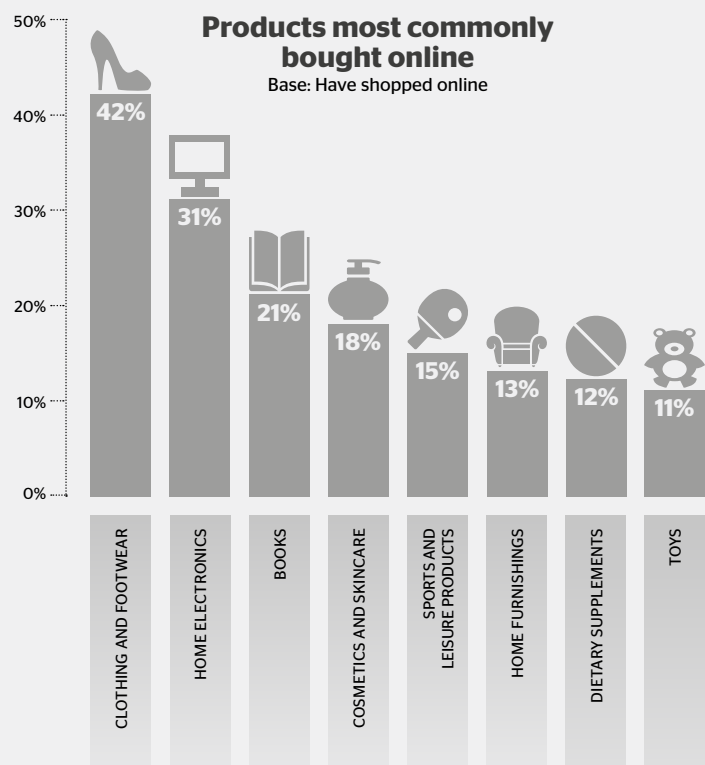
- Delivery cost
- A fast delivery process
- To be able to choose where delivery is to take place

13%

Unexploited consumer potential

Percentage of consumers who could start shopping online in the near future

(Measure indicates the percentage of inhabitants in the country who are not yet shopping online but could do so if Internet access and the online shopping experience increased to a top European level)





The Netherlands: a growing e-commerce hub

The Netherlands shows high Internet penetration and a high percentage of consumers who shop online. It can therefore be classified as one of Europe's more highly developed e-commerce markets. As a result, growth in numbers of new e-commerce consumers has been more moderate in the Netherlands than the average for the survey, at 15 percent between 2014 and 2017.

Internet consumers in the Netherlands mostly buy clothing and footwear, home electronics and books online. As far as delivery is concerned, the most important factors are delivery cost, knowing on what day and at what time the

product will arrive and the ability to choose where delivery will be made.

The Netherlands is situated in a geographical location in Europe that favors cross-border e-commerce and attracts many e-commerce consumers from other European countries. As regards online shopping from abroad, the countries that the Dutch shop most from are China with 23 percent, followed by Germany with 13 percent and the USA with 12 percent. The products most commonly bought from abroad are clothing and footwear, home electronics and cosmetics and skincare and haircare products.

European average

Key indicators, compared with the European average

Internet penetration	95%
Percentage of e-commerce consumers	90%
Percentage of e-commerce consumers abroad	53%
Average spend per year (EUR)	€542
Growth in numbers of e-commerce consumers since 2014	15%

Market analysis

The Netherlands is one of Europe's more highly developed e-commerce markets. The country's high Internet penetration means that e-commerce is available to most people and relatively few are not already active on the Net. The remaining percentage of consumers who have not yet ventured onto the Net, but could do so in the near future, is estimated at around 3 percent. In addition, there are categories of consumers who are considered more difficult to reach, above all in the higher age ranges, and who are unlikely to start buying online in the near future.

The Netherlands shows a lower average online spend than the countries that have made the most progress of all in e-commerce in Europe. This indicates that there is extra potential for increasing sales online via increased purchasing frequency and larger purchase amounts among the country's existing consumers.

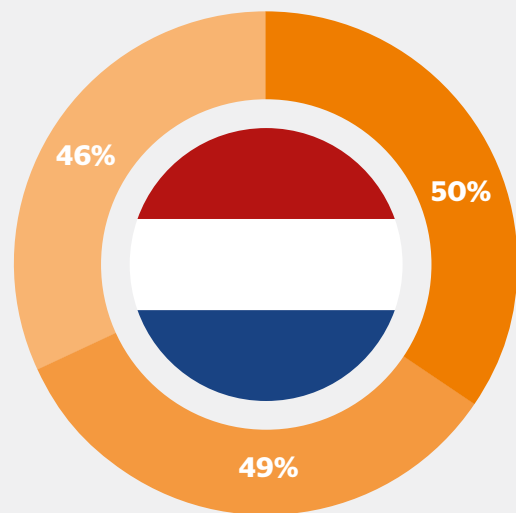
Highest expectations of fast delivery

The Netherlands is starting to develop a status as a growing e-commerce hub in Europe. The country has well-developed port facilities and a favorable geographical location centrally in Europe, which minimizes transport times. As a result, several countries have based their European warehousing operations in the Netherlands. Closeness to major e-commerce players has also begun to make an impression among domestic consumers. Today, the Netherlands distinguishes itself from the other countries in the survey on the point of expectations of transport times. More than a third of consumers expect to receive their e-commerce delivery within two days, nearly double the number of consumers in the country in second place. Few say that they are willing to pay for quicker delivery, suggesting that it is something the consumers expect.

Online shopping from abroad weak in the Netherlands

Despite the fact that the Netherlands is a relatively small economy that, with Belgium is situated in the triangle between Germany, France and the United Kingdom, Dutch consumers shop online from abroad on a relatively small scale. One reason for this may be the strong position held by domestic online sellers in the Netherlands. Also, many consumers prefer to use the local payment option Ideal.

When Dutch consumers shop online from abroad, they do not in the first instance look to the major neighboring countries. Instead, China is the most popular choice, probably due to low prices.



Top 3 most important factors regarding deliveries

Base: Have shopped online

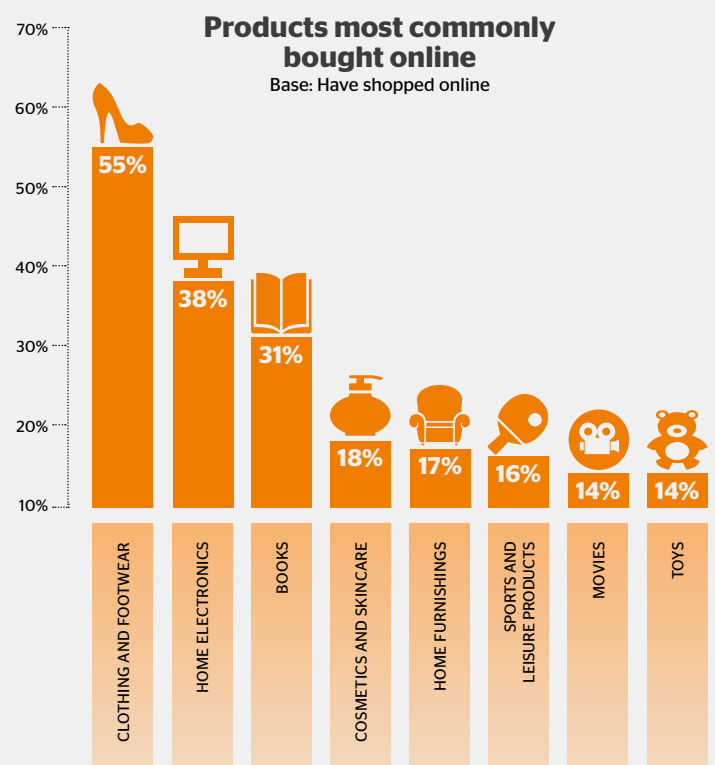
- Delivery cost
- A fast delivery process
- To be able to choose where delivery is to take place

3%

Unexploited consumer potential

Percentage of consumers who could start shopping online in the near future

(Measure indicates the percentage of inhabitants in the country who are not yet shopping online but could do so if Internet access and the online shopping experience increased to a top European level)





Italy: buoyant growth

E-commerce in Italy has shown very buoyant growth in recent years. The number of new online consumers increased to 44 percent between 2014 and 2017. One factor in this is that Italy has had relatively low Internet penetration, which has risen in recent years. The percentage of e-commerce consumers correlates to the level of Internet penetration. This indicates that Italians like to shop online when the opportunity arises, which opens the way to continued growth going forward.

The most common product categories that Italian consumers buy online are home electronics, followed by

clothing & footwear and books. As regards delivery, the three most important factors are delivery cost, the ability to choose where delivery is to take place and knowing on what day and at what time the goods will arrive.

E-commerce consumers in Italy are happy to shop online from abroad. The countries that Italians shop most from are the United Kingdom with 21 percent, followed by Germany with 18 percent and the USA with 14 percent. The products most commonly bought from abroad are home electronics, clothing/footwear and books.

European average

Key indicators, compared with the European average

Internet penetration	63%	
Percentage of e-commerce consumers	60%	
Percentage of e-commerce consumers abroad	49%	
Average spend per year (EUR)	€619	
Growth in numbers of e-commerce consumers since 2014		44%

Market analysis

Italian e-commerce is growing fast, but remains at a relatively low level. The remaining percentage of consumers who have not yet ventured onto the Net, but could do so in the near future, is estimated at just over 31 percent. In addition, there are major consumer categories, above all the elderly, who could start shopping online in the future but are unlikely to do so in the near future. Growth in the number of new e-commerce consumers in Italy is likely to continue for a number of years, as the group of unexploited consumers is considerable.

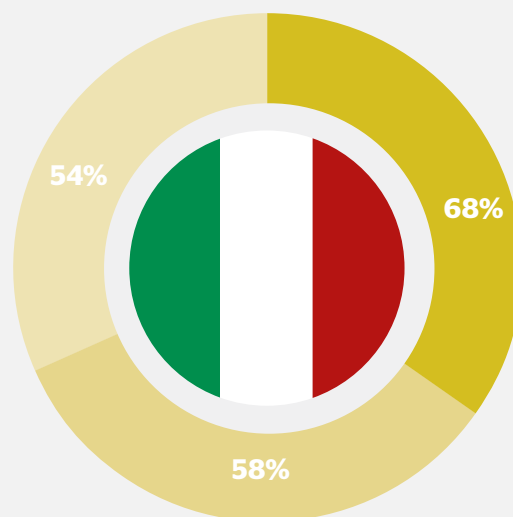
However, in the long run growth in new consumer numbers will slacken in Italy and e-commerce will need to expand via increased purchasing frequency and higher purchase amounts. For this to materialize to best effect, it is important that transport, logistics and payment systems operate optimally.

Price is an important factor in why Italians shop online

Compared with other European countries, Italy stands out above all in terms of price sensitivity. Of Italians who have shopped online, 53 percent say that "lowest price" is a very important factor in their choice on buying online. A clear majority of Italians also say that it is very important for delivery to be free of charge. This may be an effect of the recent financial crisis, from which the Italian economy is still recovering. However, it appears to be an overall trend that consumers in countries with relatively low e-commerce maturity are attracted above all by low prices.

Germany - an important trading partner for Italy

Italy shows a relatively high level of online shopping from abroad. There are more Italian e-commerce consumers shopping online from the rest of Europe than European e-commerce consumers buying from Italy. This may well be because the Italian e-commerce market is still developing from low levels, while access to major e-commerce markets is available close by. Italian consumers in the first instance look to the United Kingdom and Germany when shopping online from abroad, and it is Germany's share of e-commerce that stands out in the survey.



Top 3 most important factors regarding deliveries

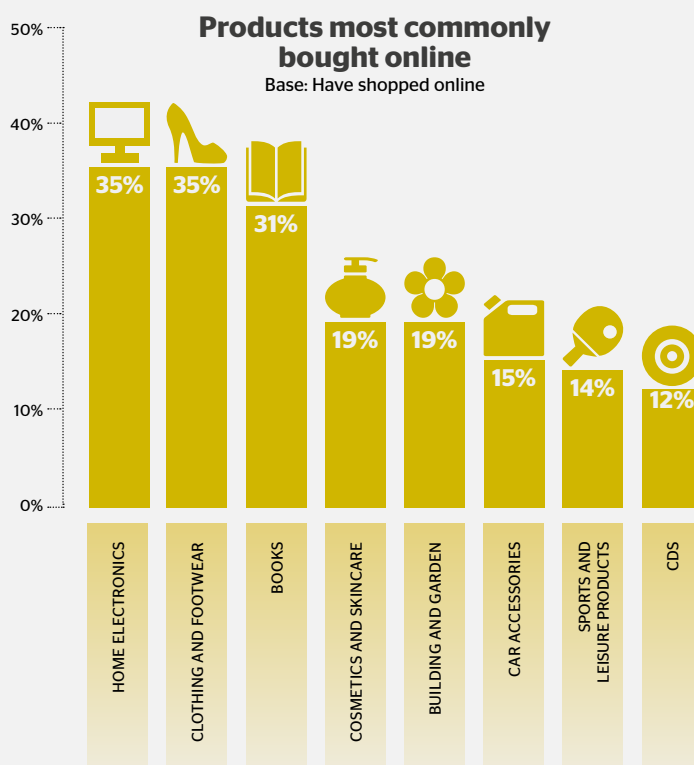
Base: Have shopped online

- Delivery cost
- A fast delivery process
- To be able to choose where delivery is to take place

31%

Unexploited consumer potential Percentage of consumers who could start shopping online in the near future

(Measure indicates the percentage of inhabitants in the country who are not yet shopping online but could do so if Internet access and the online shopping experience increased to a top European level)





Poland: fast growing market

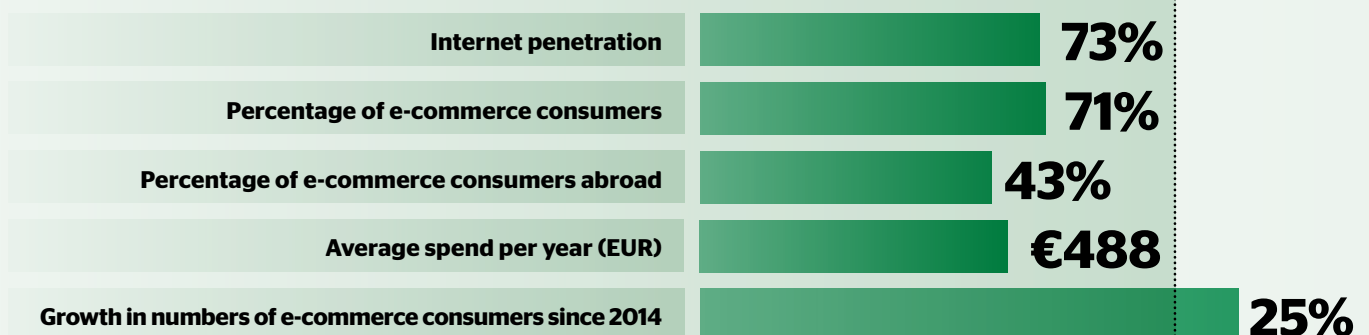
Poland is among the countries where the percentage of e-commerce consumers has grown fastest in recent years. Growth in consumer numbers totaled 25 percent between 2014 and 2017. Poland is below the survey average for Internet penetration, percentage of e-commerce consumers and average spend, which suggests scope for continued growth in the years ahead.

The products most commonly bought online from abroad are clothing and footwear, home electronics

and cosmetics and skincare and haircare products. The three most important delivery factors are delivery cost, a fast delivery process and the ability to choose where delivery is to take place. As far as online shopping from abroad is concerned, the countries that Poles shop most from are China with 14 percent, followed by the United Kingdom and Germany each with 13 percent. The product categories most commonly purchased are clothing and footwear, home electronics and vehicle accessories and parts.

European average

Key indicators, compared with the European average



Market analysis

E-commerce in Poland showed high growth in numbers of new consumers between 2014 and 2017. Nevertheless, the remaining percentage of consumers who have not yet ventured onto the Net, but could do so in the near future, is estimated at just under 21 percent. In addition, there are consumer categories, above all the elderly, who could start shopping online in the future but are unlikely to do so in the near future.

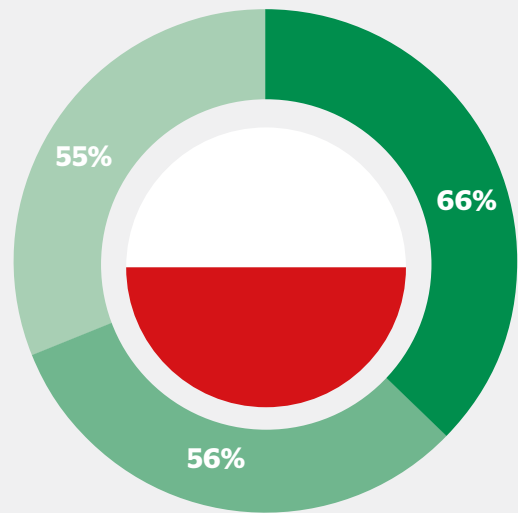
The high rate of growth in the number of new online consumers is likely to continue in the near future, as the group of unexploited consumers is considerable and Internet access is increasing. However, in the long run higher purchasing frequency and increased purchase amounts will play an increasingly important role in the growth of e-commerce in Poland.

Strong local domination in e-commerce in Poland

E-commerce in Poland is characterized by a strong domestic market, in which the biggest online operator, Allegro, holds an unchallenged first place. Allegro's dominant position and popularity in Poland is a result of the company becoming established early. The strong domestic market has made it difficult for foreign giants such as eBay and Amazon to gain a foothold in Poland and the scale of online shopping from abroad is also relatively modest. Just over 30 percent of consumers in Poland say that they never shop online from abroad, the highest percentage in the survey and only beaten by the Netherlands. This may be partly because a high proportion of Poles feel that it is very important to be able to shop in their own language. In addition, a high percentage prefers to pay via bank transfer. Foreign operators wanting to set up in the fast-growing e-commerce market in Poland therefore have to quickly gain the confidence of Polish consumers.

Fast delivery important in Poland

Poland shows the highest percentage of e-commerce consumers in the survey who say that it is very important to have their delivery within three days. Although there are other countries where consumers expect fast delivery times, Polish e-commerce consumers are also those who are most prepared to pay for faster delivery. Just over four out of ten e-commerce consumers could conceive of paying to have their goods delivered faster. Against that background, e-sellers contemplating a business presence in Poland or selling to consumers in Poland may be wise to review their delivery options.



Top 3 most important factors regarding deliveries

Base: Have shopped online

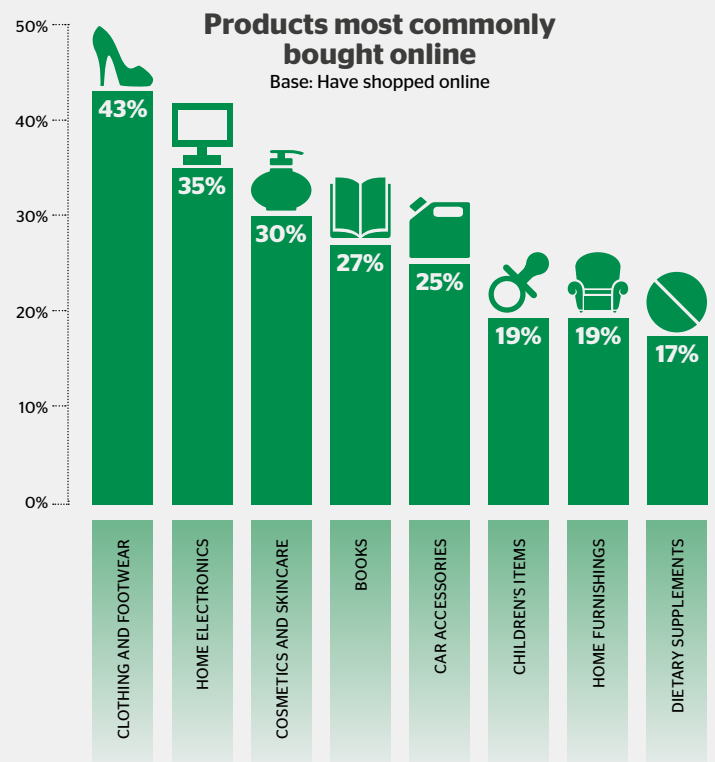
- Delivery cost
- A fast delivery process
- To be able to choose where delivery is to take place

21%

Unexploited consumer potential

Percentage of consumers who could start shopping online in the near future

(Measure indicates the percentage of inhabitants in the country who are not yet shopping online but could do so if Internet access and the online shopping experience increased to a top European level)





Spain: scope for growth

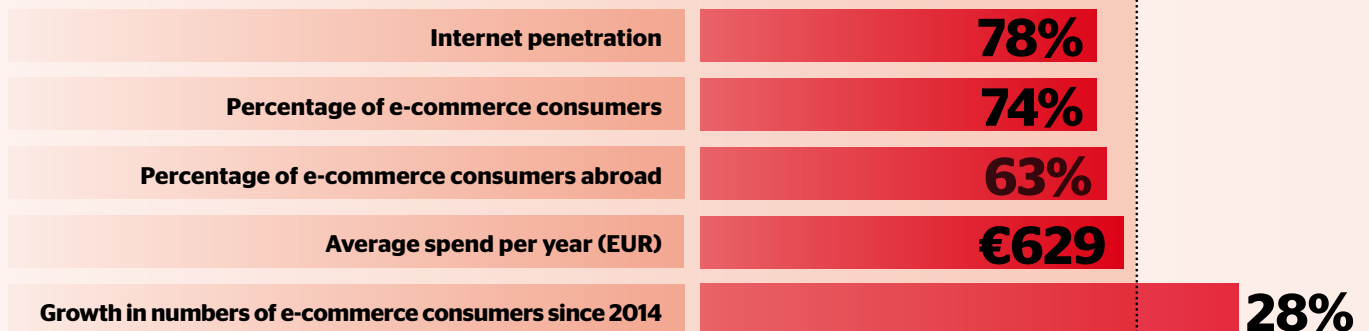
Spain is a country with a fast-growing e-commerce sector, as evident in growth of 28 percent in consumer numbers since 2014. This is partly because e-commerce in Spain is growing from relatively low levels and is still below the survey average regarding Internet penetration, percentage of consumers who have shopped online and average spend. The provides scope for further strong growth in e-commerce going forward. The most popular product categories in online shopping are clothing and footwear, home electronics and books. As regards delivery, the

three most important factors are delivery cost, the ability to choose where delivery is to take place and knowing on what day and at what time the goods will arrive.

Spanish e-commerce consumers also frequently buy online from abroad. The countries that consumers in Spain shop most from are China with 27 percent, followed by the United Kingdom with 18 percent and Germany with 14 percent. The products most commonly bought from abroad are clothing and footwear, followed by home electronics and cosmetics.

European average

Key indicators, compared with the European average



Market analysis

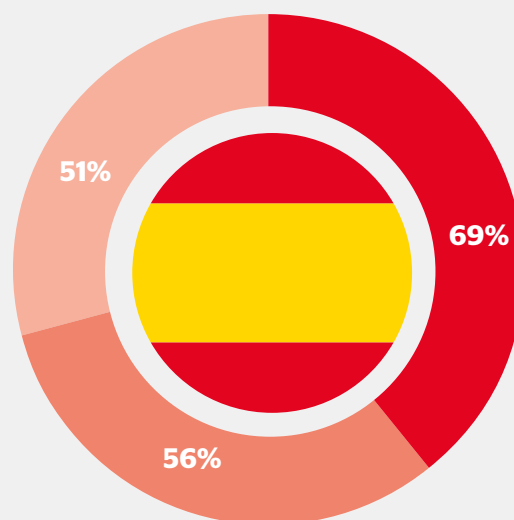
The number of e-commerce consumers is growing fast in Spain, although from low levels. The remaining percentage of consumers who have not yet ventured onto the Net, but could do so in the near future, is estimated at just over 20 percent. This growth will take place above all through increased access via broadband expansion and the use of smartphones. In addition, there are also major consumer categories, above all in the older age ranges, who could start shopping online in the future but are unlikely to take the step in the near future. If Spain continues to develop at the current rate, the group of unexploited consumers will gradually shrink and growth will be characterized by higher purchasing frequency and increased purchase amounts, rather than by growth in the number of new e-commerce consumers.

Why consumers in Spain are major buyers of home electronics online

When it comes to what consumers in Spain shop for online, more home electronics products are bought in Spain than in other European countries. This may be partly due to the fact that e-commerce has not yet reached all consumer groups in Spain. The markets of countries at an early stage of their e-commerce journey are generally dominated by enthusiasts. It is possible that individuals who are interested in the Internet are more likely also to be interested in other technology. It may therefore be that the product mix will change when broader consumer groups step in and become online consumers.

Low prices important in the fragmented Spanish retail sector

One of the strongest driving forces persuading Spanish consumers to start buying online is low prices. Nearly half of consumers in Spain say that low prices are a very important factor in their decision to shop online, and six out of ten say that it is very important for carriage to be cheap. One important factor in the Spanish focus on price arises in all probability from the repercussions of the recent financial crisis. This hit the Spanish economy hard, with the effects including high unemployment and lower incomes. Despite the beginnings of a recovery in the economy, youth unemployment is still running high and Spain is today a more divided country than before the economic slump.



Top 3 most important factors regarding deliveries

Base: Have shopped online

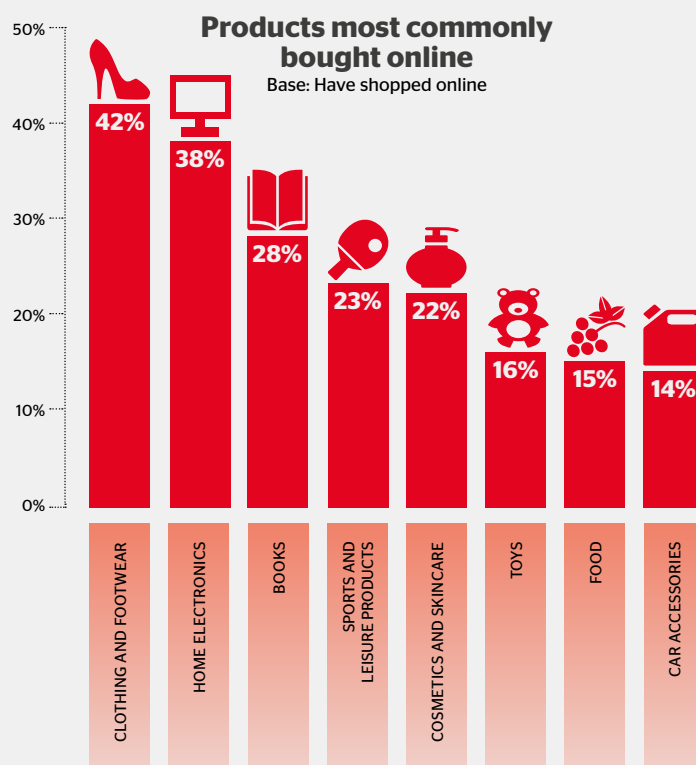
- Delivery cost
- A fast delivery process
- To be able to choose where delivery is to take place

20%

Unexploited consumer potential

Percentage of consumers who could start shopping online in the near future

(Measure indicates the percentage of inhabitants in the country who are not yet shopping online but could do so if Internet access and the online shopping experience increased to a top European level)





Germany: above the average

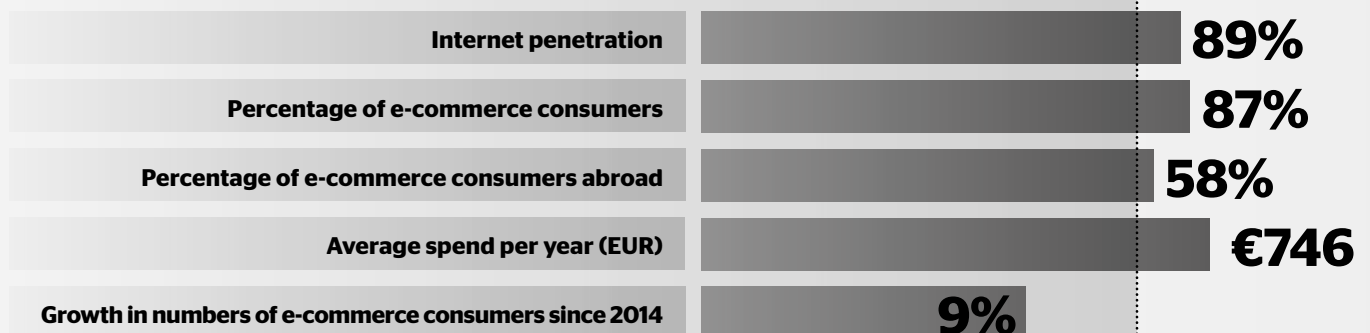
Consumers in Germany have taken to e-commerce. A clear majority say they shop online at least once a month, the second highest share after the United Kingdom. The leading player in e-commerce in Germany is Amazon, which has had major successes in the country. Germany is regarded today as one of the most highly developed markets in Europe, with above-average totals for both average spend and percentage of those who have shopped online. The products most commonly bought online are clothing and footwear, books and home electronics. The three most important delivery factors are delivery cost, a

fast delivery process and the ability to choose where delivery is to take place.

Regarding online shopping from abroad, Germany is a highly attractive option compared to the other European countries in the survey. The result is that there are more consumers buying from Germany than Germans shopping from sellers elsewhere in Europe. The countries that consumers in Germany shop most from abroad are China and the United Kingdom with 18 percent and the USA with 11 percent. The product categories most commonly bought from abroad are clothing and footwear, followed by home electronics and CDs.

European average

Key indicators, compared with the European average



Market analysis

Germany ranks among the leaders in countries with the most highly-developed e-commerce sector in Europe. Consumers routinely shop online and relatively few are not already active on the Net. The remaining percentage of consumers who have not yet ventured onto the Net, but could do so in the near future, is estimated at just over 5 percent. In addition, there are also major consumer categories, above all in the older age ranges, who might start shopping online in the future but are unlikely to take the step in the near future. It is therefore a question of exploiting the major potential represented by the consumers who already shop online today. It will above all be by increasing purchasing frequency and purchase amounts that e-commerce in Germany will grow in the years ahead.

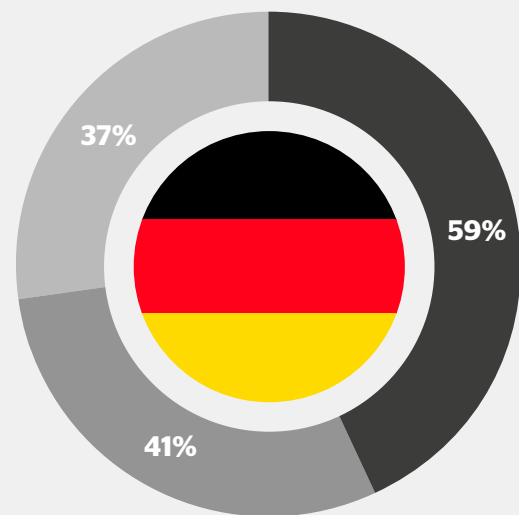
Most returns and purchases via invoice

As a market, Germany differs from the other countries in the survey when it comes to payments online. 52 percent of consumers in Germany say that they prefer payment by invoice. This is the highest percentage in Europe. One factor at play here may be greater flexibility in that customers can try the goods before buying. Germany also shows the highest percentage of returns in Europe. Nearly 51 percent of Germans say that they have made a return in the past year. The high rate of returns is probably because free returns are a legal requirement and customers still expect favorable return conditions.

Comeback for German fashion retailing on the Net

Germany has long found itself in a kind of fashion paradox. Consumption of fashion goods is via the country's strong domestic market the highest in Europe, but nevertheless few multinational fashion businesses have developed there - Hugo Boss and Adidas are two exceptions that prove the rule.

This has started to change with the emergence of online shopping. 70 percent of consumers in Germany say that they have bought clothes online in the past year, the highest percentage in Europe. The large domestic fashion market online in conjunction with Germany's geographical location in Europe have paved the way for companies such as Zalando, which has quickly gained shares of European fashion sales. Germany represents a highly attractive option to foreign e-commerce consumers, compared to the other European countries in the survey, and Germany's fashion retailing may make its comeback, even if it is not as a producer but as a distributor.



Top 3 most important factors regarding deliveries

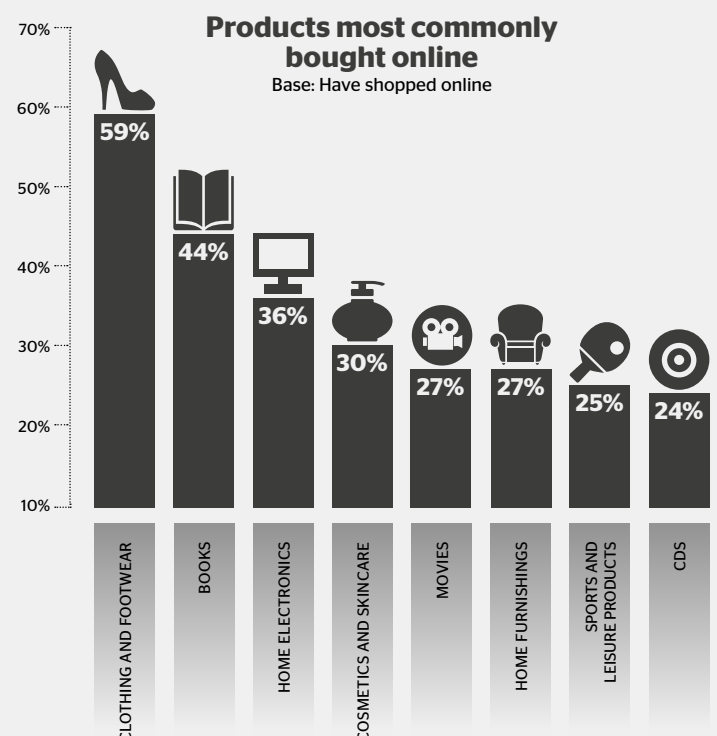
Base: Have shopped online

- Delivery cost
- A fast delivery process
- To be able to choose where delivery is to take place

5%

Unexploited consumer potential Percentage of consumers who could start shopping online in the near future

(Measure indicates the percentage of inhabitants in the country who are not yet shopping online but could do so if Internet access and the online shopping experience increased to a top European level)





France: hope for increased Internet penetration

France is one of the major consumer markets in Europe and also an important market for e-commerce. The French e-commerce market is just below the European average for Internet penetration, percentage of e-commerce consumers and average spend. Consumer growth of 11 percent between 2014 and 2017 was low compared with the average in the survey. The products most commonly bought online are clothing and footwear, home electronics and books. The three

most important delivery factors are delivery cost, the ability to choose where delivery is to take place and a fast delivery process. As regards buying from abroad, the countries that consumers in France shop most from are China with 18 percent, followed by the United Kingdom with 17 percent and Germany with 13 percent. The product categories most commonly bought from abroad by the French are clothing and footwear, home electronics and toys.

European average

Key indicators, compared with the European average

Internet penetration	84%
Percentage of e-commerce consumers	80%
Percentage of e-commerce consumers abroad	54%
Average spend per year (EUR)	€591
Growth in numbers of e-commerce consumers since 2014	11%

Market analysis

Growth in the number of new consumers was moderate in France between 2014 and 2017, despite the existence of a certain unexploited consumer potential. The percentage of consumers who might in the near future start online shopping is estimated at nearly 14 percent. In addition, there are consumer categories that are considered to be more difficult to reach, above all in the older age ranges, who might start shopping online in the future but are unlikely to do so in the near future.

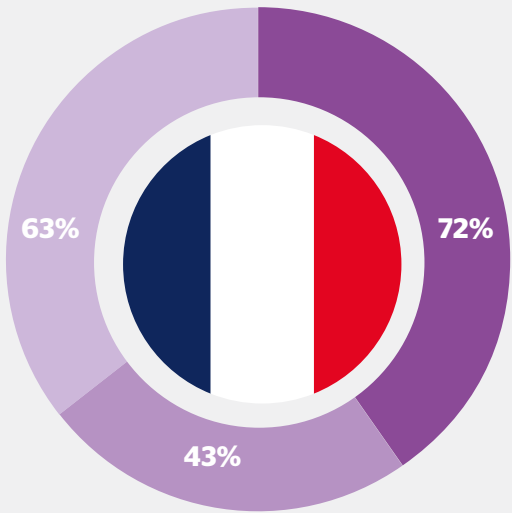
One reason for the moderate growth rate may be that Internet penetration is somewhat lower in France than in comparable countries. It is above all in rural areas that Internet access may be limited, but with the French government's drive to increase Internet access, the percentage of consumers shopping online is likely to increase in the years ahead. Growth in French e-commerce will probably also arise through increased purchasing frequency and higher purchase amounts as more sectors migrate to the Net.

Language accessibility important to French consumers

Many consumers in Europe say that it is important to be able to shop in their own language, and in this respect French consumers take a European top ranking. A clear majority of consumers in France say that it is very important to be able to make their purchases in their own language, closely followed by Italy and Poland, which also report a high degree of agreement on the issue. This shows up the importance of taking language and specific cultural characteristics into account to achieve success in the French e-commerce market.

Click & collect is popular in France

As regards delivery, France differs from others in the high percentage of consumers preferring click & collect (where the customer collects the delivery from a partner outlet) as a delivery system. This is probably because of the successful implementation of the system in France, especially in the groceries sector. This trend deviates sharply from the other countries in the survey and is clearly evidenced by the fact that the number of French consumers who prefer click & collect is nearly double that of other European countries in the survey.



Top 3 most important factors regarding deliveries

Base: Have shopped online

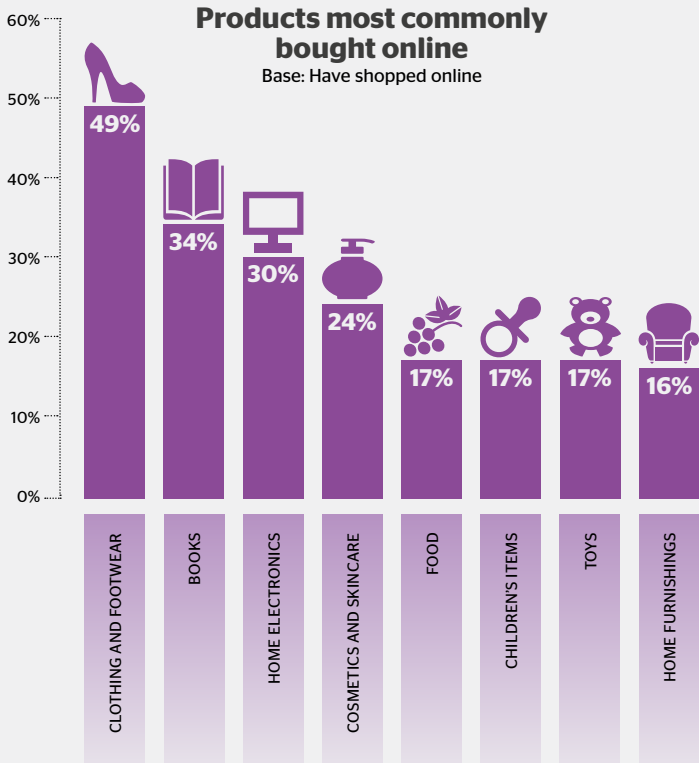
- Delivery cost
- A fast delivery process
- To be able to choose where delivery is to take place

14%

Unexploited consumer potential

Percentage of consumers who could start shopping online in the near future

(Measure indicates the percentage of inhabitants in the country who are not yet shopping online but could do so if Internet access and the online shopping experience increased to a top European level)



Products most commonly bought online

Base: Have shopped online



Nordics: potential for higher purchasing frequency

The Nordic countries are characterized by high Internet penetration. The domestic market is buoyant, consumers shop online routinely and the percentage of online shopping is high. For the Nordics overall, the growth in the number of e-commerce consumers averaged 14 percent between 2014 and 2017.

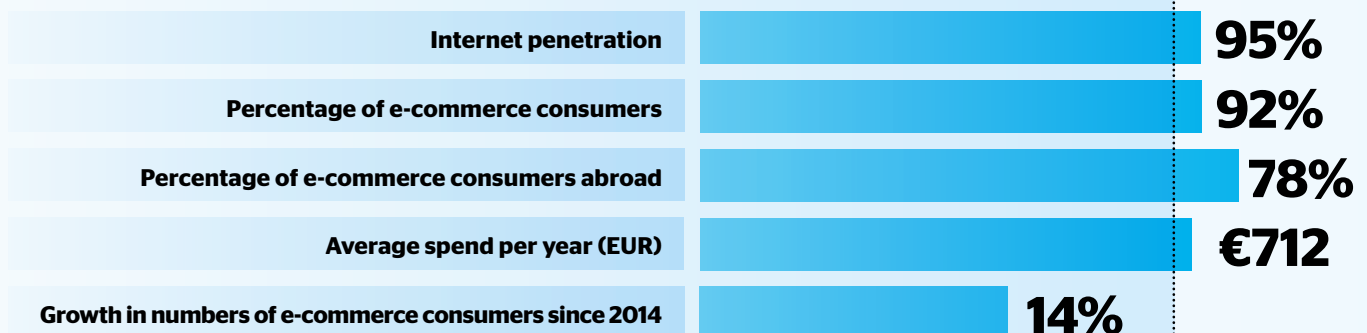
The products most commonly bought in the Nordics are clothing and footwear, home electronics and books. As regards delivery factors, the most important ones are delivery cost, the ability to choose where delivery is to take place and knowing on what day and

at what time the goods will arrive.

The Nordics show a percentage of online buying from abroad that is clearly above the EU average. This is partly because of the trading between the Nordic countries. The countries that Nordic consumers buy most from are the United Kingdom with 28 percent, followed by China with 24 percent and the USA with 20 percent. The most popular product categories in online shopping from abroad are clothing and footwear, home electronics and cosmetics and skincare and haircare products.

European average

Key indicators, compared with the European average



Market analysis

Through investments in digital infrastructure, the Internet quickly became part of most Nordic homes. This also benefited e-commerce and today the majority of consumers shop online. The remaining percentage of consumers who have not yet ventured onto the Net, but could do so in the near future, is estimated at just over 3 percent. In addition, there are consumer categories that are considered to be more difficult to reach, above all in the older age ranges, who might start shopping online in the long term but probably not in the near future.

Average spends in the Nordics are relatively high and it is anticipated that growth in e-commerce will arise through higher purchase amounts and increased purchasing frequency, going forward. The Nordic countries have some way to go before matching the United Kingdom in terms of purchasing frequency. The probable reason is that high-frequency food buying was not as successful in the Nordics previously. This is a situation that is in the process of changing and online food shopping is likely to provide momentum to growth in Nordic e-commerce over the next few years.

A divided market

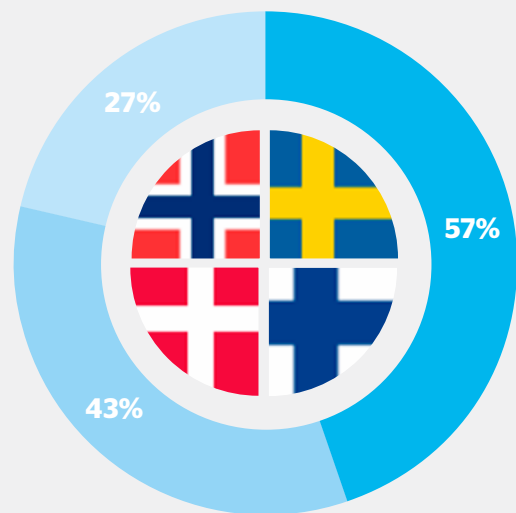
Even through the Nordic countries share the fundamental conditions for e-commerce, there are considerable differences between the countries. Consumers in Finland above all show a departure from the trend of consumers in the other Nordic countries, especially in the case of older consumers, who have not taken to the new technology to the same extent as younger consumers. As a result, Finland lags behind the other countries in the number of e-commerce consumers. However, the country has a highly-developed digital infrastructure, which provides the conditions for gradually catching up with its Nordic neighbors.

Sweden is the most popular country to shop online from in the Nordics

Intra-Nordic online shopping centers on Sweden. Norwegian consumers buy mostly from Sweden, but all the Nordic countries show a high volume of buying from Swedish online stores.

Swedish consumers generally look further afield in their online purchases from abroad and buy less from their neighboring countries. When consumers in Sweden buy from the Nordics, it is mostly from Denmark.

There are also differences between the Nordic countries as regards preferred method of payment. Denmark differs from the rest by showing a very high percentage of buyers who prefer credit or debit cards. The other Nordic countries show a more even split over a range of payment options, of which the two most popular are credit and debit cards and invoice.



Top 3 most important factors regarding deliveries

Base: Have shopped online

- Delivery cost
- A fast delivery process
- To be able to choose where delivery is to take place

3%

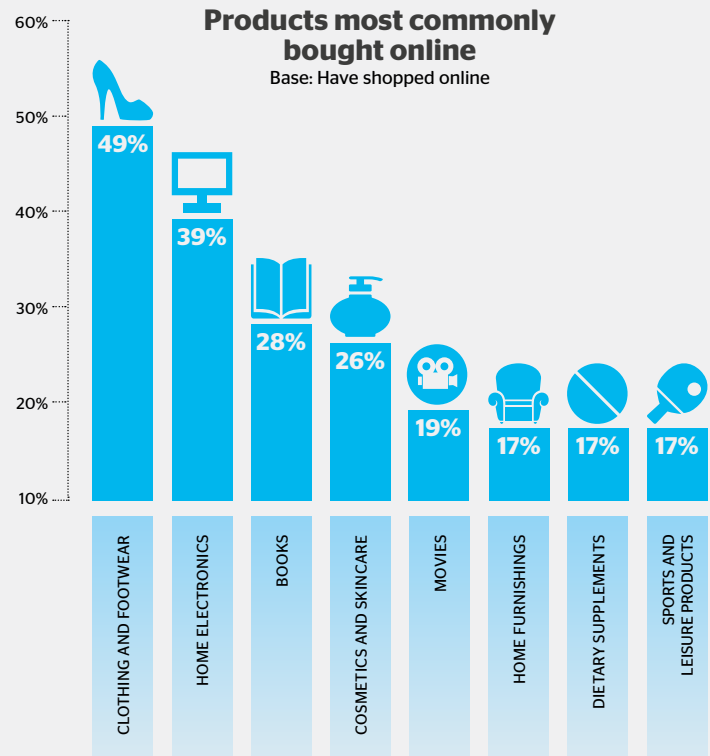
Unexploited consumer potential

Percentage of consumers who could start shopping online in the near future

(Measure indicates the percentage of inhabitants in the country who are not yet shopping online but could do so if Internet access and the online shopping experience increased to a top European level)

Products most commonly bought online

Base: Have shopped online



Detailed results

Number of persons who have shopped online

The survey was conducted in the spring of 2017 by the research company Nepa. The number of respondents varies somewhat between the countries. In most countries, the number of respondents was around 1,100. The Nordic countries were an exception. The Nordic countries are presented as a region and the number of respondents in each country was just over 500. The survey took the form of an online survey, which means that the result is relevant for those who have Internet access. As a result, in order to be able to draw a conclusion regarding the population as a whole, calculations were performed on the basis of each country's Internet penetration and population statistics.

Results from the survey

	UK	Belgium	Netherl.	Italy	Nordics	Poland	Spain	Germany	France
Shopped online in the past year	95%	87%	91%	92%	91%	95%	89%	95%	91%
Have shopped online	96%	92%	95%	95%	97%	97%	95%	98%	95%
Have purchased goods online from abroad (Base: Have shopped online)	71%	78%	59%	82%	84%	61%	78%	67%	68%
Internet penetration*	94%	88%	95%	63%	95%	73%	78%	89%	84%

Source: Internet World Stats, June 2016

Population

	UK	Belgium	Netherl.	Italy	Nordics	Poland	Spain	Germany	France
Total, millions	65.4	11.3	17.0	60.7	26.3	38.0	46.4	82.2	66.8
Percentage aged 15-79	78%	78%	79%	80%	78%	81%	79%	81%	76%
Aged 15-79, mill.	50.7	8.8	13.4	48.3	20.5	30.7	36.6	66.6	50.5

Source: Eurostat, European Union

Whole population (aged 15-79 years)

	UK	Belgium	Netherl.	Italy	Nordics	Poland	Spain	Germany	France
Base: Shopped online in the past year	89%	77%	87%	58%	87%	69%	69%	84%	76%
Base: Have shopped online	90%	81%	90%	60%	92%	71%	74%	87%	80%
Base: Have shopped online from abroad	64%	63%	53%	49%	78%	43%	58%	58%	54%
Base: Have shopped online, millions	45.7	7.1	12.1	29.1	18.9	21.7	27.2	57.7	40.2
Base: Have shopped online from abroad, millions	32.6	5.5	7.2	23.9	16.0	13.2	21.3	38.7	27.4

Average spend and turnover

	UK	Belgium	Netherl.	Italy	Nordics	Poland	Spain	Germany	France
Average spend in one year, local currency (Base: Have shopped online)	844.5	602.4	542.5	619.2	5408.5	2042.5	629.4	745.7	590.8
Exchange rate, May 29, 2017, EUR	1.15	1.00	1.00	1.00	-	0.24	1.00	1.00	1.00
Average spend in one year, € (Base: Have shopped online)	969	602	542	619	712	488	629	746	591
Average spend in one year, € (Base: Whole population (aged 15-79 years))	874	486	489	373	656	344	468	647	470
Total turnover €, billion	44.3	4.3	6.6	18.0	13.5	10.6	17.1	43.1	23.8

Product categories

Which types of product have you bought online in the past year?

(Base: Whole population, aged 15-79 years)

Clothing/footwear

	UK	Belgium	Netherl.	Italy	Nordics	Poland	Spain	Germany	France
%	58%	42%	55%	35%	49%	43%	42%	59%	49%
Millions of consumers	26.3	3.0	6.7	10.1	9.3	9.4	11.5	33.9	19.7

Home electronics

	UK	Belgium	Netherl.	Italy	Nordics	Poland	Spain	Germany	France
%	42%	31%	38%	35%	39%	35%	38%	36%	30%
Millions of consumers	19.4	2.2	4.6	10.2	7.4	7.6	10.3	20.9	12.1

Books

	UK	Belgium	Netherl.	Italy	Nordics	Poland	Spain	Germany	France
%	42%	21%	31%	31%	28%	27%	28%	44%	34%
Millions of consumers	19.2	1.5	3.7	8.9	5.2	5.8	7.6	25.4	13.8

Cosmetics, haircare and skincare

	UK	Belgium	Netherl.	Italy	Nordics	Poland	Spain	Germany	France
%	28%	18%	18%	19%	26%	30%	22%	30%	24%
Millions of consumers	12.9	1.3	2.2	5.5	4.8	6.5	6.1	17.5	9.7

Home furnishings

	UK	Belgium	Netherl.	Italy	Nordics	Poland	Spain	Germany	France
%	27%	13%	17%	9%	17%	19%	11%	27%	16%
Millions of consumers	12.3	0.9	2.1	2.6	3.3	4.1	3.1	15.4	6.5

Movies/DVDs

	UK	Belgium	Netherl.	Italy	Nordics	Poland	Spain	Germany	France
%	26%	10%	14%	11%	19%	8%	12%	27%	15%
Millions of consumers	12.0	0.7	1.7	3.3	3.5	1.8	3.2	15.8	5.9

Sports and leisure products

	UK	Belgium	Netherl.	Italy	Nordics	Poland	Spain	Germany	France
%	12%	15%	16%	14%	17%	16%	23%	25%	16%
Millions of consumers	5.4	1.0	1.9	4.1	3.2	3.5	6.3	14.6	6.3

Food

	UK	Belgium	Netherl.	Italy	Nordics	Poland	Spain	Germany	France
%	33%	8%	10%	11%	12%	12%	15%	17%	17%
Millions of consumers	15.0	0.6	1.2	3.2	2.3	2.7	4.0	9.6	6.8

DETAILED RESULTS

CDs

	UK	Belgium	Netherl.	Italy	Nordics	Poland	Spain	Germany	France
%	26%	11%	13%	12%	10%	10%	10%	24%	16%
Millions of consumers	11.7	0.8	1.5	3.5	1.9	2.3	2.8	14.1	6.4

Vehicle accessories and parts

	UK	Belgium	Netherl.	Italy	Nordics	Poland	Spain	Germany	France
%	17%	8%	9%	15%	12%	25%	14%	21%	12%
Millions of consumers	7.7	0.6	1.1	4.5	2.2	5.4	3.9	12.3	4.9

Toys

	UK	Belgium	Netherl.	Italy	Nordics	Poland	Spain	Germany	France
%	21%	11%	10%	11%	11%	14%	16%	15%	17%
Millions of consumers	9.5	0.8	1.2	3.3	2.1	3.1	4.3	8.7	6.7

Children's items

	UK	Belgium	Netherl.	Italy	Nordics	Poland	Spain	Germany	France
%	17%	10%	14%	12%	11%	19%	13%	15%	17%
Millions of consumers	7.9	0.7	1.7	3.4	2.1	4.2	3.7	8.4	6.8

Favorite products bought abroad

	UK	Belgium	Netherl.	Italy	Nordics	Poland	Spain	Germany	France
First place	Clothing/ footwear	Clothing/ footwear	Clothing/ footwear	Home electronics	Clothing/ footwear	Clothing/ footwear	Clothing/ footwear	Clothing/ footwear	Clothing/ footwear
Second place	Home electronics	Home electronics	Home electronics	Clothing/ footwear	Home electronics	Home electronics	Home electronics	Books	Books
Third place	Cosmetics, haircare and skincare	Books	Books	Books	Cosmetics, haircare and skincare	Cosmetics, haircare and skincare	Books	Home electronics	Home electronics

How important is lowest price?

Percentage of e-commerce consumers who regard lowest price as a very important criterion in determining whether they will buy from a website.

(Base: Have shopped online)

	UK	Belgium	Netherl.	Italy	Nordics	Poland	Spain	Germany	France
%	44%	44%	41%	53%	40%	37%	51%	40%	40%

Which payment method is preferred?

Which of the following methods do you prefer when paying for a product that you have bought online?

(Base: Have shopped online)

	UK	Belgium	Netherl.	Italy	Nordics	Poland	Spain	Germany	France
Debit card or credit card	48%	55%	26%	34%	37%	19%	41%	18%	54%
Invoice	2%	4%	16%	1%	21%	3%	1%	27%	3%
Direct payment through my bank	4%	17%	22%	8%	14%	29%	3%	16%	4%
Paypal or similar	42%	20%	31%	48%	21%	29%	42%	34%	36%
Cash on delivery	3%	2%	2%	10%	2%	19%	11%	2%	2%
Payment by installments	1%	1%	2%	0%	3%	0%	1%	2%	0%
Don't know	0%	1%	1%	0%	1%	0%	0%	0%	1%

How important is quick delivery?

Percentage saying that fast delivery is very important (max. 3 days) if they are to buy from a website.

(Base: Have shopped online)

	UK	Belgium	Netherl.	Italy	Nordics	Poland	Spain	Germany	France
%	40%	39%	41%	39%	27%	51%	39%	39%	41%

How long a delivery time is acceptable?

When you buy a product online, what are your expectations as to delivery time? What is maximum number of days it should take to have your product delivered?

(Base: Have shopped online)

	UK	Belgium	Netherl.	Italy	Nordics	Poland	Spain	Germany	France
1-2 days	16%	21%	34%	15%	9%	21%	19%	15%	14%
3-5 days	71%	57%	52%	69%	62%	69%	59%	75%	67%
6 days or more	10%	18%	10%	14%	22%	8%	19%	7%	15%
Don't know	3%	4%	5%	2%	8%	2%	3%	2%	3%

How do you prefer to have your product delivered?

When you order a product online, how do you prefer to have it delivered?

(Base: Have shopped online)

	UK	Belgium	Netherl.	Italy	Nordics	Poland	Spain	Germany	France
Delivered to my mailbox/multi-occupancy mailbox by the mail carrier	28%	42%	46%	23%	60%	22%	30%	66%	62%
Collect it myself from a distribution point.	11%	25%	17%	8%	47%	16%	15%	6%	45%
Home delivery during the day	72%	55%	62%	77%	17%	65%	53%	57%	35%
Home delivery during the evening	30%	27%	33%	17%	13%	29%	46%	28%	10%
Delivery to my workplace	8%	7%	3%	13%	4%	14%	11%	7%	4%
Collect it myself from the online store's physical store	13%	10%	9%	10%	16%	14%	16%	8%	6%
Collect it myself from a parcel machine (parcel box)	5%	4%	2%	4%	17%	36%	3%	10%	6%
Other	0%	1%	0%	1%	1%	1%	1%	0%	1%
Unsure, don't know	1%	1%	1%	0%	1%	0%	2%	1%	1%

DETAILED RESULTS

Are you willing to pay for faster delivery (next day)?

Percentage who answered Yes.

(Base: Have shopped online)

	UK	Belgium	Netherl.	Italy	Nordics	Poland	Spain	Germany	France
%	34%	13%	17%	30%	20%	43%	28%	23%	24%

Is it important to you to be able to change the delivery date or time after the products have been dispatched from the online store?

Percentage who answered Yes.

(Base: Have shopped online)

	UK	Belgium	Netherl.	Italy	Nordics	Poland	Spain	Germany	France
%	35%	25%	51%	50%	14%	70%	60%	34%	50%

How important is a simple returns procedure?

Percentage saying that it is very important to have clear returns procedures if they are to buy from a website.

(Base: Have shopped online)

	UK	Belgium	Netherl.	Italy	Nordics	Poland	Spain	Germany	France
%	48%	50%	51%	62%	46%	52%	56%	50%	51%

Percentage of the population who have returned an online purchase in the past year

(Base: Whole population, aged 15-79 years)

	UK	Belgium	Netherl.	Italy	Nordics	Poland	Spain	Germany	France
%	43%	35%	46%	37%	38%	29%	34%	51%	35%

Do you assume that it will be possible to return a product that you have bought online?

Percentage who answered Yes.

(Base: Have shopped online)

	UK	Belgium	Netherl.	Italy	Nordics	Poland	Spain	Germany	France
%	90%	90%	94%	79%	89%	97%	85%	92%	88%

Do you think in general that it is easy to understand the procedures for returns to e-sellers?

Percentage who answered Yes.

(Base: Have shopped online)

	UK	Belgium	Netherl.	Italy	Nordics	Poland	Spain	Germany	France
%	75%	67%	73%	55%	55%	69%	60%	67%	53%

Returns per product category

Which types of product have you returned in the past year?

(Base: Whole population, aged 15-79 years)

Clothing/footwear

	UK	Belgium	Netherl.	Italy	Nordics	Poland	Spain	Germany	France
%	21%	15%	26%	9%	19%	12%	12%	28%	17%
Millions of consumers	9.5	1.0	3.1	2.7	3.5	2.5	3.4	16.2	6.7

Home electronics

	UK	Belgium	Netherl.	Italy	Nordics	Poland	Spain	Germany	France
%	6%	4%	6%	7%	4%	4%	7%	6%	5%
Millions of consumers	2.9	0.3	0.7	2.1	0.8	0.9	2.0	3.3	1.9

Home furnishings

	UK	Belgium	Netherl.	Italy	Nordics	Poland	Spain	Germany	France
%	3%	1%	1%	1%	2%	2%	1%	2%	1%
Millions of consumers	1.3	0.1	0.1	0.2	0.4	0.3	0.3	1.4	0.5

Vehicle accessories and parts

	UK	Belgium	Netherl.	Italy	Nordics	Poland	Spain	Germany	France
%	2%	0%	1%	1%	1%	2%	1%	2%	1%
Millions of consumers	0.9	0.0	0.1	0.4	0.3	0.5	0.3	1.2	0.4

Children's items

	UK	Belgium	Netherl.	Italy	Nordics	Poland	Spain	Germany	France
%	2%	1%	1%	1%	1%	1%	1%	2%	1%
Millions of consumers	0.9	0.0	0.2	0.3	0.3	0.3	0.2	1.2	0.5

Sports and leisure products

	UK	Belgium	Netherl.	Italy	Nordics	Poland	Spain	Germany	France
%	1%	1%	2%	1%	2%	1%	1%	3%	1%
Millions of consumers	0.4	0.1	0.2	0.2	0.3	0.2	0.2	1.6	0.3

Books

	UK	Belgium	Netherl.	Italy	Nordics	Poland	Spain	Germany	France
%	1%	1%	2%	2%	2%	1%	1%	2%	1%
Millions of consumers	0.4	0.1	0.2	0.4	0.4	0.2	0.2	0.9	0.4

Movies/DVDs

	UK	Belgium	Netherl.	Italy	Nordics	Poland	Spain	Germany	France
%	3%	1%	1%	0%	2%	1%	1%	1%	0%
Millions of consumers	1.1	0.1	0.1	0.1	0.3	0.2	0.2	0.6	0.2

DETAILED RESULTS

Percentage who have shopped online via a smartphone or tablet in the past year

(Base: Have shopped online)

	UK	Belgium	Netherl.	Italy	Nordics	Poland	Spain	Germany	France
%	57%	33%	39%	51%	54%	46%	53%	40%	36%

Reason for buying from a specific country

Why have you shopped online from the countries you have chosen?

(Base: Have shopped online from abroad)

	UK	Belgium	Netherl.	Italy	Nordics	Poland	Spain	Germany	France
I'm looking for a wide range of products	15%	33%	24%	31%	33%	38%	29%	22%	18%
I'm looking for a specific brand	31%	20%	27%	29%	29%	36%	27%	20%	24%
The prices are generally lower	52%	59%	61%	51%	58%	50%	53%	47%	51%
The country is reliable regarding purchases, payments and delivery	14%	15%	10%	19%	14%	13%	21%	9%	11%
I was curious	9%	7%	15%	8%	12%	19%	15%	19%	7%
I find products there that I don't find elsewhere	43%	39%	31%	29%	33%	33%	30%	45%	32%

Percentage of the population who have shopped online from various countries

(Base: Whole population, aged 15-79 years)

	UK	Belgium	Netherl.	Italy	Nordics	Poland	Spain	Germany	France
Sweden	2%	0%	1%	1%	12%	1%	1%	2%	1%
Denmark	1%	0%	1%	0%	6%	1%	1%	2%	1%
Norway	1%	0%	0%	1%	3%	1%	1%	1%	1%
Finland	1%	0%	1%	0%	1%	0%	0%	1%	1%
Iceland	1%	0%	1%	0%	1%	0%	0%	0%	1%
United Kingdom	0%	13%	11%	21%	28%	13%	18%	18%	17%
Germany	10%	13%	13%	18%	21%	13%	14%	0%	13%
The Netherlands	3%	34%	0%	2%	3%	2%	1%	5%	3%
France	5%	6%	2%	7%	3%	2%	6%	4%	0%
Spain	4%	2%	2%	4%	2%	1%	0%	2%	4%
Italy	3%	2%	1%	0%	2%	2%	4%	3%	3%
Russia	0%	0%	1%	1%	1%	0%	1%	1%	0%
Rest of Europe	5%	2%	3%	3%	5%	2%	3%	5%	2%
USA	23%	9%	12%	7%	20%	7%	12%	11%	9%
Canada	2%	1%	1%	0%	2%	1%	1%	1%	2%
Rest of North and Central America	0%	0%	1%	0%	1%	0%	1%	1%	0%
China	29%	14%	23%	14%	24%	14%	27%	18%	18%
India	2%	0%	0%	1%	1%	0%	1%	0%	1%
Japan	4%	1%	1%	3%	3%	1%	2%	3%	4%
Rest of Asia	3%	1%	2%	1%	4%	1%	1%	2%	1%
Australia	2%	0%	1%	0%	2%	0%	1%	0%	1%
South America	0%	0%	0%	0%	0%	0%	1%	0%	0%
Africa	0%	0%	0%	0%	0%	0%	0%	0%	0%

Number of consumers who have shopped online from various countries

(Base: Have shopped online from abroad, millions)

	UK	Belgium	Netherl.	Italy	Nordics	Poland	Spain	Germany	France
Sweden	0.6	0.0	0.1	0.2	2,1*	0.1	0.2	0.6	0.3
Denmark	0.3	0.0	0.1	0.1	1,0*	0.1	0.1	0.6	0.3
Norway	0.3	0.0	0.0	0.2	0,4*	0.1	0.2	0.4	0.3
Finland	0.3	0.0	0.0	0.1	0,1*	0.1	0.1	0.3	0.2
Iceland	0.3	0.0	0.0	0.1	0,1	0.1	0.0	0.2	0.2
United Kingdom	0.0	0.7	0.8	5.0	4,5	1.7	3.9	7.0	4.7
Germany	3.3	0.7	0.9	4.2	3,3	1.7	2.9	0.0	3.6
The Netherlands	0.8	1.9	0.0	0.5	0,5	0.3	0.3	2.0	0.7
France	1.6	0.3	0.1	1.7	0,4	0.3	1.3	1.6	0.0
Spain	1.3	0.1	0.1	0.9	0,4	0.1	0.0	0.7	1.1
Italy	1.0	0.1	0.1	0.0	0,3	0.3	1.0	1.1	0.8
Russia	0.1	0.0	0.0	0.1	0,1	0.1	0.1	0.2	0.1
Rest of Europe	1.5	0.1	0.2	0.6	0,8	0.3	0.6	2.1	0.7
USA	7.4	0.5	0.8	1.6	3,2	0.9	2.6	4.1	2.5
Canada	0.6	0.0	0.1	0.1	0,3	0.1	0.1	0.3	0.5
Rest of North and Central America	0.1	0.0	0.0	0.1	0,1	0.0	0.2	0.2	0.1
China	9.4	0.8	1.7	3.4	3,9	1.8	5.7	7.1	4.8
India	0.7	0.0	0.0	0.1	0,2	0.1	0.1	0.1	0.2
Japan	1.2	0.0	0.1	0.6	0,5	0.2	0.5	1.3	1.0
Rest of Asia	1.0	0.1	0.1	0.2	0,6	0.1	0.3	0.6	0.4
Australia	0.6	0.0	0.1	0.1	0,3	0.0	0.1	0.1	0.2
South America	0.0	0.0	0.0	0.0	0,1	0.0	0.2	0.1	0.1
Africa	0.1	0.0	0.0	0.0	0,0	0.0	0.0	0.0	0.1

*Does not include inhabitants of the country concerned.

Favorite countries

Base: (Have shopped online from abroad)

	UK	Belgium	Netherl.	Italy	Nordics	Poland	Spain	Germany	France
First place	China	Netherl.	China	UK	UK	China	China	China	China
Second place	USA	China	Germany	Germany	China	UK	UK	UK	UK
Third place	Germany	Germany	USA	China	Germany	Germany	Germany	USA	Germany
Fourth place	France	UK	UK	France	USA	USA	USA	Rest of Europe	USA
Fifth place	Rest of Europe	USA	Rest of Europe	USA	Sweden	France	France	Netherl.	Spain



PostNord - a partner for e-commerce

PostNord provides distribution solutions to countries all over the world. Outside the Nordics, PostNord has an established presence via its subsidiary Direct Link, which offers global deliveries of products via its local branches in Australia, Germany, Hong Kong, Singapore, the United Kingdom and the United States. Direct Link helps e-commerce companies establish a presence in new markets, with everything from market analysis and direct marketing to fulfillment, product distribution and processing returns.

PostNord is the biggest and natural partner for e-commerce in the Nordic market. We offer communications and logistics solutions to, from and within the Nordic region. In 2016 we had 33,000 employees and sales of just over SEK 38 billion. PostNord has a comprehensive offering for e-commerce, with a range of services in the areas of customer communication, product distribution and logistics.

We have a harmonized, Nordic logistics

services offering, ranging from retail supplies and third-party logistics to product distribution and returns processing. With the widest-ranging distribution network in the Nordic region, we shrink the distance between e-commerce and the end-customer. PostNord has just over 6,100 distribution points, spread out evenly across Denmark, Finland, Norway and Sweden.

In Sweden and Denmark, our mail carriers visit all households and companies every working day. PostNord offers services in the field of third-party logistics with a high level of added value combined with information technology in customer-oriented partnerships. Using fact-based customer insight, we enhance our customers' profitability by means of communication solutions and platforms that reach the right customer in the right channel at the right time.

**Find out more at www.postnord.com
and www.directlink.com**

For further information, contact

Nordics

OLOF KÄLLGREN

E-mail: olof.kallgren@postnord.com

Tel: +46 761 18 43 40

ARNE ANDERSSON

E-mail: arne.b.andersson@postnord.com

Tel: +46 73 079 05 52

Germany

DIRECT LINK WORLDWIDE GMBH

E-post: infogermany@directlink.com

Tel: +49 6155 89790 20

United Kingdom

DIRECT LINK WORLDWIDE LTD

E-mail: infouk@directlink.com

Phone: +44 20 8707 4400

USA

DIRECT LINK WORLDWIDE INC

E-mail: infousa@directlink.com

Tel: +1 908 289-0703

Hong Kong

DIRECT LINK WORLDWIDE COMPANY LTD

E-mail: infohongkong@directlink.com

Tel: +85 2 2850 4183

Singapore

DIRECT LINK WORLDWIDE COMPANY LTD

E-mail: infoasia@directlink.com

Tel: +65 6 745-0773

Australia

DIRECT LINK WORLDWIDE COMPANY LTD

E-mail: infoaustralia@directlink.com

Tel: +612 9550 0500

Other countries

DIRECT LINK GROUP SWEDEN

E-mail: info@directlink.com

Tel: +46 10 436 00 00

Media

EMMA RIBLOM

E-mail: emma.riblom@postnord.com

Tel.: +46 10 437 98 40

PHOTO/COVER

Cover photo: Getty Images. Other photos: PostNord and Getty Images.

PostNord
SE-105 00 Stockholm Sweden
Tel: +46 (0)10 436 00 00