E-commerce in the Nordics

2026
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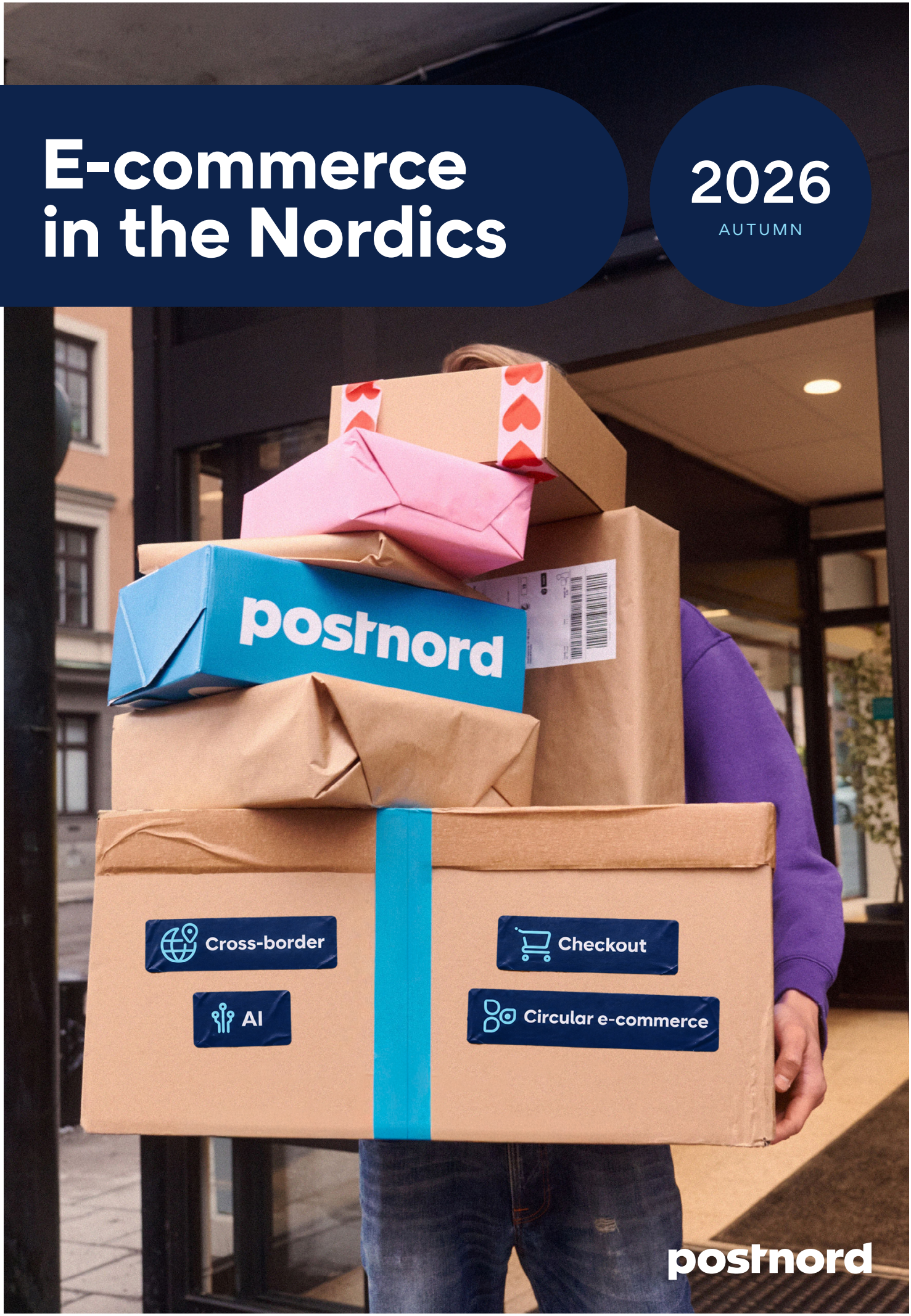

postnord

Welcome!

The Nordic economies continue to recover, although at different speeds. Stronger purchasing power supports demand in Sweden and Denmark, Finland's recovery is broadening, while growth in Norway has slowed after a strong 2025. Against this backdrop, e-commerce continues to grow across all four Nordic markets and remains an important driver of the retail recovery.

But the market is changing in ways that go beyond economic recovery. New technology, changing consumer expectations and increasingly value-conscious shopping behaviors are influencing how consumers discover, evaluate and buy products.

AI is one clear example. 6 out of 10 Nordic consumers used AI when shopping in the past three months, rising to almost 8 out of 10 among those aged 18–29. Today, it is mainly used to research and compare products. As AI becomes a more active part of the shopping journey, it may increasingly influence which products, brands and retailers consumers consider.

At the same time, Nordic consumers are shopping with purpose. 7 out of 10 compare prices across online stores, and more than half often wait for a sale or promotion. Cross-border patterns are also shifting, while second-hand is now firmly established in the Nordic market.

Taken together, these developments point to an e-commerce market that is growing, but also becoming more complex. Being competitive will increasingly depend on understanding changing consumer behavior, using technology in new ways and making the shopping journey relevant and convenient.

This report explores these shifts and what they mean across the Nordic markets. I hope it provides useful insights and inspiration for the season ahead.



At PostNord, our ambition is to help our customers grow and succeed, and contribute to shaping the future of e-commerce and logistics across the Nordics.

Annemarie Gardshol
President and Group CEO, PostNord

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About the report

E-commerce in the Nordics is published twice a year by PostNord in collaboration with HUI Research. The report provides insights into key developments and consumer trends in Nordic e-commerce. It is intended for businesses, analysts, and decision makers seeking to understand the dynamics of e-commerce across Sweden, Denmark, Finland, and Norway.

The data presented is based on consumer surveys conducted in Sweden, Denmark, Finland, and Norway. The surveys were carried out in August and September 2026, with a total of 4 000 respondents aged 18–79, evenly distributed across Sweden, Denmark, Finland, and Norway with 1 000 respondents per country.

Unless otherwise stated, all comparisons in the report refer to the same period the previous year.

The results have been refined with a weighted Nordic average based on the population of each country. Further, the option "I don't know" has been added to selected questions.

E-commerce grows despite continued global uncertainty

The Nordic economic outlook has improved over the past year, although the recovery pace varies across the region. Stronger household purchasing power supports demand in Sweden and Denmark. Finland's recovery is also broadening, with growth in consumption, investments and exports, but remains at an earlier stage. In Norway, growth has slowed following a stronger 2025. At the same time, geopolitical tensions, higher energy prices and rising interest rates remain downside risks.

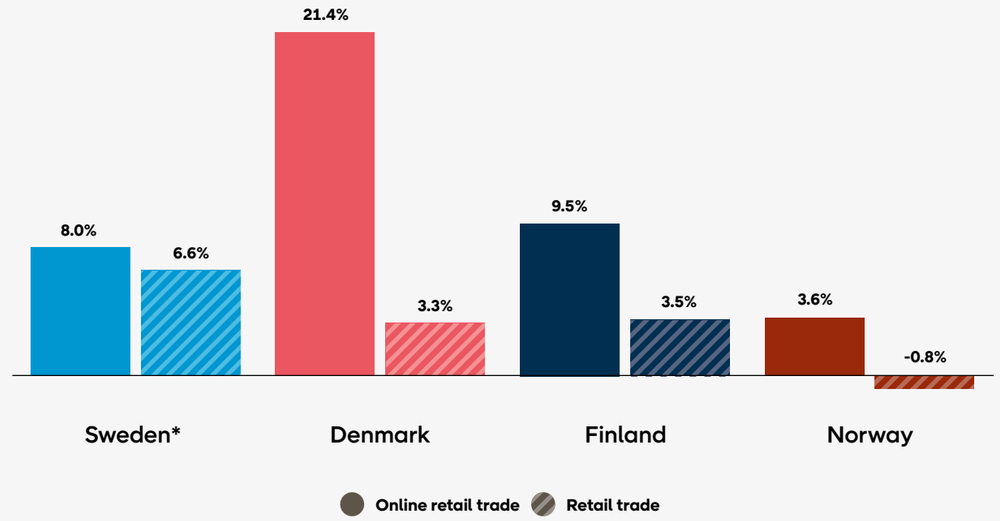
Overall, Nordic retail trade continues to regain ground, except in Norway, where retail sales have declined. Norway's weaker development can partly be explained by high interest rates and weak real wage growth, which have weighed on household purchasing power. 2025 was also a strong recovery year in Norway, creating a tougher comparison base.

E-commerce sales grew across all Nordic markets during Q2 2026, led by Denmark. Tax and duty cuts and low inflation have strengthened Danish households' purchasing power, and consumers are becoming more optimistic about their finances. The improving outlook appears to be reflected in Danish online retailers' results. Just over 52 percent reported higher revenues than in Q2 2025, while fewer than 10 percent reported a decline.[1)] This suggests that e-commerce drives the broader retail recovery.

New EU customs rules may influence the competitive landscape. On July 1st 2026, a €3 customs fee was introduced on goods worth €150 or less that are ordered online and shipped from outside the EU. Carriers may charge an additional processing fee, often higher than the duty itself, further increasing the cost to consumers. The added costs could favor orders from retailers shipping from within the EU. Early signs suggest that consumer purchasing behavior is already starting to move in this direction.

The economic recovery creates new opportunities for Nordic retailers, but many consumers remain cautious as the outlook could shift swiftly. Staying close to consumers will be key to making the most of the upturn.

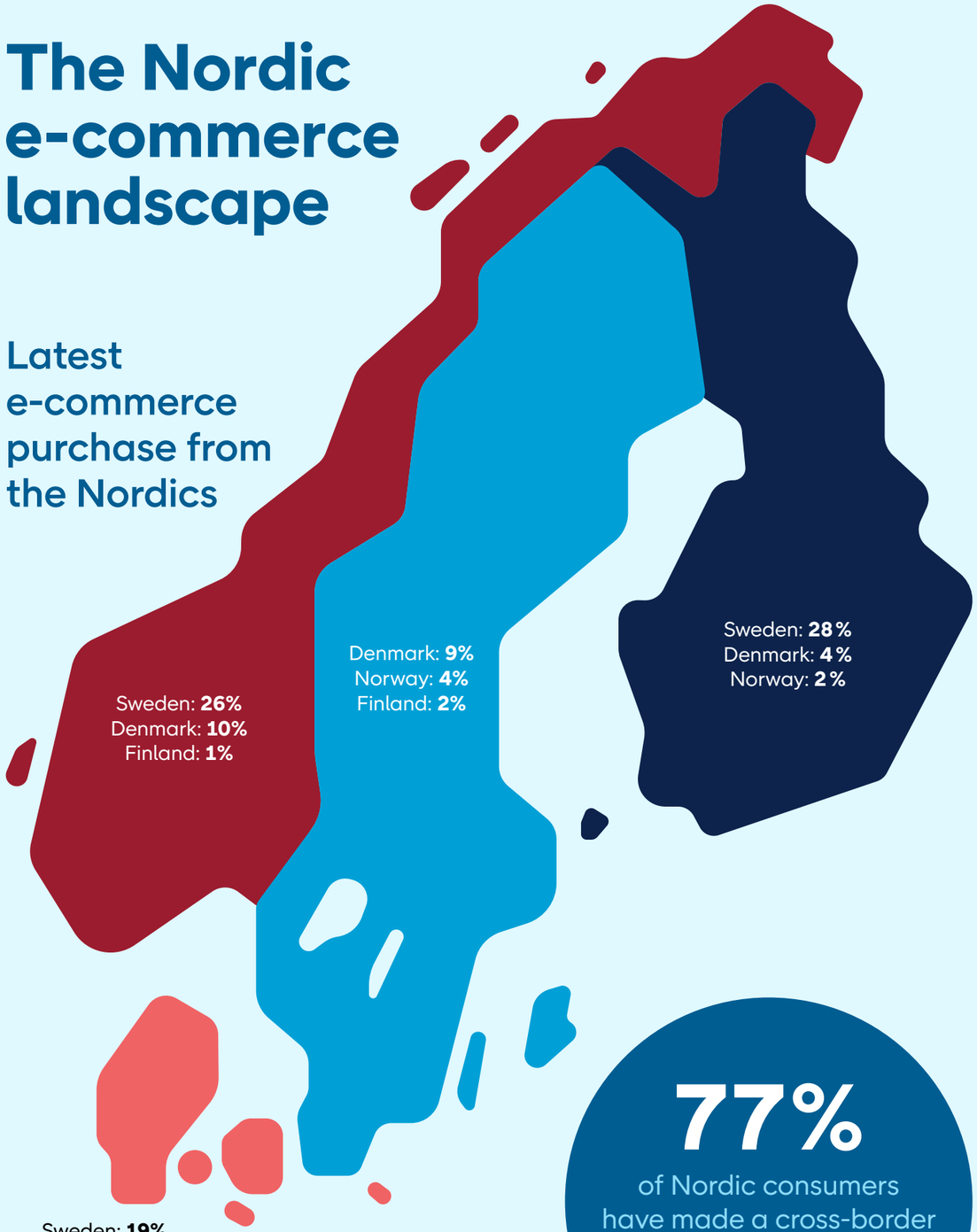
Retail trade growth in Q2 2026 compared with the same period last year



Source: Eurostat, 2026-09-18, calculations by HUI
*E-barometern Q2 2026
1. Dansk Erhverv, september 2026

The Nordic e-commerce landscape

Latest e-commerce purchase from the Nordics



77%

of Nordic consumers have made a cross-border purchase online in the last year (78%)*

Nordic e-commerce behavior

Online and cross-border shopping are firmly established habits across the Nordics. In the past 30 days, 85 percent of consumers have shopped online, while 77 percent have made a cross-border purchase in the past year.

Sweden is the most popular Nordic market for shoppers in Finland, Norway, and Denmark. Beyond the region, China remains the most popular country to shop from, although its popularity has fallen from 30 percent in 2025 to 22 percent in 2026. The new EU rules for low-value imports, as well as greater attention to the social and environmental impact of marketplaces such as Temu and Shein, may influence consumer perception.

Checkout remains one of the strengths of Nordic e-commerce. The checkout experience receives positive feedback with 85 percent of Nordic consumers satisfied, compared with 87 percent in 2025.

AI has entered the purchase journey. Across the Nordics, 61 percent of consumers have used AI when shopping for physical products in the last quarter. This suggests that AI can influence which products consumers discover and consider, making it a relevant touchpoint for retailers.

Second-hand is widespread, but there is room to grow. Helping buyers find relevant items and making it easier for sellers to list and ship them could bring more consumers into the market.

From AI-assisted product discovery to simpler second-hand services, helping consumers find the right products and reducing the effort involved could support further growth across the Nordics.

	2024	2025	**2026**
Have shopped online during the last 30 days	83%	83%	**85%**
Have used AI when shopping physical products in the past three months	n/a	n/a	**61%**
Have made an online purchase from abroad during the last year	76%	78%	**77%**
Were satisfied with the checkout experience during their latest online purchase	n/a	87%	**85%**
Most popular country to shop from abroad: China	29%	30%	**22%**
Have bought or sold second-hand items during the last three months	n/a	66%	**65%**

*"I don't know" added as a response option in 2026
AI first measured in 2026
Checkout and second-hand in 2025

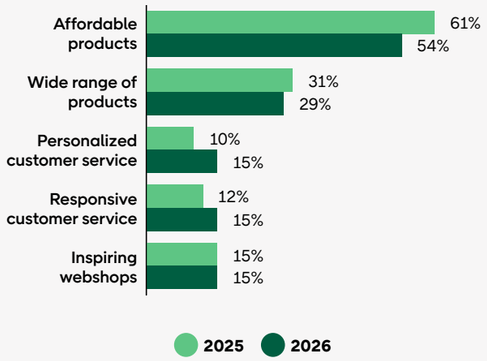
Sweden

65%
have shopped online from abroad during the last year (73%)*

Top countries for latest purchase

		2024	2025	2026
1	China	30%	33%	**27%**
2	Germany	17%	16%	**16%**
3	Denmark	10%	9%	**9%**

Top associations with e-commerce from abroad**



*"I don't know" added as a response option in 2026
**Regarding latest purchase, some response options have been revised
Comparisons with 2025 should be interpreted with caution

Cross-border e-commerce

Sweden has one of the highest shares of online shoppers in the Nordics, with 87 percent of consumers having shopped online in the past 30 days. However, fewer Swedes are buying from abroad, compared to last year. Almost 2 out of 3 consumers have made a cross-border purchase in the past year. The decline is particularly pronounced among women, widening an existing gender gap. 73 percent of men bought from abroad, compared with 57 percent of women. One possible explanation is that women are more likely to buy from Chinese retailers.

China remains Sweden's most popular cross-border market, despite losing ground. Sweden still has the highest share of consumers shopping from China among the Nordic countries. The decline is driven by consumers under 50, while participation among older consumers is largely unchanged. New customs duties could weaken the price advantage of buying directly from Chinese low-cost retailers. At the same time, experiences with retailers in other countries may play a greater role in shaping perceptions of cross-border shopping.

Most Swedish consumers associate shopping from abroad with lower prices and a wide range of products, but both associations have weakened since 2025. Meanwhile, personal and responsive customer service is gaining ground, particularly among younger consumers, who are also the least likely to shop from China. This suggests, that changing perceptions may reflect on where consumers shop rather than on shopping abroad itself.

A wider selection and lower prices are the main reasons why Swedes shop from abroad. However, men and women tend to prioritize them differently. Men primarily seek a wider assortment, while women are mainly motivated by price. Women's attention to price extends to their online shopping more broadly. Almost 7 out of 10 compare prices across stores before buying. Women are also more likely to put off purchases to keep spending down, wait for sales, and sign up for newsletters to get discounts.

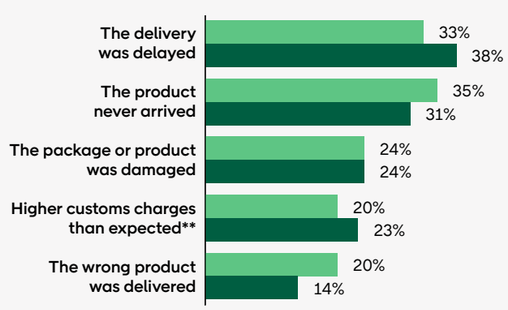
Consumers aged 18–29 are more likely to shop from abroad and do so more often. For some, the appeal is finding something different. 29 percent say they bought from abroad because a brand or product felt unique. Younger consumers are also more likely to report social media inspiration as a reason for making cross-border purchases. This suggests that global trends and creators may play an important role in driving cross-border purchases, particularly when the products featured are not widely available from Swedish retailers.

The share of consumers experiencing issues when shopping from abroad has increased from 16 percent last year to 18 percent this year. Delayed deliveries were the most common issue, followed by missing or damaged items, highlighting delivery reliability as a key challenge for international retailers. The transition to new customs rules could cause additional delivery delays, making clear customer communication even more important.

Reasons for shopping from abroad*



Most common issues when shopping from abroad**



18%
have experienced problems when shopping online from abroad during the last year (16%)

*Regarding latest purchase, comparable numbers are missing due to rephrasing of question
**Base: Consumers, have experienced problems when shopping from abroad in the past year. Some response options have been revised
***E.g. customs duties, VAT or handling fees

Sweden

Checkout

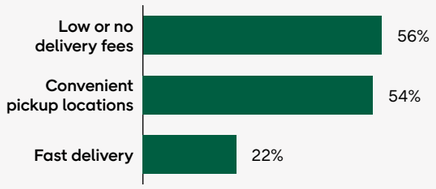
Recent checkout experience

84%

were satisfied with the checkout experience during their latest online purchase (86%)

Top factors for a smooth online checkout*

Top factors when choosing delivery company**



*Some response options have been revised
**Comparable numbers are missing due to rephrasing of question

Online shopping is part of everyday life in Sweden, making a smooth checkout a key consumer expectation. 6 out of 10 Swedes made their latest purchase online, and the majority were satisfied with the checkout experience. Satisfaction with checkout is lower among younger consumers, suggesting greater sensitivity to friction and higher expectations for speed and simplicity when shopping online. Factors such as unexpected costs, lack of trust and complicated checkout processes are common reasons for cart abandonment [1)] and may also reduce satisfaction among consumers who complete their purchase.

For Swedish consumers, the most important factor for a smooth checkout is being able to pay the way they prefer. By contrast, a secure payment process ranks considerably lower, suggesting that consumers view security as a basic expectation rather than a feature that sets a smooth checkout apart.

Beyond choosing how to pay, Swedish consumers want to know what to expect from the delivery. Clear information about delivery time, cost and method as well as no delivery fee is important for a smooth checkout. Uncertainty about these details can create friction even before an order is placed. In this sense, the delivery experience begins at checkout. Similar priorities shape how consumers choose delivery company. No delivery fee and convenient pickup locations, including the preferred one, rank highly. This suggests that consumers consider both cost and flexibility before their order arrives.

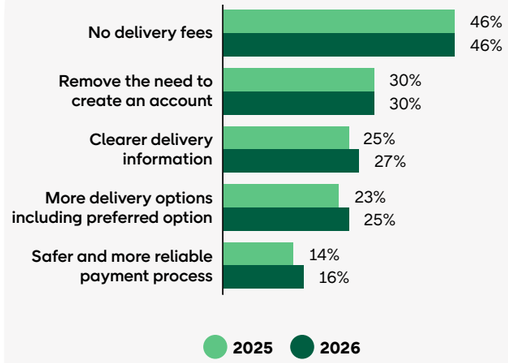
1. E-barometern Q2 2026

Free delivery tops the list of desired checkout improvements across all age groups. This underlines that the delivery cost is important when consumers evaluate the overall value of a purchase, and that additional costs introduced at checkout can affect the shopping experience negatively. The desire to keep the final price down goes beyond delivery costs and creates an opening for AI. 1 out of 10 consumers aged 18–29 say AI assistance in finding discounts or special offers would improve the checkout experience.

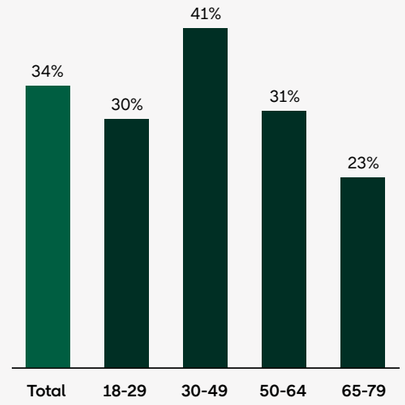
Beyond finding offers, consumers also see potential for AI to support the final steps of a purchase. Around 1 out of 3 Swedish consumers believe AI could add value when adding products to a cart or completing a payment. Consumers aged 30–49 are the most positive about AI at checkout, while those aged 65–79 are the least positive. This differs from the broader shopping journey, where the youngest consumers generally see greater value in AI.

Compared with other stages of the shopping journey, consumers are less convinced that AI can add value at checkout. One possible reason is that shoppers want to stay in control of the final purchase and feel confident that their payment is secure. The opportunity may therefore lie in AI that helps consumers save money or simplifies checkout tasks while leaving the final purchase decision in their hands.

What shoppers want improved in online checkout*



Share of consumers who believe AI can add value during checkout**

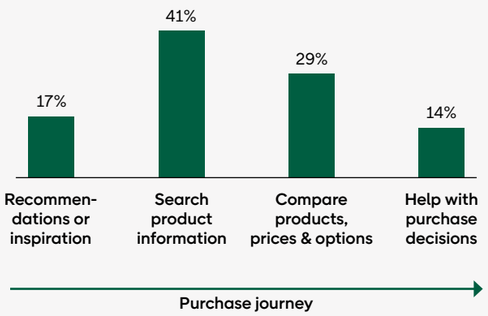


*Some response options have been revised
**Share agreeing that AI adds value (4 and 5 on a five-point scale)

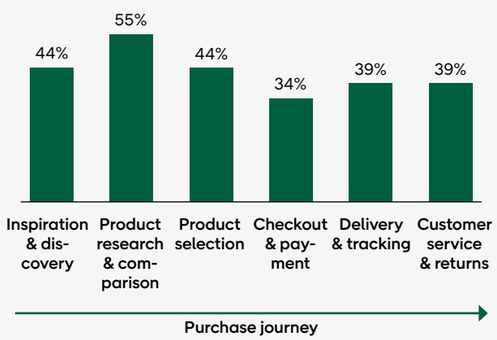
Sweden

59%
of Swedish consumers have used AI when shopping physical products in the past three months

Most common uses of AI when buying physical products



Where AI could add most value in the online purchase journey*



*Share agreeing that AI adds value (4 and 5 on a five-point scale)

AI in e-commerce

Almost 6 out of 10 Swedish consumers have used AI at some stage of the online shopping journey, showing that the technology is already becoming part of everyday e-commerce. AI use varies between age groups. Among consumers aged 18–29, 76 percent have used AI while shopping online, compared with 32 percent of consumers aged 65–79. The age gap likely reflects differences in digital familiarity and exposure to AI.

Current AI use centers on helping consumers evaluate their options. Swedes mostly use AI to research product information and to compare products, prices and alternatives. Consumers also see the greatest future value in these areas, alongside help choosing the right model, size or color. The overlap between current use and future expectations suggests that consumers see a clear role for AI when it comes to narrowing down options and finding products that meet their needs. This kind of support could be especially useful when shopping from abroad or second-hand, where consumers often have a wider selection to navigate.

Many consumers also see potential in using AI for inspiration and discovery, although relatively few use it for this purpose today. The gap between interest and actual usage suggests that AI could play a larger role at the start of the shopping journey, helping turn a broad idea into relevant product suggestions. For retailers, this is a development worth tracking, as AI recommendations could influence which products shoppers discover and which brands they consider.

Circular e-commerce

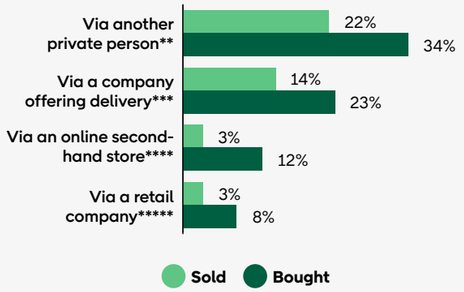
7 out of 10 Swedes have taken part in the second-hand market online in the past three months, with more people buying than selling. The most common channel for both buying and selling is via another private person. This is also reflected in the marketplace rankings, where the four leading platforms connect private buyers and sellers directly.

Vinted has overtaken Tradera as the most popular online second-hand marketplace and is particularly popular among younger consumers. While Vinted has gained ground, Tradera, Facebook Marketplace and Sellpy have declined. Vinted's appeal among younger shoppers may partly reflect its broad selection of second-hand fashion, a category they buy more often than other age groups.

For sellers, Vinted's appeal may also lie in the balance between financial return and convenience. Sellers can ship items without meeting buyers in person and keep a larger share of the sale price than through traditional second-hand resale services. For some, this could turn a wardrobe clear-out into a small side hustle.

Even with these advantages, selling remains challenging. Photographing items, creating listings and arranging delivery take time, and the return may not seem worth the effort, especially for low-value items. Swedes are also less likely than consumers in other Nordic countries to cite fraud concerns as a barrier, suggesting that the main obstacles are practical rather than trust-related. Reducing the practical workload could therefore be an important way to encourage more consumers to sell second-hand.

Used second-hand offers*



Most popular second-hand marketplaces to shop from

		2025	2026
1	Vinted	36%	**44%**
2	Tradera	37%	**35%**
3	Facebook Marketplace	35%	**28%**
4	Blocket	22%	**26%**
5	Sellpy	20%	**18%**

Top barriers to selling clothes, shoes & accessories second-hand



*Second-hand offers used during the last three months, comparable numbers are missing due to rephrasing of question **E.g. Blocket, Tradera ***E.g. Vinted ****E.g. Myrorna.se *****E.g. Elgiganten

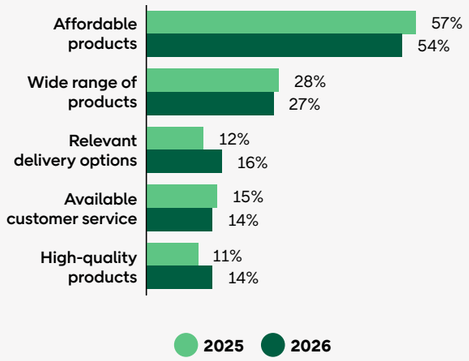
Denmark

86%
have shopped online from abroad during the last year (82%)*

Top countries for latest purchase

		2024	2025	2026
1	Germany	21%	22%	**25%**
2	Sweden	16%	18%	**19%**
3	China	29%	25%	**16%**

Top associations with e-commerce from abroad**



*"I don't know" added as a response option in 2026
**Regarding latest purchase, some response options have been revised
Comparisons with 2025 should be interpreted with caution

Cross-border e-commerce

Online shopping is a regular habit in Denmark, with 82 percent having shopped online in the past 30 days. Denmark has the highest share of cross-border shoppers in the Nordics, with younger Danes shopping abroad particularly frequently. More than half of cross-border shoppers aged 18–29 shop abroad at least monthly, compared with less than 3 out of 10 consumers aged 65–79. A wider choice of fashion brands and products may be one reason younger shoppers look abroad. Younger consumers also associate shopping abroad more strongly with inspiration and trends, suggesting that international retailers help consumers discover new products and brands.

Germany and Sweden now lead the ranking of countries for Danes' latest cross-border purchase. Since 2024, China's share has nearly halved. This shift towards geographically closer markets may reflect concerns about product safety and quality on Chinese platforms such as Temu and Shein, as well as new EU customs rules for low-value parcels. The changing mix of shopping destinations may also influence how consumers perceive cross-border e-commerce.

Affordability remains central to Danes' perceptions of cross-border shopping. More than half associate the country of their latest cross-border purchase with affordable products. Delivery options and product quality remain less prominent but have gained ground since last year. This suggests that the picture of what consumers associate with cross-border shopping may be broadening beyond price and selection.

A wider selection and lower prices are the main reasons Danes shop from abroad. They also look abroad for products unavailable in Denmark, further highlighting the importance of access alongside affordability. For retailers, this suggests that competitive prices alone may not be enough. A distinctive product range could also help attract Danish shoppers and drive more purchases, particularly when it gives them access to brands or items that are difficult to find in their home market.

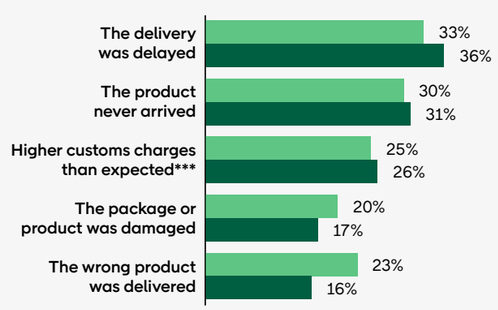
Older consumers appear more selective and focused on the price advantage. Consumers aged 65–79 shop abroad less frequently and are more price-conscious when they do. Their broader online shopping habits also suggest a more deliberate approach: 70 percent plan their online purchases in advance and 66 percent wait for a promotion or sale, compared with 53 and 47 percent of the 18–29-year-olds. For older consumers, the appeal of shopping abroad may therefore lie in securing a worthwhile saving on a planned purchase.

Delivery-related issues remain the main challenge for Danish consumers when shopping from abroad. The share reporting problems fell from 25 percent in 2025 to 15 percent in 2026. Among those who experienced problems, delayed deliveries and missing products were the most common issues. Unexpected customs charges was the third most common issue, showing how additional costs can undermine the expected saving. As EU customs rules change, retailers need to stay updated and keep information about deliveries and total purchase costs clear and up to date.

Reasons for shopping from abroad*



Most common issues when shopping from abroad**



15%
have experienced problems when shopping online from abroad during the last year (25%)

*Regarding latest purchase, comparable numbers are missing due to rephrasing of question
**Base: Consumers, have experienced problems when shopping from abroad in the past year. Some response options have been revised
***E.g. customs duties, VAT or handling fees

Denmark

Checkout

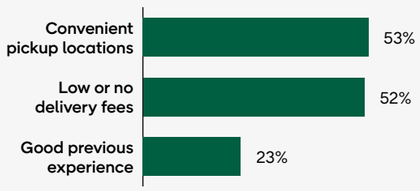
Recent checkout experience

84%

were satisfied with the checkout experience during their latest online purchase (87%)

Top factors for a smooth online checkout*

Top factors when choosing delivery company**



*Some response options have been revised
**Comparable numbers are missing due to rephrasing of question

Checkout satisfaction remains high in Denmark. Among consumers aged 18–29, satisfaction rose from 74 to 79 percent. This age group remains the least satisfied, while consumers aged 50–64 are the most satisfied at 90 percent. The improvement among younger shoppers has narrowed the age gap. One possible explanation is that checkout experiences are gradually becoming better aligned with younger shoppers' expectations of simplicity and clarity.

Preferred payment methods and clear delivery information are key to a smooth checkout. Delivery information is particularly important in the countryside, where 47 percent identify it as a top factor. The corresponding figure in larger cities is 34 percent. This may reflect a greater need to understand delivery times, costs and collection options before committing to a purchase. For shoppers in the countryside, clear delivery details may provide extra reassurance.

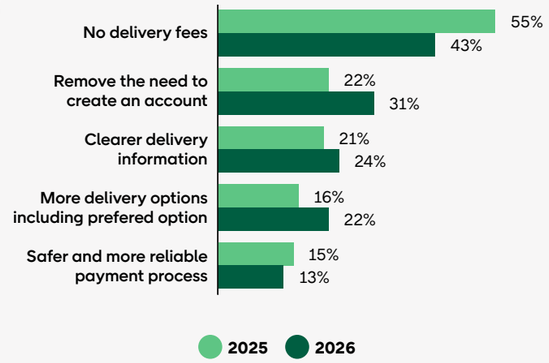
Delivery preferences reinforce the importance of convenience and cost. When choosing a delivery company, Danish consumers prioritize convenient pickup locations and low or no delivery costs. For retailers, this highlights the importance of offering practical delivery options and making them easy to compare at checkout. In practice, this may mean presenting payment and delivery choices earlier in the order process, allowing shoppers to assess their options before the final step. Making fees, delivery times and pickup locations clear from the outset could also help shoppers feel more confident about completing their purchase.

Free delivery remains the checkout improvement shoppers request most often. However, fewer shoppers asked for it this year than last year, which may suggest progress on delivery costs. Meanwhile, a secure payment process appears to be a basic expectation rather than a priority for improvement.

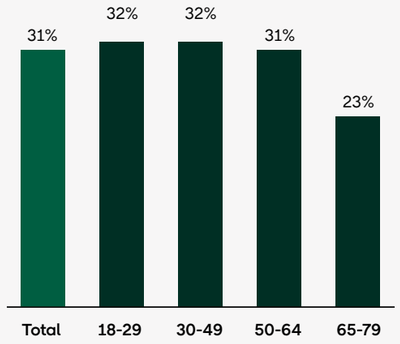
Shoppers increasingly want fewer steps and clearer delivery choices. Compared with last year, a larger share of consumers want to check out without creating an account. This may reflect a preference for fewer commitments when making a purchase. More consumers also request clearer delivery information and a wider choice of delivery options. Together, these changes point to demand for a checkout that combines simplicity with enough information to make an informed choice.

AI could provide another way to address these checkout needs. 31 percent of consumers believe AI can bring value when adding products to a cart or completing a payment. Interest is broadly similar across age groups under 65, suggesting that the appeal of AI at checkout extends beyond younger consumers. It is also higher in larger cities, at 33 percent, than in rural areas, at 25 percent. Urban consumers tend to shop online more often and are more likely to have used AI when shopping for physical products, which may help explain their more positive view of AI at checkout. AI that clarifies delivery options could make checkout easier to navigate and help retailers stand out as consumers grow more familiar with the technology.

What shoppers want improved in online checkout*



Share of consumers who believe AI can add value during checkout**

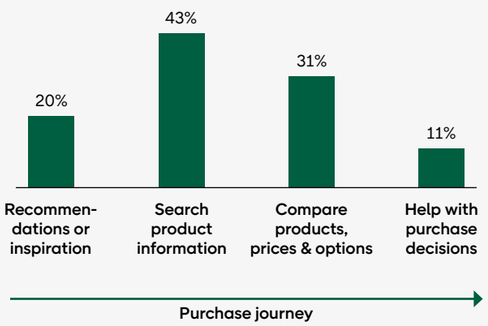


*Some response options have been revised
**Share agreeing that AI adds value (4 and 5 on a five-point scale)

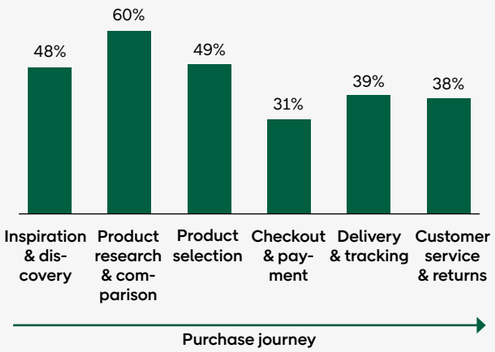
Denmark

62%
of Danish consumers have used AI when shopping physical products in the past three months

Most common uses of AI when buying physical products



Where AI could add most value in the online purchase journey*



*Share agreeing that AI adds value (4 and 5 on a five-point scale)

AI in e-commerce

AI is already part of the purchase journey for many Danish consumers, although use varies considerably by age. 79 percent of consumers aged 18–29 have used AI, compared with 39 percent among those aged 65–79. This gap may reflect differences in digital familiarity, but also the product categories they shop for and how widely AI features are integrated into those categories.

Product research is AI's clearest role in shopping today. Looking up product information is the most common use, followed by comparing products, prices and alternatives. Consumers also see the greatest potential value in research, suggesting that AI's appeal lies partly in making information easier to navigate and purchase decisions easier to make.

Clothes and footwear are popular purchases among AI users, which may partly reflect the younger profile of this group. The advanced use of AI-powered size guides and virtual fitting tools in fashion help shoppers evaluate and choose products. Familiarity with this kind of support may also explain why consumers see value in AI for product research, comparison and selection. Lower interest in other stages may reflect limited experience or a wish to retain control.

AI could help shoppers find inspiration earlier in the purchase journey, before they know what to buy. The gap between use and perceived value suggests room for AI to support product discovery. For example, shoppers could describe an occasion, a need or an interest and receive relevant suggestions without having to search for a specific product.

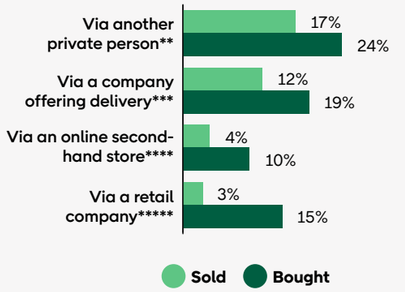
Circular e-commerce

Denmark's second-hand market is driven more by buying than by selling. Consumers aged 18–29 are the most active second-hand buyers, while selling is more evenly spread across age groups. Consumer-to-consumer trading is the most popular way to participate in the second-hand market. The gap between buying and selling may reflect the extra effort involved in listing items. This also points to an opportunity in the market to make resale easier. For marketplaces, this could mean offering clearer guidance on pricing and simpler ways to create listings, helping consumers take the first step from buying second-hand to also selling their own items.

Clothes and footwear remain the leading second-hand category online, correlating with Vinted's position as the most popular marketplace in Denmark. The platform is particularly popular among the youngest consumers, while Facebook Marketplace and DBA tend to appeal to the older consumer. This indicates that the platforms are serving different audiences rather than competing for the same users.

However, younger consumers' active participation as buyers does not automatically translate into selling. They are more likely to report barriers to resale, including difficulties describing and pricing items and managing returns. For some consumers, the potential return may not justify the work of listing and pricing an item, especially when fees, shipping costs and payment concerns add friction. Making resale easier and safer could encourage more Danes to resell unused items and help close the gap.

Used second-hand offers*



Most popular second-hand marketplaces to shop from

		2025	2026
1	Vinted	41%	**43%**
2	Facebook Marketplace	40%	**40%**
3	DBA – Den blå avis	29%	**28%**
4	Tradera	11%	**14%**
5	Sellpy	9%	**9%**

Top barriers to selling clothes, shoes & accessories second-hand



*Second-hand offers used during the last three months, comparable numbers are missing due to rephrasing of question **E.g. Facebook Marketplace ***E.g. Vinted ****E.g. rodekors.dk *****E.g. Elgiganten

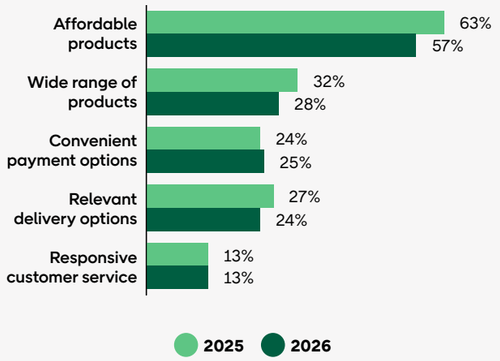
Finland

82%
have shopped online from abroad during the last year (80%)*

Top countries for latest purchase

		2024	2025	2026
1	Sweden	28%	25%	**28%**
2	Germany	19%	21%	**19%**
3	China	25%	25%	**17%**

Top associations with e-commerce from abroad**



*"I don't know" added as a response option in 2026
**Regarding latest purchase, some response options have been revised
Comparisons with 2025 should be interpreted with caution

Cross-border e-commerce

Online shopping is common in Finland, with more than 8 out of 10 consumers having made a purchase online in the past 30 days. Shopping from abroad is also well established, particularly among younger consumers. More than 8 out of 10 consumers have bought from abroad in the past year. For almost 1 out of 5 consumers aged 18–29, cross-border shopping is a weekly habit, compared with less than 1 out of 10 consumers overall.

Sweden is now the most popular country for Finnish cross-border shopping. China has fallen from joint first place to third place since last year. China's decline may partly be linked to the new customs fees, which have made purchases from Chinese retailers less price competitive.

Lower prices and a wide assortment remain the strongest associations with cross-border shopping, although both have weakened since 2025. The weaker association with low prices may reflect both improving household purchasing power, which makes price less decisive, and the new customs fees that could reduce the price appeal of purchases from outside the EU. In addition, the shift towards higher priced markets such as Sweden may also contribute, as consumers may be less likely to associate them with low prices.

Convenient payment options stand out in Finland. Compared to other consumers in the Nordics, Finnish consumers are more likely to associate shopping abroad with easy ways to pay. This may reflect the importance of online bank payments in Finland, where they remain the preferred payment method for online purchases.

Selection is a key driver of Finnish cross-border shopping. A wider product range and access to items unavailable in Finland are among the most common reasons for shopping abroad. Finnish consumers are also more likely than shoppers in any other Nordic country to say they could not find the product at home, perhaps reflecting the more limited selection in Finland's smaller domestic market.

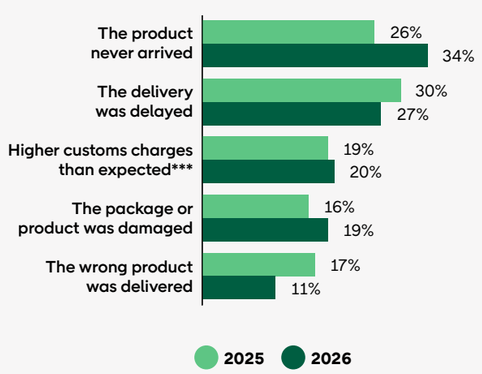
Price is another important driver in Finnish cross-border shopping. Lower prices rank second among the reasons Finns give for shopping abroad, while specific offers and discounts are also relatively important. Finnish consumers are more likely than shoppers elsewhere in the Nordics to say a specific offer or discount has influenced their purchase. This may reflect a strong deal-seeking mindset. more than half subscribe to newsletters to access discounts and special offers, potentially making promotions more likely to trigger cross-border purchases.

The challenge comes after the purchase. Around 1 out of 7 Finnish cross-border shoppers have experienced problems in the past year. Products never arriving or product not arriving at all is the most common problem followed by delayed delivery. Non-delivery has seen the largest increase since last year, while damage to products or packaging and unexpectedly high customs charges have also become more common. Looking ahead, geopolitical tensions could affect shipping reliability, while changes to EU import duties may affect the cost of purchases from outside the EU.

Reasons for shopping from abroad*



Most common issues when shopping from abroad**



15%
have experienced problems when shopping online from abroad during the last year (14%)

*Regarding latest purchase, comparable numbers are missing due to rephrasing of question
**Base: Consumers, have experienced problems when shopping from abroad in the past year. Some response options have been revised
***E.g. customs duties, VAT or handling fees

Finland

Checkout

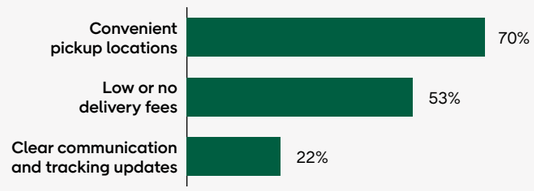
Recent checkout experience

90%

were satisfied with the checkout experience during their latest online purchase (89%)

Top factors for a smooth online checkout*

Top factors when choosing delivery company**



*Some response options have been revised
**Comparable numbers are missing due to rephrasing of question

Finnish consumers are the most satisfied with the checkout experience across the Nordic markets. Satisfaction is consistently high across all age groups, unlike in the other Nordic markets where younger consumers tend to be less satisfied with checkout. This suggests that Finnish checkout experiences may be particularly well aligned with younger shoppers' expectations.

Familiarity and control are central to a smooth checkout. For Finnish consumers, having their preferred payment method available is the leading checkout priority and the only factor to have grown in importance since last year. Its importance has increased across all age groups, most sharply among younger shoppers although older consumers still value it the most. Together with the strong preference for a secure payment process, this points to an opportunity for retailers to further improve the checkout experience and reduce hesitation at the final steps.

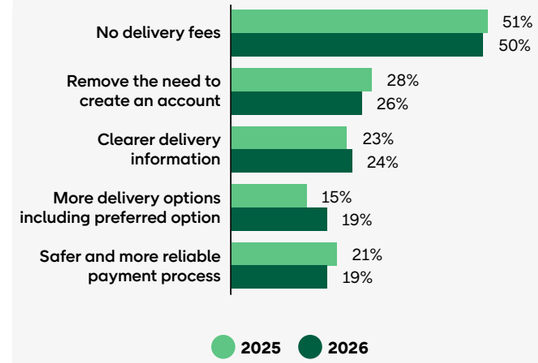
Convenience also matters after checkout. A convenient pickup location tops Finnish shoppers' delivery priorities, and they place greater importance on it than consumers in any other Nordic country. Finland's widespread use of parcel lockers may help explain this preference. Easy access and quick collection may have become such an established part of the delivery experience that Finnish shoppers are less willing to compromise on it. For retailers, this points to the value of offering accessible pickup options and clearly showing their location and collection details before shoppers complete the purchase.

Free delivery is the most requested checkout improvement among Finnish consumers, but expectations increasingly extend beyond cost. Compared with last year, more shoppers want a wider choice of delivery options, including their preferred method, and clearer delivery information, which is particularly important to younger consumers. Together this suggest that shoppers value a delivery that fits their needs as well as their budgets. Clear information about the available delivery methods, costs and expected arrival times could help shoppers understand their options and choose the one that best suits their needs before buying.

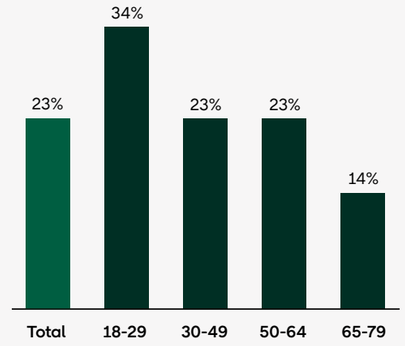
AI at checkout has limited appeal in Finland. Only 23 percent of consumers see potential value, compared with the Nordic average of 30 percent. High satisfaction with existing checkouts and a desire to remain in control of the payment may help explain the overall hesitation.

Behind the low overall figure lies a clear age divide. More than 1 out of 3 Finns aged 18–29 see potential value in AI at checkout, making them more receptive to the potential of AI in checkout than consumers of the same age elsewhere in the Nordics. Among those aged 65–79, the share falls to 14 percent, making them the most skeptical group across the Nordics. The age gap suggests that familiarity with AI may influence willingness to introduce it into a part of the shopping journey where predictability still matters.

What shoppers want improved in online checkout*



Share of consumers who believe AI can add value during checkout**

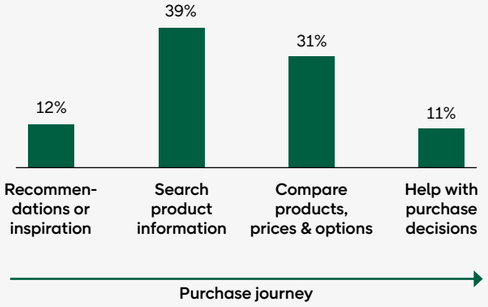


*Some response options have been revised
**Share agreeing that AI adds value (4 and 5 on a five-point scale)

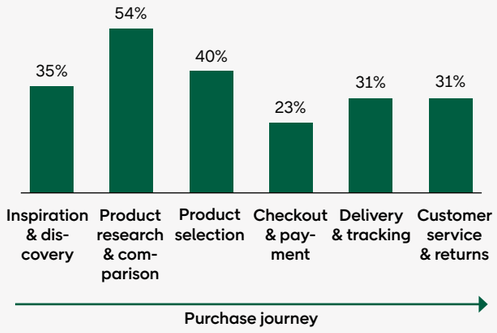
Finland

58%
of Finnish consumers have used AI when shopping physical products in the past three months

Most common uses of AI when buying physical products



Where AI could add most value in the online purchase journey*



*Share agreeing that AI adds value (4 and 5 on a five-point scale)

AI in e-commerce

AI is less established in Finnish shopping, particularly among consumers aged 30–49. Younger Finns are the exception, with AI use broadly in line with the other Nordic countries. Within Finland the age gap is nevertheless clear: 8 out of 10 consumers aged 18–29 have used AI during the shopping journey, compared with 4 out of 10 consumers aged 65–79.

For those using AI when shopping, its strongest role is helping shoppers find and compare products. Searching for product information is the most common use, followed by comparing prices and alternatives, such as comparing models or similar products from different brands. Younger consumers use AI more broadly across the shopping journey. This may partly reflect their greater tendency to shop for clothes and footwear online, where the wide range of products and retailers makes AI useful for finding and comparing options.

The bigger opportunity may therefore lie in helping consumers decide, rather than letting AI decide for them. Compared to the rest of the Nordics, Finns are less likely to see value in AI when shopping, perhaps reflecting a desire to stay in control of their purchases. Finnish consumers place greater importance on secure payments, which could make AI tools that make decisions on their behalf less appealing. Younger consumers are more positive, particularly around product research and selection, where they already use AI today. Their greater familiarity with the technology may make them more open to bringing AI further into the shopping journey.

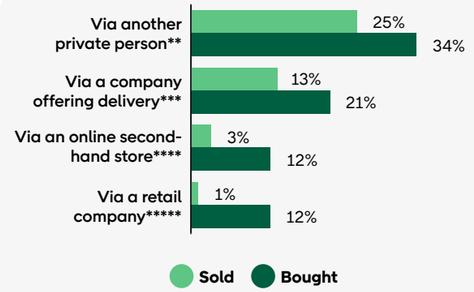
Circular e-commerce

Consumers aged 18-29 are driving Finland's second-hand market. 9 out of 10 have participated in the past three months, making them the most active age group across the Nordics. Finnish consumers are more active as buyers than as sellers, and trading directly with other private individuals is the most popular way to both buy and sell second-hand.

In 2026, Vinted became Finland's most popular second-hand marketplace, gaining market shares from Tori. The shift was particularly pronounced among consumers aged 30–49. Sellpy also gained ground, suggesting a growing interest in fashion-focused platforms. This fits Finnish consumers' buying habits: clothes and shoes account for 40 percent of their most recent second-hand purchases, making it by far the largest category.

Finnish consumers face more barriers when selling second-hand than their Nordic neighbors. The most common concern is fraud or payment issues, cited by 22 percent compared with the Nordic average of 16 percent. This concern echoes a broader Finnish preference for secure payments and may also help explain the more cautious view of AI at checkout. Barriers vary by age: among younger consumers, describing and pricing items are the biggest challenges. Their greater participation in the second-hand market may help explain this difference. Experience may build trust in the transaction, making the practical challenges of selling more prominent.

Used second-hand offers*



Most popular second-hand marketplaces to shop from

		2025	**2026**
1	Vinted	40%	**48%**
2	Tori	54%	**42%**
3	Facebook Marketplace	22%	**23%**
4	Sellpy	7%	**11%**
5	Tise	NA	**5%**

Top barriers to selling clothes, shoes & accessories second-hand



*Second-hand offers used during the last three months, comparable numbers are missing due to rephrasing of question **E.g. Facebook Marketplace***E.g. Vinted ****E.g. SPR Kontti *****E.g. Gigantti

Norway

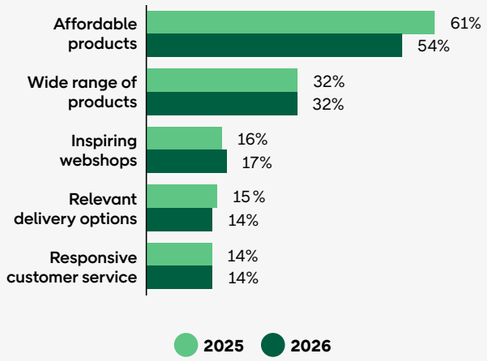
Cross-border e-commerce

84%
have shopped online from abroad during the last year (80%)*

Top countries for latest purchase

		2024	2025	**2026**
1	Sweden	18%	21%	**26%**
2	China	31%	34%	**24%**
3	Denmark	8%	5%	**10%**

Top associations with e-commerce from abroad**



*"I don't know" added as a response option in 2026
**Regarding latest purchase, some response options have been revisedComparisons with 2025 should be interpreted with caution

Norway and Sweden share the highest proportion of online shoppers in the Nordics, with 87 percent of consumers having shopped online in the past 30 days. Cross-border shopping is also well established in Norway, with many consumers buying from foreign retailers every month. Since last year, Sweden has overtaken China as the most common country for Norwegian's latest international purchase.

The growing share of purchases from Sweden may reflect the appeal of a familiar neighboring market and recognizable brands. China nevertheless remains an important source of online international purchases in Norway. The decline in China's share of consumers latest purchases may therefore reflect a shift in purchasing frequency rather than a broad move away from Chinese e-commerce. Norway is not subject to the EU's €3 customs duty, but changes in pricing and logistics across Europe may still affect where consumers choose to shop.

Affordable products continue to define cross-border e-commerce, but less strongly than before. This may partly reflect the shift in purchases from price-led Chinese marketplaces towards Sweden, as well as improving household finances and the normalization of cross-border shopping.

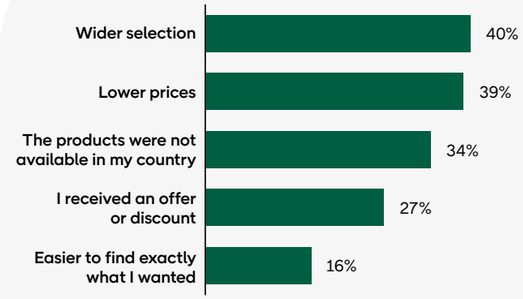
Taken together, these shifts suggest that proximity, familiarity and predictability are gaining importance alongside price as cross-border shopping matures. Foreign retailers may therefore need to compete not only on affordability, but also through recognizable brands, transparent total costs and reliable delivery.

Wider selection and lower prices are the main reasons Norwegians shop online from abroad. Access to products unavailable in Norway is nearly as important, making value and access the main drivers. This reflects a broader price-conscious behavior. Around 75 percent of Norwegians compare prices across online stores, 73 percent usually shop in response to a concrete need, and 62 percent wait for sales or campaigns. Norwegian consumers seem to go abroad when it offers a clearer choice or better value. These established shopping habits are likely to persist even as the economy improves.

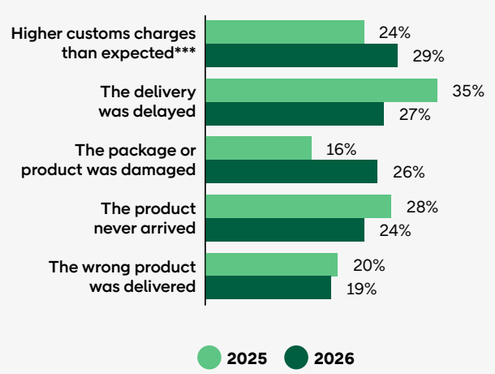
Motivations also vary with age. Lower prices become increasingly important among older consumers, aligning with China's strong association with low-cost marketplaces and extensive assortments. Younger shoppers are more likely to seek unique products and inspiration from social media, where American brands and trends are highly visible. This could help explain why older consumers prefer China while younger consumers prefer the US.

The cross-border shopping experience is becoming more reliable, but costs are becoming less predictable. The share of consumers reporting problems has fallen sharply, from 24 to 15 percent. This improvement is reflected in fewer delayed or missing deliveries. However, unexpected customs charges and damaged products have increased. Logistics therefore appear to be improving, but frequent changes to tariffs and import rules may be making it harder for consumers to anticipate the final cost of their purchase.

Reasons for shopping from abroad*



Most common issues when shopping from abroad**



15%
have experienced problems when shopping online from abroad during the last year (24%)

*Regarding latest purchase, comparable numbers are missing due to rephrasing of question
**Base: Consumers, have experienced problems when shopping from abroad in the past year. Some response options have been revised
***E.g. customs duties, VAT or handling fees

Norway

Checkout

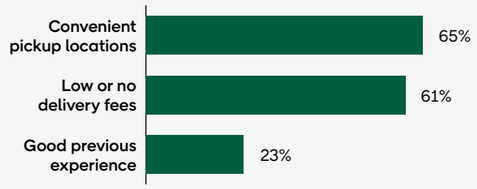
Recent checkout experience

83%

were satisfied with the checkout experience during their latest online purchase (87 %)

Top factors for a smooth online checkout*

Top factors when choosing delivery company**



*Some response options have been revised
**Comparable numbers are missing due to rephrasing of question

Expectations around checkout are rising, while satisfaction has declined since last year. This points to a mature e-commerce market with clear and established consumer expectations around payment, cost and delivery.

Payment remains the foundation of a smooth checkout experience. Access to the preferred payment method remains the most important factor, but the largest increases are seen in free delivery and clear delivery information. Consumers increasingly expect a reasonable total cost and a predictable delivery. Particularly as tariffs, import charges and geopolitical uncertainty complicate cross-border purchases. The stronger focus on cost and delivery may also make physical shopping relatively more attractive, offering immediate access without delivery-related costs or uncertainty. The share of latest purchase made online has fallen from 69 to 51 percent, while physical stores have risen from 31 to 48 percent.

The choice of delivery company is primarily functional. Convenient pickup locations and low or no delivery fees are considerably more important than previous experience with the company. Consumers therefore appear to select delivery providers based on accessibility and price rather than on established loyalty.

Together, the results distinguish basic expectations from areas where retailers can compete. Familiar payment methods are expected, while cost transparency and predictable delivery still provide room for improvement. Checkout innovation should therefore focus on removing uncertainty rather than on adding features.

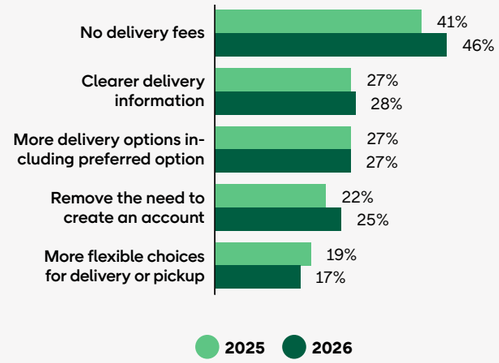
Delivery costs are becoming a more pressing checkout concern. Free delivery has further strengthened its position as the most requested improvement, suggesting that shipping costs are increasingly viewed as part of the total purchase rather than as a separate service. Clear information and delivery choices remain important, but their stable levels indicate that cost is becoming a greater priority than flexibility.

Unnecessary steps at checkout also create friction. The growing demand to remove mandatory account creation suggests that shoppers increasingly value a straightforward purchase process. Allowing occasional customers to complete purchases without registering could therefore be a simple way for retailers to reduce friction at the final step.

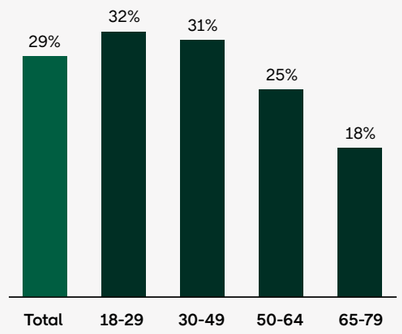
Norwegian consumers see relatively limited potential for AI in the checkout stage. Only two percent of consumers believe that an AI assistant is important for a smooth checkout experience. At the payment stage, shoppers may prefer familiar processes and a sense of control instead of active AI guidance. Younger consumers are more open to AI, but for now its greatest potential appears to lie earlier in the shopping journey, where it can help consumers find and compare products.

The results suggest that consumers want checkout to become less visible rather than more advanced. Retailers can create value by removing unexpected costs, compulsory registration and uncertainty while perceiving familiar payment flows. At checkout, simplicity appears more valuable than technological innovation.

What shoppers want improved in online checkout*



Share of consumers who believe AI can add value during checkout**

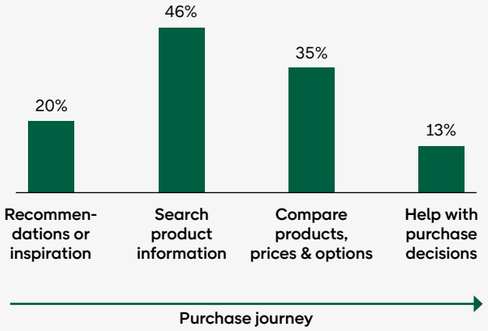


*Some response options have been revised
**Share agreeing that AI adds value (4 and 5 on a five-point scale)

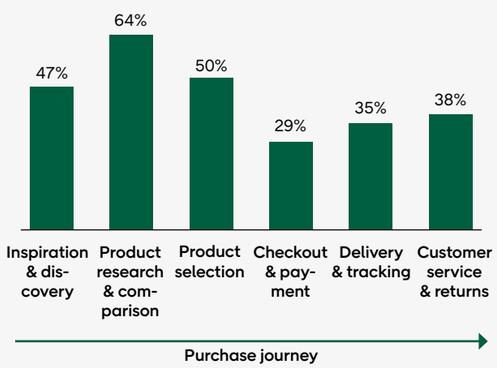
Norway

68%
of Norwegian consumers have used AI when shopping physical products in the past three months

Most common uses of AI when buying physical products



Where AI could add most value in the online purchase journey*



*Share agreeing that AI adds value (4 and 5 on a five-point scale)

AI in e-commerce

Norwegian consumers report the highest use of AI for shopping in the Nordics. During the past three months more than 3 out of 5 Norwegians have used AI when shopping. AI adoption is led by younger consumers with usage falling from 79 percent among 18–29-year-olds to 41 percent among those aged 65–79.

AI is currently strongest as a research and decision-support tool. Searching for product information, comparing products and finding recommendations and inspiration are familiar tasks that fit today's consumer AI usage. More automated applications such as completing purchases and managing checkout require consumers to give up more control, which may explain why perceived value declines in the later stages of the purchasing journey.

AI's influence on retailer traffic remains limited and mostly indirect. Only one percent say AI helped them find the website used for their latest purchase. For now, AI appears to shape what consumers consider rather than what they ultimately buy. As younger consumers are the most active users, they are also likely to be the first group in which retail traffic directly attributable to AI becomes more visible.

This can make AI's impact difficult for retailers to measure, as it may affect product choices without appearing as a source of traffic. Retailers should therefore make product information clear and easy for AI tools to understand, even before AI-driven visits and purchases become common.

Circular e-commerce

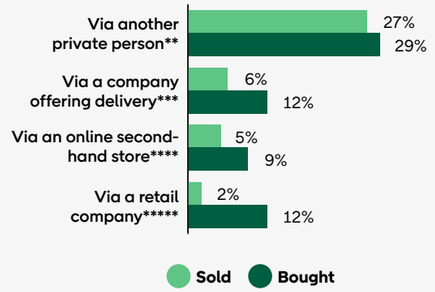
Second-hand shopping is firmly established in Norway. 3 out of 5 consumers have bought or sold through at least one of the measured channels. Private-to-private transactions remain the core of the second-hand market, while commercial services play a greater role in buying than in selling. This gap presents an opportunity for retailers to make resale and trade-in easier and bring more products back into circulation.

Tise has strengthened its position among second-hand marketplaces and is particularly dominant among younger second-hand shoppers. Its strong position may partly reflect its home market familiarity and clear focus on fashion, while integrated payment- and shipping solutions reduce friction for both buyers and sellers. This may make it easier for users to participate more frequently as both buyers and sellers. Influencer content may also inspire younger shoppers to try more second-hand. Facebook Marketplace has a broader reach among age groups, suggesting a more general role in the second-hand market.

Most consumers encounter at least one barrier when selling second-hand, but no single issue dominates. Trust, effort and cost rank at similar levels, meaning platforms need to simplify the entire selling process rather than focus on one main obstacle.

In summary, the results suggest that further growth may depend less on attracting buyers and more on helping consumers list items for resale. Retailers and platforms that reduce the work and risk involved in selling could unlock more supply and strengthen the circular market.

Used second-hand offers*



Most popular second-hand marketplaces to shop from

		2025	2026
1	Tise	29%	**39%**
2	Facebook Marketplace	28%	**31%**
3	Vinted	6%	**9%**
4	Sellpy	5%	**6%**
5	Tradera	8%	**5%**

Top barriers to selling clothes, shoes & accessories second-hand



*Second-hand offers used during the last three months, comparable numbers are missing due to rephrasing of question **E.g. Facebook Marketplace***E.g. Vinted ****E.g. Fretex.no *****E.g. Elkjøp

What drives Nordic consumers when shopping online?

To take the pulse of Nordic consumers, we asked shoppers of different ages across Sweden, Denmark, Finland, and Norway about four key e-commerce topics: cross-border shopping, checkout experiences, AI, and circular e-commerce. Their responses highlight a growing openness to new technologies and shopping models, while also reinforcing the importance of seamless customer experiences, flexible delivery options, competitive prices, and trust throughout the buying journey.

Cross-border



Rudolf, age 81
Stockholm, **Sweden**
Shops online on a monthly basis



Kai, age 81
Karlslunde, **Denmark**
Shops online 1-2 times a week



Pekka, age 64
Helsinki, **Finland**
Shops online on a monthly basis

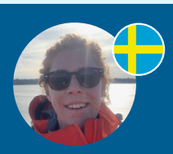


Tone, age 50
Asker, **Norway**
Shops online about twice a month

How often do you shop from abroad?	I shop online 3-4 times per month.	I shop online from abroad once a month.	A few times a year.	I shop from abroad about 4-6 times a year.
From which markets?	I usually shop from China (Temu) and Amazon.	I mainly shop from Germany when buying products from abroad.	I only shop from countries within the EU. Over the past couple of years, I have purchased items from Germany, France, Italy, and Slovakia, among others.	I mostly shop from Sweden, Denmark and China.
What do you usually buy when you shop from abroad?	When shopping online I buy supplements, clothes, and golf equipment.	I usually buy electronics, clothes, and shoes when shopping from abroad.	I build musical instruments as a hobby, so I buy instrument parts and supplies.	I typically buy makeup, home décor items, clothing, cleaning products, and smaller electronics.
What is the main reason you shop from abroad?	They have a broad supply of products to choose from and they have good prices.	The main reason is the broader assortment, as I can often find a wider range of products than in Denmark.	It is important for me to find the exact part I need. These parts are available from only a limited number of suppliers, and I can often find the best options, especially used parts, from sellers abroad.	I often find products that are not available in Norway, and in some cases, better prices or more options. Sometimes I am also influenced by recommendations or trends I come across online.

> **"The most important factors in the checkout are product availability, delivery time, convenient delivery options, and price."**
> Denis, Norway

Checkout



Emma, age 51
Stockholm, **Sweden**
Shops online 1-2 times a week



Stephanie, age 34
Copenhagen, **Denmark**
Shops online twice a week



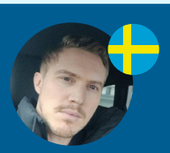
Elina, age 45
Helsinki, **Finland**
Shops online on a weekly basis



Denis, age 40
Røyken, **Norway**
Shops online on a weekly basis and prefers online shopping

How often do you shop from abroad?	I shop about once a year.	I buy from abroad up to five times a year.	I would estimate that about half of my online purchases are from international retailers.	Often. Some products are delivered through international suppliers, warehouses, or locations that have a presence in Norway.
What is your preferred delivery method and why?	I prefer delivery to a nearby parcel locker, so I can pick up the package whenever it suits me, regardless of the day or time.	I prefer to receive parcles by post, so home delivery, but I do not have a strong preference for a specific carrier.	I prefer parcel lockers. They are a convenient and hassle-free way to collect online purchases. There is no need to wait in line, and I can pick up my orders whenever it suits my schedule.	Pick-up at a service point, as it offers much more flexibility when it comes to collection times. Parcel lockers located outside stores are also a preferred option.
What do you usually buy when you shop online?	I usually buy groceries, products from pharmacy and clothes.	I usually buy clothes and toys when shopping online.	I buy clothing, cosmetics, and household items, ranging from home décor products to furniture.	Pretty much everything, both small and large purchases. Groceries, clothing, electronics, and more.
What is the most important factor in the checkout for you?	That it's simple and safe, with as few fields to fill in as possible. Ideally, I prefer not to enter my card number, and that there are options, such as Klarna.	That I can pay with MobilePay. Quick and seamless checkout is important to me.	Price is, of course, an important factor, as well as a smooth and convenient pickup process. I generally prefer pickup points that are closest to my home.	The most important factors are product availability, delivery time, convenient delivery options, and price.

AI



Hannes, age 44
Lerum, **Sweden**
Shops online 1-3 times a month



Isabella, age 31
Copenhagen, **Denmark**
Shops online 2-3 times a month



Roope, age 25
Nokia, **Finland**
Shops online on a monthly basis



Jon, age 34
Drammen, **Norway**
Shops online 1-3 times per month and prefers online shopping

How do you use AI in the purchase Journey?	I compare specifications of products, etc. I do not ask for prices and where to buy it because that data is seldom correct.	I have begun to use an AI personal shopper. For special events, I describe in Claude what kind of event it is to get inspiration for clothes to wear at the event. I have coded the personal shopper to assist me in finding clothes that fit my style. I sometimes also use celebrities whose style I like. I prompt the shopper to find clothes of a similar style to what they wear.	I ask some model for example chatGPT to look for historic data on prices and to find the product on other websites.	I mainly use it to compare products and gather information about things I am unsure of. Especially when it comes to technology, more expensive products, and whether there are better alternatives available.
Which tools do you use when you research to buy?	I primarily use Claude for research and product comparisons.	Claude is my favorite	Either the AI that is built in to the search engine or ChatGPT.	I use ChatGPT, DeepSeek, Grok, Google, YouTube, and Prisjakt. I often start with AI to get an overview and then check reviews, prices, and other people's experiences. I do not blindly trust AI, so I like to verify the information myself.
What do you usually buy when you shop online?	I usually buy electronics, tools, and products for home improvement projects. With an ongoing kitchen and living room renovation, a lot of my online purchases are tools, materials, lighting, and interior details.	I primarily buy clothes and beauty as well as books.	I usually buy clothes or electronics.	A wide variety of things, but mostly electronics, computer equipment, software, and clothing. Since I work with architecture and 3D modeling, I am also very interested in technology and equipment that can make my work more efficient. In general, I prefer products with high quality and smart features.
What is the main reason you use AI in the purchase journey?	Mostly to save time to compare products, sometimes from the same brand but sometime a similar product from two or the different brands.	It is a more fun way to shop and I get better results as to what I seek. I can also sort of challenge my personal shopper by e.g. requiring that the clothes it finds are of a certain material or by presenting it with a piece of clothing that I have and request it to find something that goes well with it. It is also coded to recall my general taste in clothing. I like the way it gives product descriptions. The info it provides is more useful than standard product descriptions.	It saves me time.	The most important reason for me is to make good decisions and avoid making the wrong purchase. AI makes it easier to compare alternatives and identify differences that I might not have discovered on my own. I also like being able to discuss options and work my way toward a decision, almost as if I have a personal advisor available whenever I need one. Even though I know AI still has its limitations, I find the development incredibly exciting. There is still a long way to go, but the potential is enormous.

Circular e-commerce



Cornelia, age 20
Gothenburg, **Sweden**
Shops online on a monthly basis



Susan, age 39
Copenhagen, **Denmark**
Shops online on a monthly basis



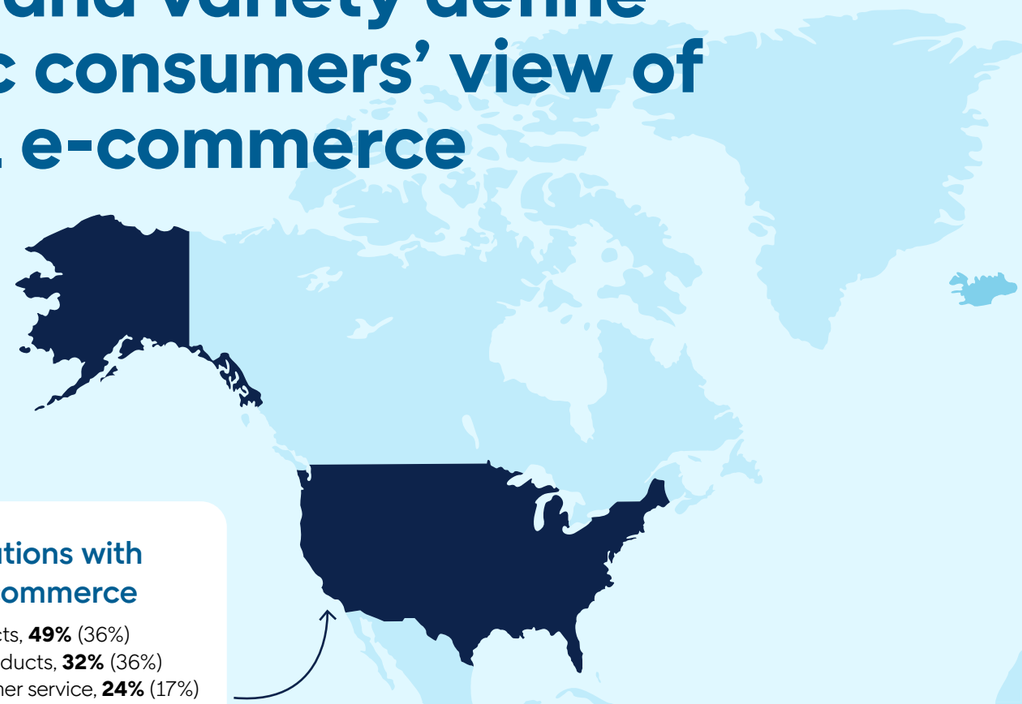
Sini, age 35
Tampere, **Finland**
Shops online on a monthly basis



Pernille, age 24
Oslo, **Norway**
Shops online on a weekly basis and prefers online shopping

How often do you shop second hand	I shop second hand both in physical stores and online. Online, I buy second-hand items at least once every quarter, although sometimes more often if I am looking for something specific.	Relatively often.	I mostly buy second hand items. When I need something I usually check second hand options first so I usually shop second hand once a month or less.	I buy second-hand goods quite often and almost always check Finn.no and Tise before buying something new. I like to see if I can find what I am looking for at a lower price. If I find the item I want in good condition, I often prefer buying it second-hand rather than paying full price for a new one.
From which marketplaces or company	When shopping second hand online, I usually use Vinted. I like the platform because it is easy to search for specific products and narrow down the results using filters such as color, size, brand, condition, and price.	I like to shop in physical shops and I very rarely buy clothes online, but when I do it's from Dilling. I don't buy second hand online, as I don't have the patience to send it back if it doesn't fit.	I mostly buy from Tori and Vinted.	I mainly use Tise and Finn.no. I find both platforms great for finding clothing, shoes, handbags, and other products at lower prices than in regular stores.
What do you usually buy when you shop second hand?	I mainly look for higher-quality clothing and accessories, such as jackets, handbags, and shoes. These are often items that can be quite expensive when bought new, so buying them second hand allows me to access better brands and quality for a lower price.	All sorts of stuff, but probably mainly good quality clothes made of wool, denim, cotton, etc. I try to avoid polyester and other plastic-based textile.	I buy for example clothes for myself and my child, furniture and home decor.	I mainly buy designer clothing, handbags, and shoes second-hand. I like purchasing premium brands, but since these products are often quite expensive when bought new, I think it makes sense to look for them second-hand first. It is often possible to find items in excellent condition at a much lower price. I also like that I can buy high-quality products without paying as much as I would for brand-new item.
What is the main reason you shop second hand?	The main reason is that second-hand products are usually much more affordable than buying new. I also enjoy finding more original and unique pieces that are not commonly available in stores.	The main reason is for environmental reasons, but also because it's getting increasingly hard to find good quality (plastic free) clothes in shops these days.	The main reasons I buy second hand are the lower prices and the environmental impact. I also really like vintage furniture, so that's another reason I like buying second hand.	I can buy expensive designer brands at a much more affordable price. I do not see the value in paying full price for a new item if I can find the same product second-hand in good condition. Many second-hand items are just as functional as new ones, and clothing, shoes, and handbags often have plenty of life left in them. In addition, I appreciate that second-hand shopping promotes reuse and is a more environmentally friendly alternative to always buying new products.

Value and variety define Nordic consumers' view of global e-commerce



Top 3 associations with American e-commerce

1. Affordable products, **49%** (36%)
2. Wide range of products, **32%** (36%)
3. Responsive customer service, **24%** (17%)

Top 3 associations with German e-commerce

1. Affordable products, **57%** (60%)
2. Wide range of products, **27%** (34%)
3. Relevant delivery options, **20%** (17%)

Top 3 associations with European* e-commerce

1. Affordable products, **48%** (51%)
2. Wide range of products, **27%** (27%)
3. Relevant delivery options, **17%** (12%)

Top 3 associations with Chinese e-commerce

1. Affordable products, **68%** (81%)
2. Wide range of products, **37%** (36%)
3. Convenient payment options, **18%** (16%)

Based on the Nordic consumers' latest e-commerce purchase from abroad, excluding the Nordics
Some response options have been revised
*Europe excluding Germany and the Nordic countries

Practical value unites Nordic cross-border shopping, while markets reduce friction in different ways

Cross-border e-commerce is well established across the Nordics but mainly complements domestic shopping. Around 77 percent have shopped from a foreign online store during the past year. Most consumers do so monthly or quarterly, while only around eight percent shop internationally every week. Foreign retailers therefore appear to be used selectively when they offer a clear advantage over domestic ones.

Nordic consumers primarily turn abroad for value and access. Affordable products are the strongest association with the country of latest purchase among Nordic consumers. However, factors for why consumers choose to shop from abroad is more balanced between a wider selection of products, lower prices, and products not being available domestically. The perception of cross-border e-commerce therefore seems to be affordability, while in practice it is used just as much to access a wider variety of products and assortments.

Within the shared Nordic perspective, markets stand out through different secondary strengths. Europe and Germany are associated with delivery, China with convenient payments and the US with customer service. China retains the clearest price and selection proposition, although its association with affordability has weakened sharply since last year. One possible explanation is that the new import charges and the surrounding media debate have made consumers more conscious of the final cost. China still leads on affordability, but consumers may increasingly weigh the savings against the overall purchase experience if retailers and logistics companies pass costs on to shoppers.

The US shows a notable shift, increasingly combining value with service. Its broadly stable position in cross-border purchasing also suggests that consumers may separate political uncertainty from individual buying decisions. A product they want, at an attractive price and from a retailer they trust, can remain appealing despite the wider debate.

Germany and the rest of Europe retain a more logistics-oriented profile. Germany combines a strong affordability association with relevant delivery options, although its association with a wide product range has weakened. One interpretation is that broad assortments across competing markets make selection less distinctive. Germany's automotive links may help explain why availability and reliable delivery remain important: consumers buying spare parts need the right component at a competitive price, delivered when required. As electrification and stronger Chinese competition reshape the automotive industry, specialist knowledge and dependable service could help German retailers maintain their relevance.

Most consumers report no problems when shopping from abroad. Among those who have not shopped internationally in the last year, lack of need and a preference for domestic retailers are more common reasons than concerns about payments or product quality. Growth may therefore be constrained more by relevance and domestic preference than by widespread distrust.

Overall, Nordic consumers view global e-commerce as pragmatic rather then aspirational. Price selection and convenience dominate, while sustainability, innovation, trends and attractive brands remain considerably weaker associations. Markets therefore differentiate not only by what they sell, but by how they make an international purchase feel worthwhile.

Wider selection draws Nordic shoppers across borders

Nordic consumers are increasingly shopping online from other Nordic countries. In 2026, 1 out of 4 made their latest cross-border online purchase within the region, up from 1 out of 5 in 2025. While price remains important, access to wider assortments, products unavailable at home and unique items are becoming stronger reasons to shop across the region. The shift suggests that Nordic retailers are increasingly attracting cross-border shoppers through what they offer rather than through price alone, with service and delivery adding to their appeal.

Sweden continues to be the main market for cross-border online shopping in the Nordics. A wider selection and promotional offers have become more important reasons to shop from Sweden, while lower prices have declined in importance. This suggests that Sweden's appeal is becoming less dependent on price alone. Sweden's mature e-commerce market and broad retail offering may help explain its strong position, giving Nordic consumers access to both international trends and attractive deals.

Denmark remains the second most popular country for Nordic consumers to shop from. Clothes and footwear remain the leading category, reflecting the country's established position in Nordic fashion. Access to products unavailable at home and wider assortments are becoming stronger reasons to shop from Denmark, while lower prices have become less important as a direct driver. At the same time, Danish e-commerce is increasingly associated with affordability and personalized service, suggesting that its appeal combines product selection with value and service.

Norway remains the third most popular Nordic market for cross-border shopping. Clothes and footwear remain the leading category, although home electronics and beauty have gained ground. A wider selection is now the main reason for shopping from Norway, alongside finding specific and unique products. Norway's strong association with customer service may reflect a greater need for advice on products, delivery and returns when buying items that are difficult to find in the home market. Together, assortment and service may give Norwegian retailers an advantage beyond price.

Finland remains the least selected Nordic destination for cross-border e-commerce, but its appeal is rooted in distinctive products. Books and media, along with furniture and home interiors, stand out compared with other Nordic markets this year. The country's established design heritage may help explain the growing role of home interiors. Shoppers are primarily drawn by products unavailable at home or specific offers, while associations with broad assortments and convenient delivery options are strengthening. This suggests that Finnish retailers' appeal lies in a distinctive assortment and convenient delivery.

Taken together, the country profiles show that cross-border appeal takes different forms across the Nordics, from broad selection and offers to distinctive products and service.



How Nordic consumers view e-commerce in the neighboring countries

Sweden

- **16%** (14%) of the Nordic consumers made their latest e-commerce purchase from abroad from Sweden.
- **What the Nordic consumers shop online from Sweden:**
  - Clothes and footwear, **42%** (42%)
  - Health and beauty, **14%** (13%)
  - Home electronics, **11%** (10%)
- **Why the Nordic consumers shop from Sweden instead of their own country:**
  - Wider selection, **39%** (27%)
  - Lower prices, **34%** (45%)
  - I received an offer to buy the product, **32%** (21%)
- **What the Nordic consumers associate with Swedish e-commerce:**
  - Affordable products, **55%** (54%)
  - Wide range of products, **24%** (28%)
  - Relevant delivery options, **19%** (22%)

Denmark

- **6%** (5%) of the Nordic consumers made their latest e-commerce purchase from abroad from Denmark.
- **What the Nordic consumers shop online from Denmark:**
  - Clothes and footwear, **33%** (28%)
  - Home electronics, **18%** (18%)
  - Health and beauty, **11%** (11%)
- **Why the Nordic consumers shop from Denmark instead of their own country:**
  - The products were not available in my country, **39%** (27%)
  - Wider selection, **37%** (23%)
  - Lower prices, **35%** (44%)
- **What the Nordic consumers associate with Danish e-commerce:**
  - Affordable products, **54%** (47%)
  - Wide range of products, **24%** (26%)
  - Personalized customer service, **18%** (11%)

Finland

- **1%** (1%) of the Nordic consumers made their latest e-commerce purchase from abroad from Finland.
- **What the Nordic consumers shop online from Finland:**
  - Clothes and footwear, **30%** (20%)
  - Books and media, **16%** (7%)
  - Furniture and home interiors, **13%** (7%)
- **Why the Nordic consumers shop from Finland instead of their own country:**
  - The products were not available in my country, **32%** (33%)
  - I received an offer to buy the product, **32%** (27%)
  - Easier to find exactly what I wanted, **27%** (n/a*)
- **What the Nordic consumers associate with Finnish e-commerce:**
  - Wide range of products, **29%** (11%)
  - Affordable products, **27%** (34%)
  - Relevant delivery options, **25%** (20%)

Norway

- **2%** (2%) of the Nordic consumers made their latest e-commerce purchase from abroad from Norway.
- **What the Nordic consumers shop online from Norway:**
  - Clothes and footwear, **19%** (38%)
  - Home electronics, **18%** (15%)
  - Health and beauty, **17%** (10%)
- **Why the Nordic consumers shop from Norway instead of their own country:**
  - Wider selection, **38%** (18%)
  - Easier to find exactly what I wanted, **23%** (n/a*)
  - The product or brand felt unique, **22%** (n/a*)
- **What the Nordic consumers associate with Norwegian e-commerce:**
  - Personalized customer service, **33%** (18%)
  - Available customer service, **27%** (21%)
  - Affordable products, **27%** (41%)

*Comparable numbers are missing due to rephrasing of question

AI usage across the Nordic shopping journey



Have used AI when shopping physical products in the past three months.

AI is already widely used in online shopping across the Nordics. Younger consumers are leading the way in its adoption. Nearly 8 out of 10 consumers aged 18–29 have used AI during the shopping journey.

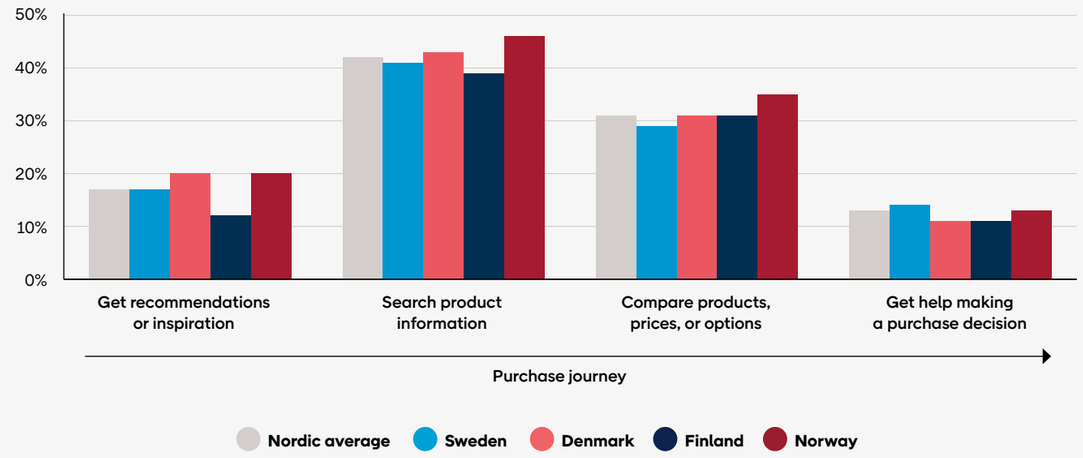
Norway leads the Nordics in AI adoption across generations. While usage among 18–29-year-olds is close to the Nordic average, every age group over 30 is more likely to use AI when shopping. Norway also stands out for its broader use of AI across the shopping journey, suggesting that AI is becoming part of shopping habits beyond the youngest, most tech-savvy consumers.

Finnish consumers report somewhat lower AI usage when shopping, particularly among those aged 30–49, compared to the other Nordic countries. Finns are also less likely to turn to AI during the entire purchase journey, especially when seeking inspiration and recommendations.

AI is helping Nordic consumers explore their options rather than making the final choice. Searching for product information and comparing products and prices are the most common uses, while making purchase decisions remains the least common. This contrast is particularly clear in Denmark, where consumers are more active than the Nordic average in the early stages of shopping, but the least likely to use AI when making their final choice. The Nordic consumers appear to value AI for weighing their options while preferring to decide for themselves what meets their needs and is worth the cost.

AI's role in shopping is evolving quickly. When it comes to product research and comparison it may increasingly influence which products and retailers enter consumers' consideration, even when the final purchase decision remains their own.

Most common uses of AI when buying physical products



Future potential for AI along the Nordic purchase journey

Nordic consumers see the greatest potential for AI in product research and comparison, areas where they already use it the most. Interest is considerably lower when it comes to checkout and payment, where consumers may be less willing to hand over control of final decisions and financial information. For now, AI appears more valuable as a tool for exploring options than for completing purchases.

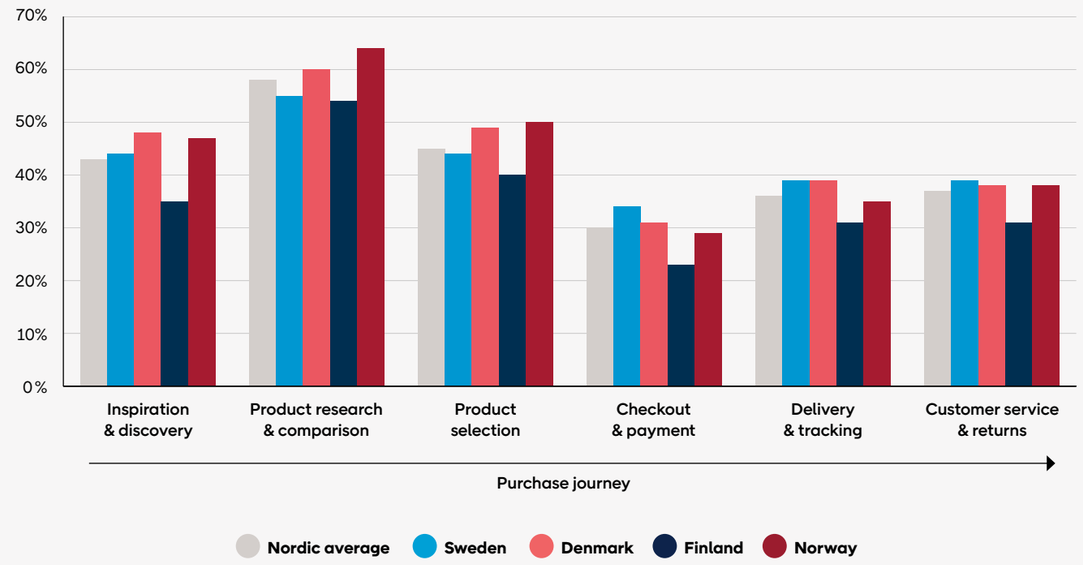
Expectations vary by country. Danish consumers see greater potential in inspiration and product discovery, while Swedish consumers are more positive than their Nordic neighbors regarding delivery and tracking, customer service and returns. One explanation might be that consumers see the greatest value in AI in the parts of the shopping journey they find most demanding, whether this is discovering relevant products or managing deliveries and returns.

Experience also appears to shape the expectations. Consumers who already use AI when shopping are more likely to believe it will add value in the future. The same pattern appears across countries and age groups. Norwegian and younger consumers combine higher usage and greater perceived value, while Finnish consumers use AI less and remain more cautious. As AI becomes more familiar, consumers may become better able to recognize where it can support their shopping journey.

AI users also tend to be more engaged with online shopping and promotions. Among consumers who have used AI during the shopping journey, 56 percent say time-limited offers make them more likely to buy compared with 39 percent of non-users. Similarly, 55 percent plan purchases around major sales events such as Black Friday compared with 37 percent of non-users. This suggests that enthusiasm for AI may partly reflect a broader interest in actively searching for products, comparing alternatives and finding attractive deals.

Shoppers are already turning to AI to research products and compare offers before deciding what to buy. Clear and up-to-date information on products and prices can help retailers remain among the options those shoppers consider.

Where AI could add most value along the online purchase journey*



*Share agreeing that AI adds value (4 and 5 on a five-point scale)

Planning, price and inspiration shape Nordic online shopping

Nordic consumers approach online shopping with a clear purpose, but planning takes different forms. Purchases are often driven by a specific need, particularly among older consumers. Among those aged 65–79, 72 percent plan their purchases in advance, compared with 53 percent among the 18–29-year-olds. Younger shoppers, however, are more likely to plan purchases around major sales events, suggesting that planning can be driven by both specific needs and opportunities to find a good deal.

Price comparison is an established part of Nordic shopping habits. 7 out of 10 Nordic consumers regularly compare prices across online stores, while almost half subscribe to newsletters for discounts and offers. Both behaviors are particularly common in Norway, suggesting a stronger focus on finding attractive prices. Sweden presents a different pattern, with relatively high levels of purchase planning but less emphasis on comparing prices and waiting for promotions. Planning therefore does not necessarily mean searching for the lowest price.

Promotions influence when consumers buy, not necessarily what they buy. More than half of Nordic consumers often wait for a sale, while almost as many plan purchases around major shopping events such as Black Friday. Shoppers may decide what to buy first and wait for a better price, potentially reflecting the maturity of Nordic e-commerce and familiarity with the annual sales cycle. Denmark illustrates a different pattern, where waiting for offers is common despite lower levels of general purchase planning. Promotions may therefore influence purchase timing even among consumers who are less inclined to plan ahead.

The appeal of a good deal coexists with a desire to control spending. Half of Nordic consumers are more likely to buy when an offer is about to expire, yet 64 percent sometimes refrain from shopping online to limit their spending. Interest in offers and spending restraints may both have strengthened under times of financial pressure, pointing to more deliberate shopping habits that could persist even as the economy improves.

Inspiration still plays a role in an otherwise planned shopping journey. Social media sometimes inspires 46 percent of Nordic consumers to shop online, while 37 percent sometimes regret unplanned purchases. This highlights the balance between discovery and impulse, which suggests that retailers should help consumers discover relevant products and make considered choices.

A smooth delivery experience completes the purchase journey. Nearly 3 out of 4 Nordic consumers expect fast and convenient deliveries, rising to 79 percent in Finland. The country's extensive parcel locker network may help explain this, as convenient pickup is familiar to the consumers. Since purchases are often driven by a specific need, relevant products, attractive offers and smooth deliveries can all help retailers turn interest into a purchase.



Did you know...

...that 55% of Nordic consumers often wait until an item is on sale or part of a promotion before buying?

Consumers' attitudes toward promotions*

	Nordics	Sweden	Denmark	Finland	Norway
I often plan my online purchases in advance	65%	**67%**	61%	**67%**	61%
My online purchases are usually driven by a specific need	74%	72%	72%	**79%**	73%
I often wait to buy online until the item is on sale or part of a promotion	55%	51%	58%	53%	**62%**
I am more likely to buy when an offer feels time-limited	50%	49%	48%	49%	**54%**
I plan some online purchases around major sales events, such as Black Friday or Christmas sales	48%	46%	**50%**	48%	48%
I sometimes refrain from shopping online to keep my expenses down	64%	60%	60%	**69%**	**69%**
Social media sometimes inspires me to shop online	46%	45%	47%	46%	**49%**
I deliberately subscribe to newsletters to receive discount offers	48%	47%	44%	**51%**	**51%**
I often compare prices across several online stores before making a purchase	70%	66%	71%	69%	**75%**
I have high expectations for a fast and smooth delivery when shopping online	73%	72%	72%	**79%**	72%
I sometimes regret online purchases I had not planned	37%	38%	36%	34%	**39%**

*During the last 3 months, share agreeing that the statement describes their shopping behavior (4 and 5 on a five-point scale).
The countries with the highest percentage per question is highlighted in bold text

Savings and convenience drive second-hand shopping

Second-hand shopping is well established across the Nordics, with almost 2 out of 3 consumers having bought or sold second-hand products during the past three months. Buying second-hand products from another private individual is much more common than buying them from retailers. 31 percent of Nordic consumers have bought second-hand from another private individual, while 11 percent have bought from a retailer. Selling follows the same pattern, with consumers more often selling to other individuals than through retailers. This shows that consumers themselves remain at the center of the market and that traditional retailers still play a small role in second-hand trade, despite its popularity.

Almost 1 out of 4 Nordic consumers say they are buying more second-hand this year than they did last year. Saving money is the most common reason, but consumers also point to a better user experience, greater safety and that it is easier finding what they want. For some, shopping has become more enjoyable. Especially women say that they have bought more second-hand because the experience is more fun than before. Together, these reasons suggest that price matters the most, but that the experience is also becoming part of the appeal.

13%
of women buy more second-hand because it has become more fun*

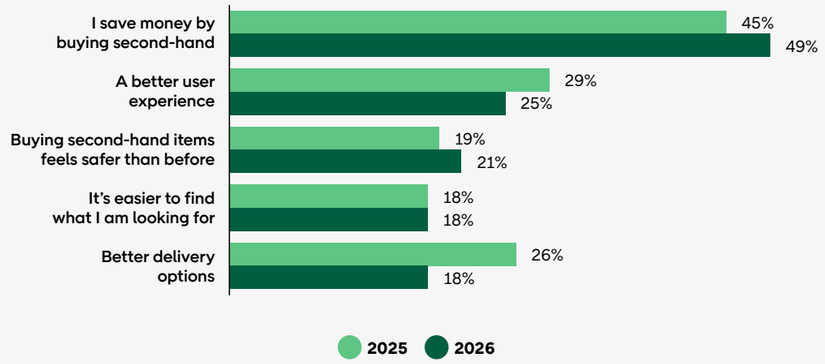
23%
have bought more second-hand this year compared to last year*

9%
buy more second-hand because it's trendier and more socially accepted*

Changing perceptions also help explain why consumers are buying more second-hand. Around 1 out of 10 Nordic consumers say they buy more because it has become trendier and more socially accepted. Social media also plays a role, particularly in Norway, where younger consumers are more likely to be inspired by second-hand content. This suggests that second-hand is increasingly becoming a source of inspiration and personal style, rather than simply a way to save money.

Overall affordability remains the main reason consumers shop second-hand, while an easier and safer experience gives consumers a reason to return. Social acceptance may also encourage more people to try it. If these trends continue, second-hand shopping could become even more popular across the Nordics.

Top reasons Nordic consumers are buying more second-hand**



*Base: Nordic average
**Base: Nordic average, have bought more second-hand during the last year

Future growth depends on making selling worth the effort

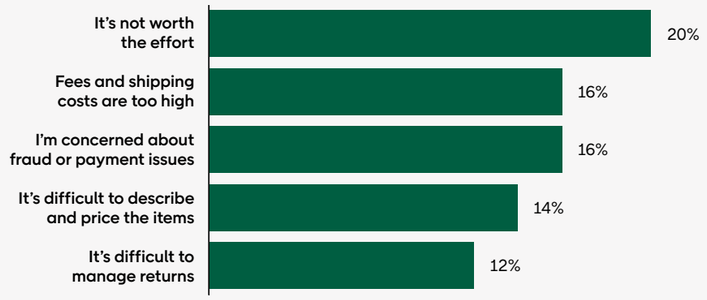
Buying second-hand is more common than selling, leaving an opportunity to bring more products back into circulation. On average, 3 out of 4 Nordic consumers experience barriers to selling clothes, shoes and accessories second-hand, indicating that the resale journey remains significantly more demanding than the buying journey.

For many consumers, selling simply is not worth the effort. Selling second-hand often comes down to a trade-off between financial return and convenience. Selling directly to another private individual often allows the consumer to keep more of the sale price, but also requires more effort such as pricing, describing the product, communicating with buyers and arranging shipping. Using a second-hand service reduces the work involved, but often at the cost of a lower return.

The barriers to selling differ across generations. Consumers aged 18–29 more often point to the practical challenges such as describing and pricing products or managing returns. They also cite previous negative experiences more often. This may reflect their greater use of self-service platforms and higher level of selling activity, making them more likely to encounter these barriers. Consumers aged 65–79 are more likely to see fraud, payment issues and difficulties with shipping or handovers as barriers to selling second-hand. These challenges are more related to feeling secure and comfortable with the transaction and less about the listing process. Older consumers are also more likely to donate or keep the products compared to younger consumers. One possible explanation is that younger sellers may sell second-hand to earn extra income, while older consumers may not consider it worthwhile to sell worn or low-value items.

Increasing the supply of second-hand products will take more than one solution. Across age groups, making selling feel worthwhile will be essential to bringing more products back into circulation. Future growth will depend on addressing these different needs and making selling feel simple, safe and worthwhile.

Top barriers to selling clothing, shoes & accessories second-hand*



*Base: Nordic average

PostNord – moving the Nordics forward

We are moving the Nordics forward From A to B, from need to solution, and from present to future. We do this through our Nordic network, which gives us a unique ability to manage parcel and logistics flows from, to and within the Nordic region. We are leading the future of our industry to empower customers, employees, partners and communities to achieve more than they could alone.

As one of the Nordic region's leading logistics companies, we are driving the transition to a fossil-free future. We are converting our own vehicle fleet, supporting our transport partners in doing the same, and phasing out fossil energy in our facilities. Guided by our climate targets, we aim for fossil-free road transportation and operations by 2030 and net-zero emissions by 2040.

We also work to ensure safe and inclusive workplaces and promote good working conditions in our supply chain. Our agenda for sustainable logistics leads the way.

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