

Nordic online shoppers more demanding as e-sales expand

Written by Staff reporter

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E-commerce continues to grow in the Nordic countries, according to new data.

Consumers in the Nordic region made online purchases for 4.29 billion euros during the second quarter of this year, Ecommerce News said. This is an increase of 23 percent compared to the same period last year. Domestic commerce in each respective country grew even harder, by 29 percent.

“Nordic consumers are buying more and more online, at the same time as setting high requirements. It is clear to us that listening to their requests is the key to having successful e-commerce offerings”, says Håkan Ericsson, president and CEO of PostNord who made the report “Ecommerce in the Nordics”.

“Nordic ecommerce is continuing to expand substantially, and consumers are becoming increasingly mature and open to ecommerce. This means that they’re demanding more and more from the purchasing experience”, says Annemarie Gardshol, head of ecommerce at PostNord.

“Consumer driven logistics becomes more and more important, for example Nordic residents think that it’s almost as important to receive clear information on how and when an item will be delivered as it is to receive clear information on the actual product.”