



A focus on Sweden

We've surveyed 12,000 shoppers across 24 countries to give you insight into what shoppers want from online retailers in 2024.

To help you understand how consumers in different countries shop online, we've created a series of Country Reports.

In this report, we uncover what's important to online shoppers in Sweden. We explore what (and how) they buy online, their delivery and returns preferences and where they are buying from.

Whether you already sell to Sweden or are considering doing so, these insights can help you expand into this market.

Key

- ↑ = Higher than global average
- = Same as global average
- ↓ = Lower than global average

🔍 2024 Online Shopper Trends



To find out more about the data used in this report, [click here](#)



What does Sweden buy online?

37% of Swedish people buy something online at least once a week. They regularly search for their next purchase – 82% browse online weekly or more often. But what do they tend to buy?

63% →



Clothing and footwear

31% ↓



Consumer electronics

31% ↑



Cosmetics

16% of Swedish shoppers have an online shopping subscription. Food and beauty product subscriptions are the most popular in this market.

! 42% will abandon their baskets if delivery is too expensive.

Did you know?



47% ↓

of Swedish people use social media for shopping inspiration.



39% ↓

have made a purchase on social media before.



88% ↓

buy from online marketplaces.

Which marketplaces are most popular in Sweden?

54%

Ikea

49%

Pricerunner

48%

Eligiganten

Spending habits of Swedish shoppers

35% ↑

prefer to pay using Buy Now, Pay Later. This is higher than the global average of 9%.

41% ↓

always use a smartphone to shop online and 30% always use a laptop or desktop.

88%

spend 2400kr or less online each month.

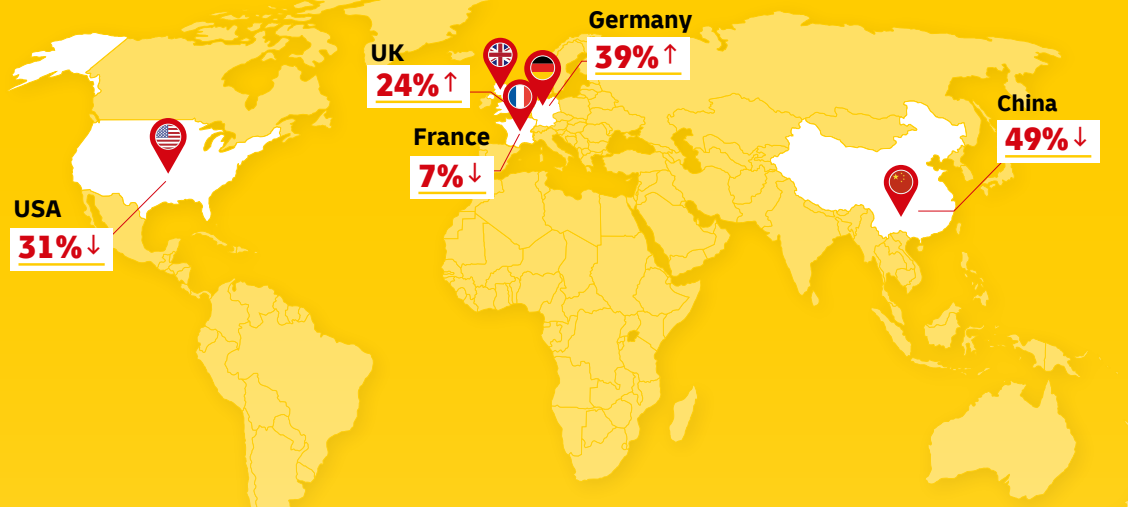




Selling to Sweden

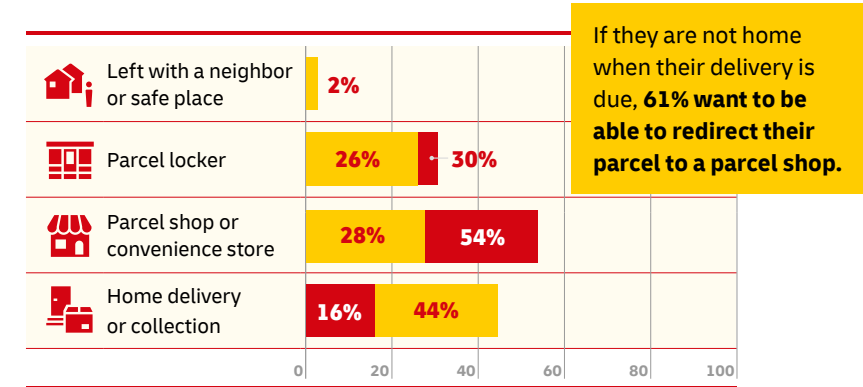
65% of Swedish people buy from abroad, higher than the global average of 55%. Of these shoppers, 57% make a purchase at least once a month. But where do they buy from (and why)?

Which countries do Swedish shoppers buy from?



How do Swedish shoppers prefer to receive and return their orders?

42% of Swedish consumers frequently abandon their baskets if their preferred delivery option isn't available, so it's important to understand what matters most to these shoppers to secure sales.



75% ↑ say free delivery would improve their online shopping experience.

■ Delivery
■ Returns

61% ↑

buy from abroad to get lower prices.

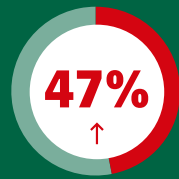
53% ↑

don't buy from abroad due to fear of fraud.

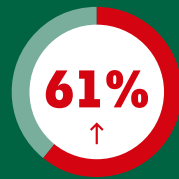
How important is sustainability to shoppers?



say sustainability is important to them when shopping online.



would never choose to pay more for a more sustainable delivery.



would accept a longer delivery time to make their delivery more sustainable.

Discover more insights about what shoppers want from online retailers in our **2024 Online Shopper Trends Reports and Country Reports.**

