

# Clicks, carts & conversions in Sweden

## What today's online shoppers really want (and how to deliver)

Whether you already sell to this market or you want to expand across borders, these insights can help you meet local expectations, engage shoppers and grow your sales.

[Explore the full series of country reports and the Global E-Commerce Trends Report here.](#)

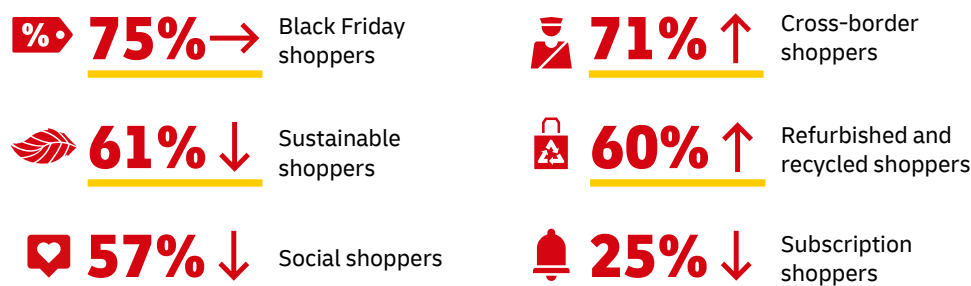
### Key

↑ = Higher than global average

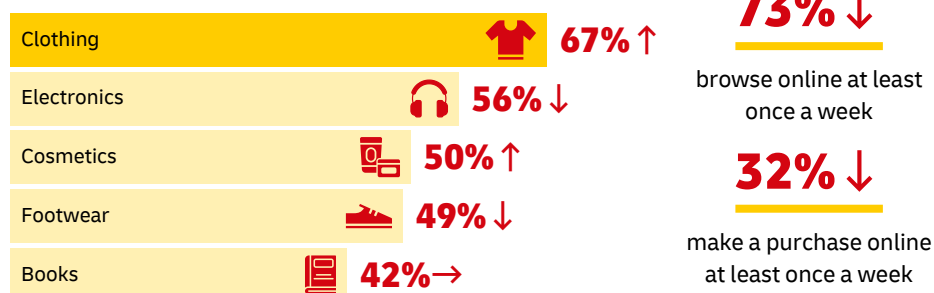
→ = Same as global average

↓ = Lower than global average

## Unpacking the dynamic Swedish market



## What do they buy?

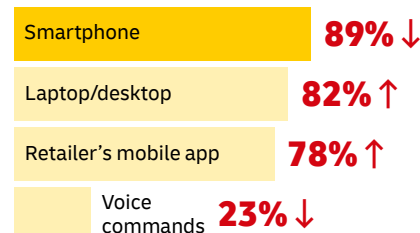


## 94% ↓ buy from marketplaces

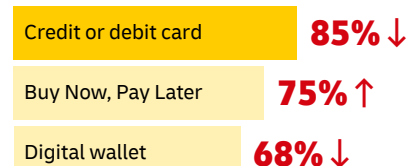
Which ones do they buy from the most?



## What device do they use?

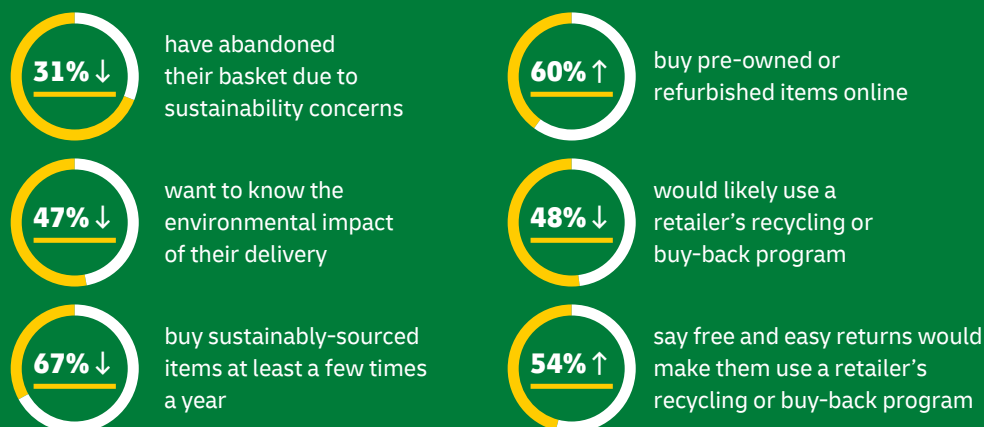


## How do they pay?



## The shift to more sustainable choices

1 in 2 Swedish shoppers say sustainability will become more important to them in the next five years.



## Social shopping

57% of Swedish shoppers have made a purchase on social media, and 57% say it could become their top shopping destination by 2030.

**62% ↓**

say trends or viral products influence their buying decisions

**46% ↓**

are interested or somewhat interested in live-streamed shopping events

**56% ↓**

say offers or discounts on social media influence their buying decisions

## What are their delivery and returns expectations?

87% ↑ of Swedish shoppers will abandon their basket if not offered their preferred delivery options, and 80% ↑ if not offered their preferred returns options.

### Delivery preferences

Parcel shop **38% ↑**

Home delivery **32% ↓**

Parcel locker **26% ↑**

### If they're not home to receive their parcel, they prefer to:

Redirect to a parcel shop **36% ↑**

Redirect to a parcel locker **26% ↑**

Change the delivery day **23% ↓**

### Returns preferences

Parcel shop **77% ↑**

Parcel locker **16% ↓**

Home collection **7% ↓**

### What are their return label preferences?

Label included in their parcel **66% ↑**

Scan a QR code at drop off **22% ↓**

Print-at-home label **12% ↓**

**66% ↑**

have returned an item to an online retailer

**91% ↓**

return up to 30% of their purchases

**39% ↑ track and redirect their deliveries using the delivery provider's app.**  
**27% ↓ use the delivery providers' website.**

### Who buys from Sweden?



**China**

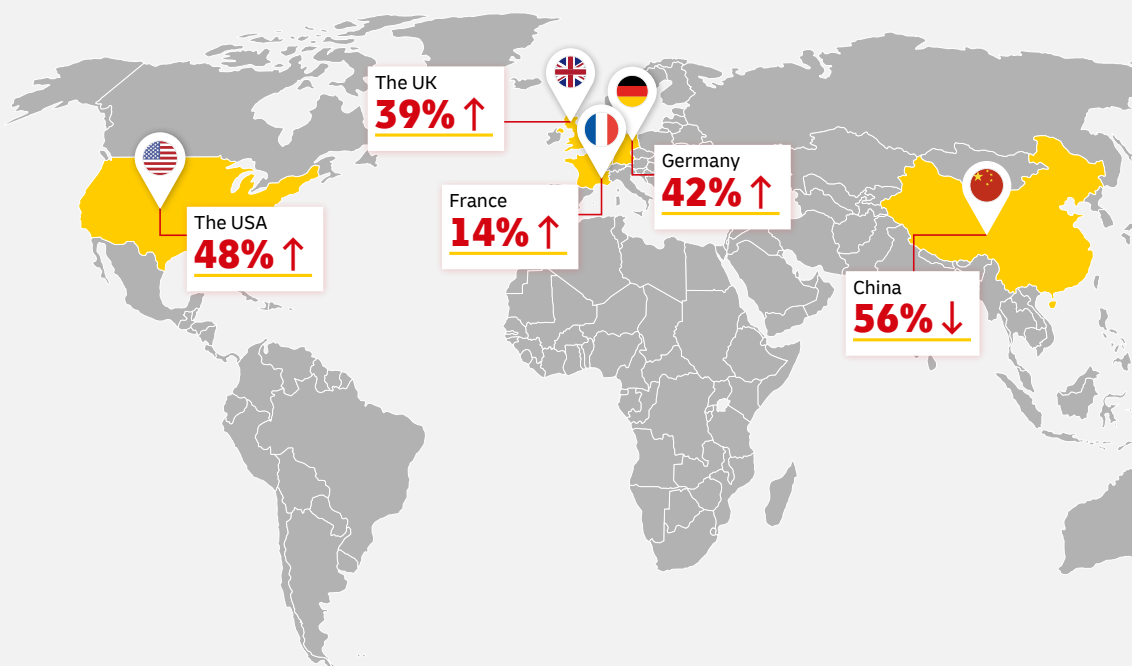


**Poland**



**Germany**

## Where does Sweden buy from?



**60% ↑**

buy from other countries to get lower prices

**44% ↑**

don't buy from other countries because of customs charges

**44% ↓**

say prices in their local currency would encourage them to buy cross-border

## What does it take to win over Swedish shoppers?

**56% ↓**

say high delivery costs frustrate them

**74% ↑**

say free delivery would improve their online shopping experience

**4 in 5**

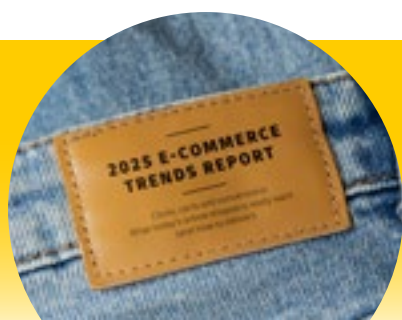
won't buy from an online retailer if they don't trust the delivery or returns provider

**35% →**

have abandoned their basket because their preferred payment method wasn't available

**45% ↓**

mainly buy from online retailers that offer free returns



**Unpack even more global insights...**