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Ecommerce Consumer Habits Review - Norway

H1 2023 - January to June



Norwegian Ecommerce Landscape: Insights into half year

Welcome to the Half-Year Ecommerce Consumer Habits Review for Norway, a concise exploration of the evolving Norwegian ecommerce landscape.

In this report, we will present key highlights, changes in monthly habits across physical goods, services, and travel sectors, and the robust research methodology that underpins our findings.

1. The Research: Methodology

To ensure transparency and reliability, we'll detail the methodologies used in data collection and analysis.

2. Highlights: Growth and Spending Comparison

We'll begin by examining the growth and spending trends in the Norwegian ecommerce market, providing insights into the driving forces behind its success.

3. Monthly Habits: Changes in Consumption

Next, we'll delve into how the digital age, the pandemic, and shifting travel behaviors have influenced consumer spending habits in the physical goods, services and travel verticals.

Join us on this journey as we uncover the evolving dynamics of Norway's ecommerce sector, offering valuable insights for businesses, stakeholders and other ecommerce players.

About the research

Nets, a part of Nexi Group, is proud to present the **Ecommerce Consumer Habits Review - Norway**. This report analyses the challenges, conditions, and opportunities for Ecommerce in the Nordics.

The report is based on results from surveys conducted by Kantar on behalf of Nets in the form of 50 weekly interviews among 1.727 Norwegian internet users from January until June 2023.

Respondents throughout Denmark, Norway and Sweden participated in the research.

Respondents were taken from each region's local population, in the age group of 18–79-year-olds who have internet access. Each response was weighted by age, gender, and region, and takes into account accumulated composition.

The research report is based on two main parameters: **spending and habits**.

Spending is a parameter based on survey respondent's response on the approximation of money spent on a specific category over the previous 28 days.

Estimates of total online consumption are based on the median value times the number of people shopping online in each category. The advantage of this method is that the median is less sensitive to extreme fluctuations, so it provides a more accurate picture of typical consumer behavior.

Habits of each user were based on their shopping activity over the previous 28 days. Throughout the survey, the majority of questions offered the possibility to choose multiple answers which was then calculated to represent their online shopping habits.

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Discover Trends



What does the progress look like?

+10%

Growth in spending
2021 vs 2022

+17%

Growth in spending
H1 2022 vs. H1 2023

+42%

Growth in travel spending
H1 2022 vs. H1 2023

Adapting back and moving forward

Ecommerce showed robust growth in 2022, defying the challenges presented by the pandemic. But what do the numbers look like in H1 2023? We compared the difference, revealing a significant uptick.

Overall, we've noted considerable growth in the first half of the year, with an underlying 17% of growth on an overall base.

The most significant change is to be found within the travel vertical, witnessing remarkable growth of 42% - reflecting how influential this area will become as we move forward through the rest of the year.

Spending compared across sectors

A return to old habits

The lingering effects of the pandemic and inflation challenges in Europe had a massive impact on customer behavior in 2022. However, enough time has now passed to allow assessment of what grew, what shifted, what declined - and why.

Shoppers returned to the outside world and overall spending was up, yet we still saw a decline in physical goods purchases such as alcohol and interior fixtures. The demand for services held somewhat steady, however it appears travel, up 9 percentage points, is the new essential requirement in a re-opened, post-COVID world, with the sector seeing some serious upward momentum.






And halfway through 2023, we can already see the trends continuing from 2022 - even amplified across some countries and industries.

Comparison of spending distribution in H1 2022 vs. H1 2023



Physical Goods

Top 3 monthly habits compared

H1 2022	H1 2023
 28.6% Clothes	 32.2% Clothes
 17.4% Takeaway food	 17.8% Beauty products
 15.5% Beauty products	 16.8% Pharmacy items

Home healthcare is the new self-care

Taking a closer look at online purchases from H1 2022 to H1 2023 reveals some intriguing shifts in preferences. Takeaway food, historically a strong contender, saw a slight decrease in market share, dropping from 17.4% and out of the top three monthly purchases, replaced by beauty products at 17.8% (up from 15.5%).

But the most notable change was the appearance of pharmacy items, appearing in the top three monthly habits with a share of 16.8%.

The shift towards beauty products and pharmacy items reflects a return to normal values, as self-care, personal grooming and home healthcare become important requirements once again in a reopened, social world. And with so many dining options available again, takeaway food is no longer necessary, or perhaps as desirable as it was.

Physical Goods

Home essentials are still essential

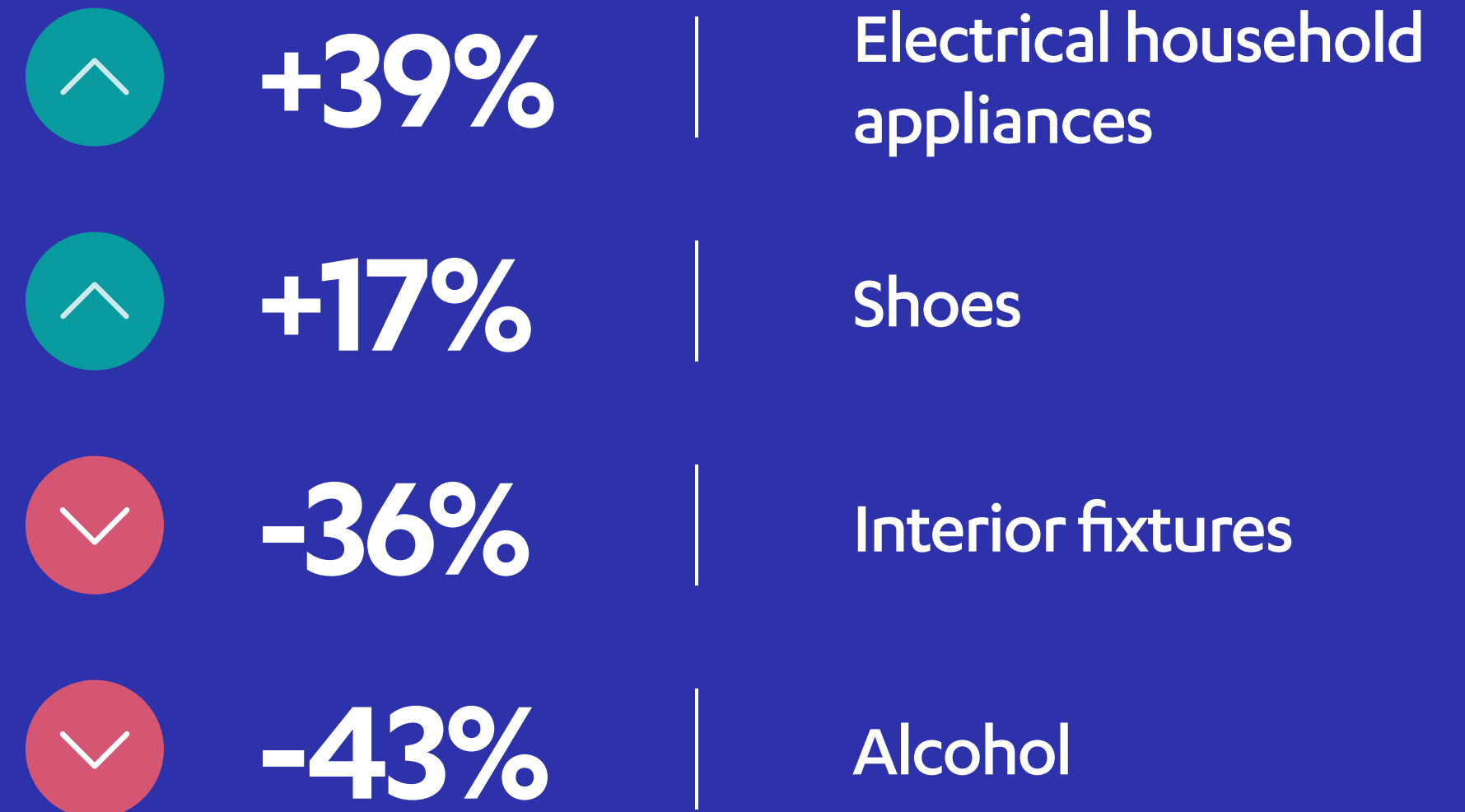
While there has been a noticeable shift away from some physical goods, a significant number of people are still purchasing them on a monthly basis. Electrical household appliances have seen an increase in the percentage of monthly buyers, up 39%.

The decline in alcohol at minus 43% is a significant decrease on the previous year, perhaps reflecting the overall increase in prices due to tax policies, encouraging people to buy less each month.

The increase in shoes, up 17%, could easily be explained by people leaving the house once again post lockdown, and needing to replace outgrown or outdated footwear.







Whether it's a move away from traditional physical goods or a decline in surprising categories, it's clear to see that the Norwegian consumer base is constantly adapting and evolving their preferences to fit their lifestyle and values.

Biggest changes in H1 2022 vs. H1 2023



Services

Top 3 monthly habits compared

H1 2022	H1 2023
 60.3% Streaming services	 57.6% Streaming services
 27.3% Digital media	 27.4% Tickets
 23.0% Tickets	 23.7% Digital media

Full stream ahead on sell out tickets

In a compelling shift from H1 2022, two of the top three categories have swapped in online engagement during during this half year.

Top categories in the service area remained relatively consistent - with streaming services, tickets and digital media holding fast in Norway.

An increase in the sale of event tickets (27.4% up from 23.0%) is not a surprising trend, as more Norwegians got out and about, taking the opportunity to spend more on socialising in a post-pandemic world. This is also reflected in the slight decrease seen in streaming services and digital media, as people turned to real life interactions over viewing online content.

Services

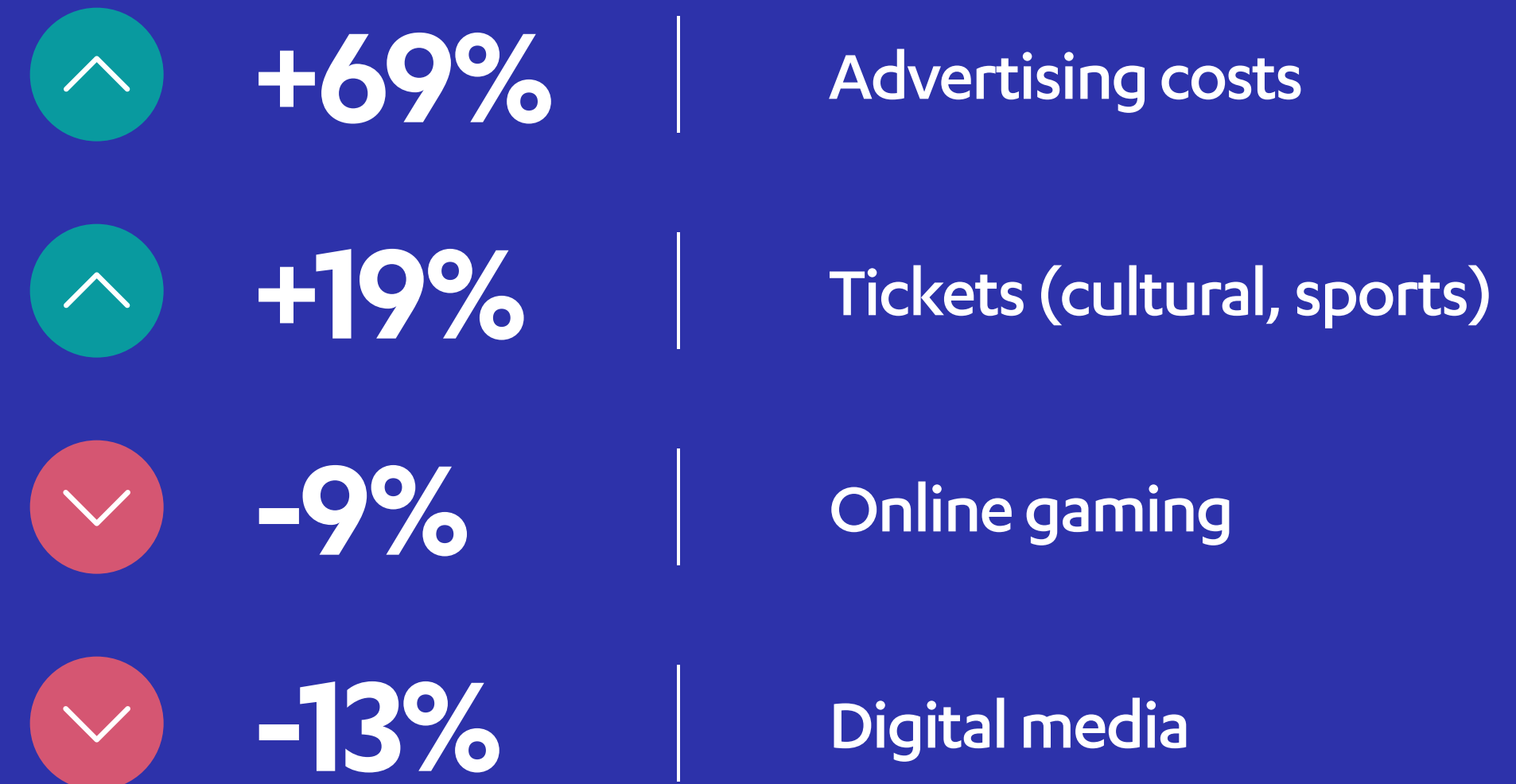
Exploring new avenues of entertainment

While the share of spending across the top three monthly habits remains relatively constant, we've witnessed a dip in the use of online entertainment services such as online gaming - down by 13%.

Up 19%, demand for tickets has boomed, indicating a renewed passion for fun, excitement and new experiences. From the rowdy camaraderie of football championship matches to the joy of discovering an up-and-coming live band, more people are purchasing tickets on a monthly basis.







The most notable shift has been towards advertising costs, up 69%, reflecting the use of sites such as LetGo and Finn to sell goods and services locally throughout Norway.

Biggest changes in H1 2022 vs. H1 2023



Travel

Top 3 monthly habits compared

H1 2022	H1 2023
 32.0% Parking	 31.7% Parking
 28.1% Transport tickets	 35.9% Transport tickets
 21.3% Flights	 27.0% Flights

A lot of movement across top travel spends

We've seen the most movement within the travel sector in 2022, as the post-COVID travel bug spread around Europe - and particularly noteworthy is the substantial growth in transport tickets on a monthly basis with a change of nearly 8 percentage points.

It shows that amongst the travel boom, the daily routine still remains a focal point of online spending, with tickets and parking fees holding fast as a key monthly outlay.

The upwards trend in flights also underscores the new balance between accessible and aspirational travel, and the continuing need for routine daily transport solutions.

Travel

More demand for travel on demand

Within Norway (and other Nordic countries), consumers have fully embraced new and exciting travel opportunities, now that they are thankfully available once again.

Spending on hotels has increased by 51% - while the significant increase in spend on taxis perhaps signifies the growing need for flexible and convenient modes of travel, allowing individuals to explore destinations as and when they choose.

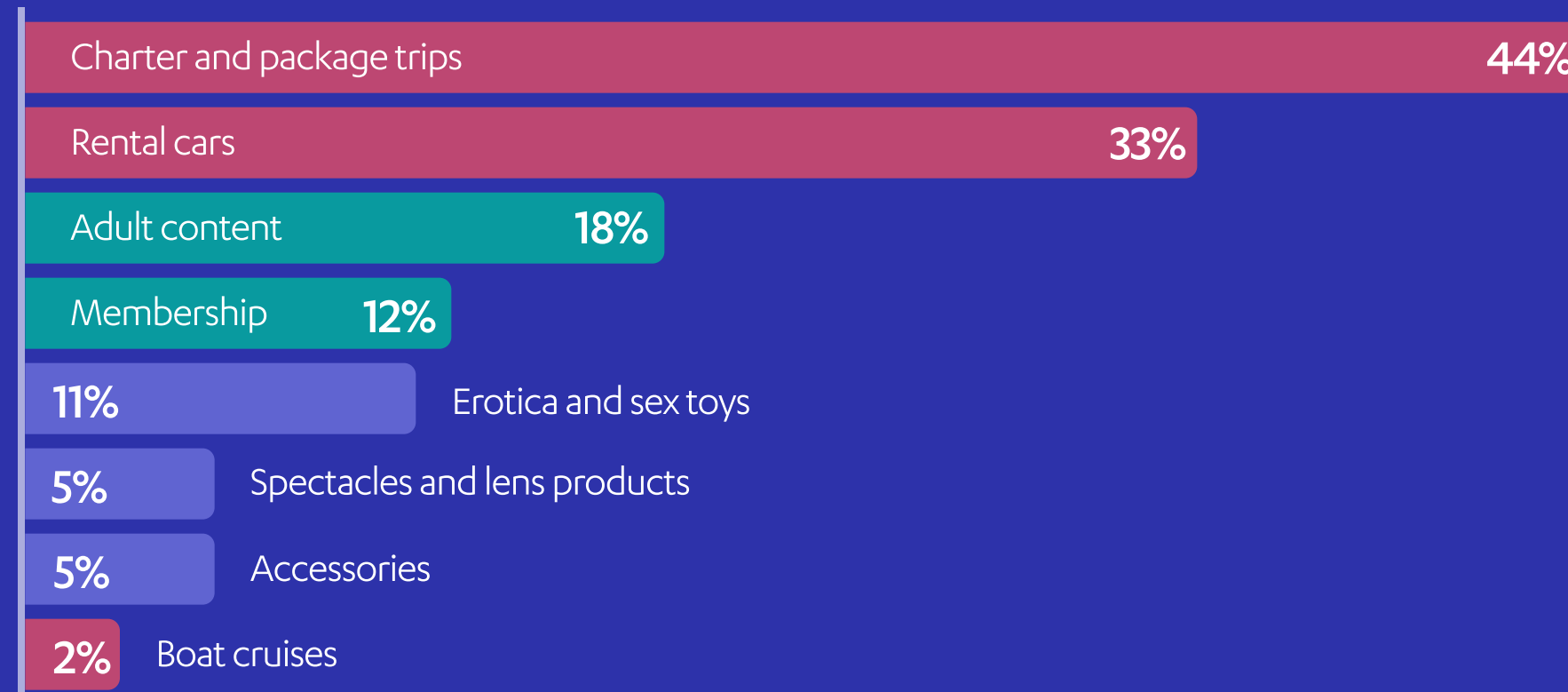
Biggest changes in H1 2022 vs. H1 2023



And what about all others?

Changes in all monthly habits - H1 2022 vs. H1 2023

- Travel
- Services
- Physical goods



Summary of changes and behavior: a comforting return to normal

Throughout H1 2023, we've seen a reassuring return to 'normal' online spending habits, as Norwegian consumers began to feel comfortable enough to go back to life as it was before the impact of COVID-19.

Shifts in habits that correlated to pandemic behavior changes for personal safety or due to societal expectations have realigned themselves - for example, in the way people are choosing to spend more on new experiences and focusing on self-care.

As to be expected, the appetite for more ambitious travel plans and out of home events has boomed, as consumers find themselves making up for lost time, hungry for opportunities to socialize off-line and enjoy time spent together once again.

With a general sense of renewed vigor for what was lost over COVID-19 times, we can perhaps expect these areas of spending to continue to hold fast over the coming months - with the data across each sector getting closer to what we were witnessing pre-pandemic, as we move further away from those incredibly challenging few years for us all.

Thank you for reading

Thank you for your interest and engagement with our report, showcasing Nexi Group's thought leadership and dedication to innovation in the realm of digital payments. Our goal is to provide you with valuable insights and a deeper understanding of the evolving payment landscape.

Continuation of our Ecommerce report with 10+ years of publication, in 2023 we are committed to present new data and insights in a more frequent and versatile way.

Our forthcoming research will shed light on the evolving landscape, providing valuable perspectives that aid businesses in tailoring their strategies to effectively serve diverse consumer demographics.

Thank you once again for engaging with our report. Stay ahead of the curve, expand your knowledge and be inspired by subscribing to our Newsletter. Join our community of avid readers who are passionate about staying informed and engaged.

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