Ecommerce Consumer Habits Review - Sweden

H1 2023 - January to June

Swedish Online Retail: A Closer Look at Trends

Welcome to the Half-Year Ecommerce Consumer Habits Review for Sweden, a concise exploration of the evolving Swedish 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 Swedish 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 Sweden'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 - Sweden**. 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 1.732 Swedish 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.

Discover Trends

What does the progress look like?

+17% Growth in spending
2021 vs 2022

+16% Growth in spending
H1 2022 vs. H1 2023

+55% 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 16% of growth on an overall base.

The most significant change is to be found within the travel vertical, witnessing remarkable growth of 55% - reflecting how influential this area will become as we move forward through the rest of the year.

Survey data is used to approximate economic performance.

Spending compared across sectors

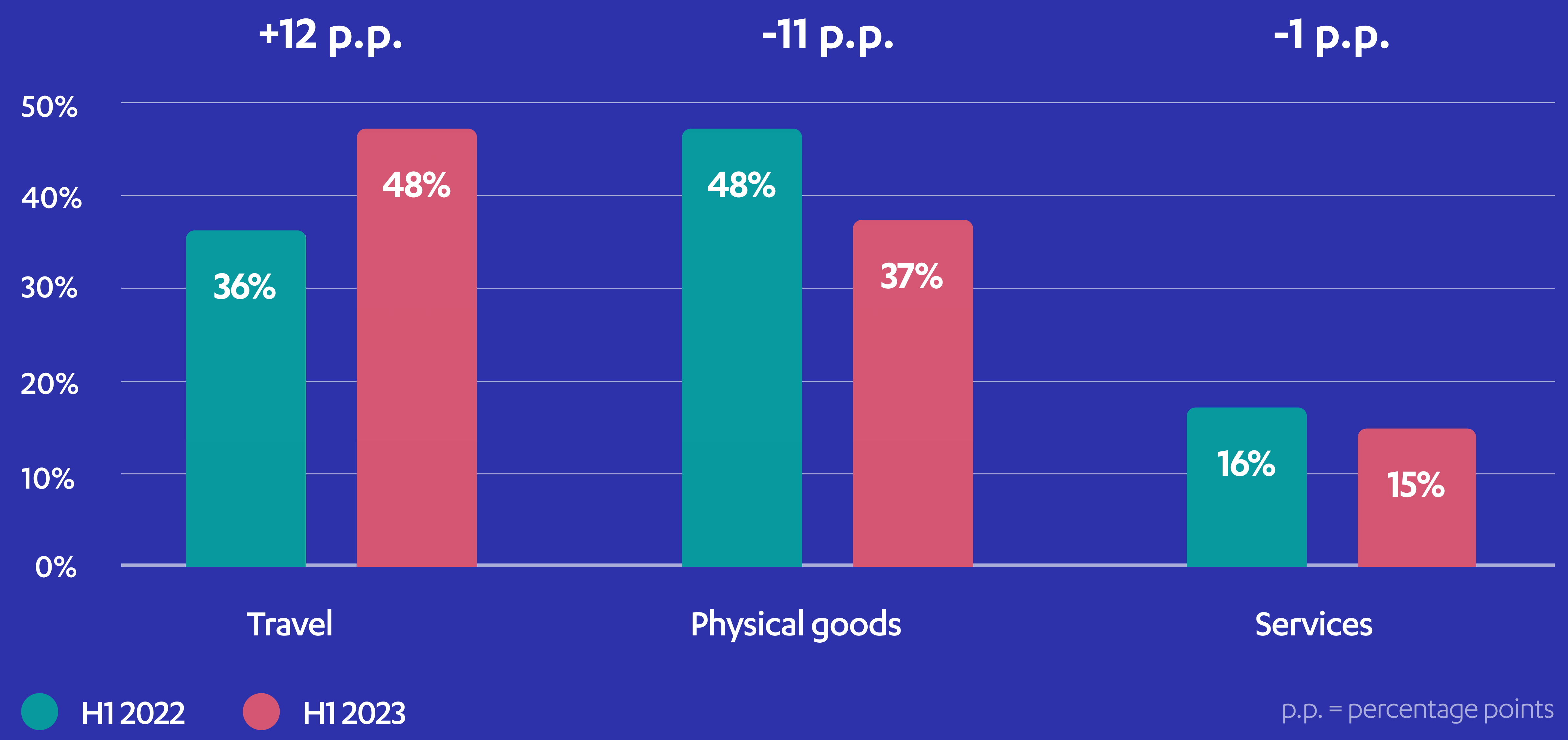
A return to old habits

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 clothes, beauty products and physical media content. The demand for services held somewhat steady, however it appears travel, up 12 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



p.p. = percentage points

Physical Goods

Top 3 monthly habits compared

H1 2022	H1 2023
37.5% Pharmacy items	37.6% Pharmacy items
29.4% Clothes	27.2% Clothes
17.4% Beauty products	16.8% Beauty products

Taking care of our health care

Taking a closer look at online purchases from H1 2022 to H1 2023 reveals some intriguing shifts in preferences. Clothes and beauty products, historically strong contenders, saw slight decreases in market share, dropping from 29.4% to 27.2% and 17.4% to 16.8% respectively.

But the most notable strong-hold in the top three was pharmacy items, staying strong at 37.6%.

This may reflect the shift in concern for personal health over the COVID-19 time period - but also the shift in regulation in the Swedish pharmaceutical market, which encouraged product development and therefore, an increase in frequency of spend.

Physical Goods

Looking at things through a new lens

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. White goods have seen an increase in the percentage of monthly buyers, up 29%.

We saw an increase in the spectacles and lens accessories market, up 38%, as well as a decline in the physical media content and 18+ adult items overall.

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

Biggest changes in H1 2022 vs. H1 2023

+38%	Spectacles and lens accesories
+29%	White goods
-29%	Physical media products
-37%	Erotica and sex toys

Services

Top 3 monthly habits compared

H1 2022	H1 2023
56.0% Streaming services	57.7% Streaming services
20.6% Insurance	22.2% Insurance
19.0% Contributions to charity	19.7% Tickets

Staying online but getting out more

Comparing across H1 2022, two of the top three categories have held fast in online engagement during H1 2023.

Top categories in the service area remained relatively consistent - with streaming services and insurance still being key purchases for Swedish consumers.

An increase in the sale of event tickets (19.7% and newly entering the top three list) is not a surprising trend, as more Swedes got out and about, taking the opportunity to spend more on socialising in a post-pandemic world.

Services

A re-discovery of the joy of learning

While the share of spending across the top three monthly habits remains relatively constant, we've witnessed a dip in contributions to charity - down by 20%. This could be in relation to an initial rise in H1 2022 due to a show of support for Ukraine in the conflict with Russia.

Up 32%, 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 teaching and courses, up 36%, reflecting the trend for learning online and creating new career opportunities in a digital world.

Biggest changes in H1 2022 vs. H1 2023

+36%	Teaching and courses
+32%	Tickets (cultural, sports)
-16%	Adult content
-20%	Contributions to charity

Travel

Top 3 monthly habits compared

H1 2022	H1 2023
34.6% Parking	36.9% Parking
18.6% Transport tickets	24.4% Transport tickets
13.9% Train tickets	18.8% Train tickets

Not much movement across top travel spends

Overall, 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 7 percentage points.

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

Travel

More demand for more exciting travel plans

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

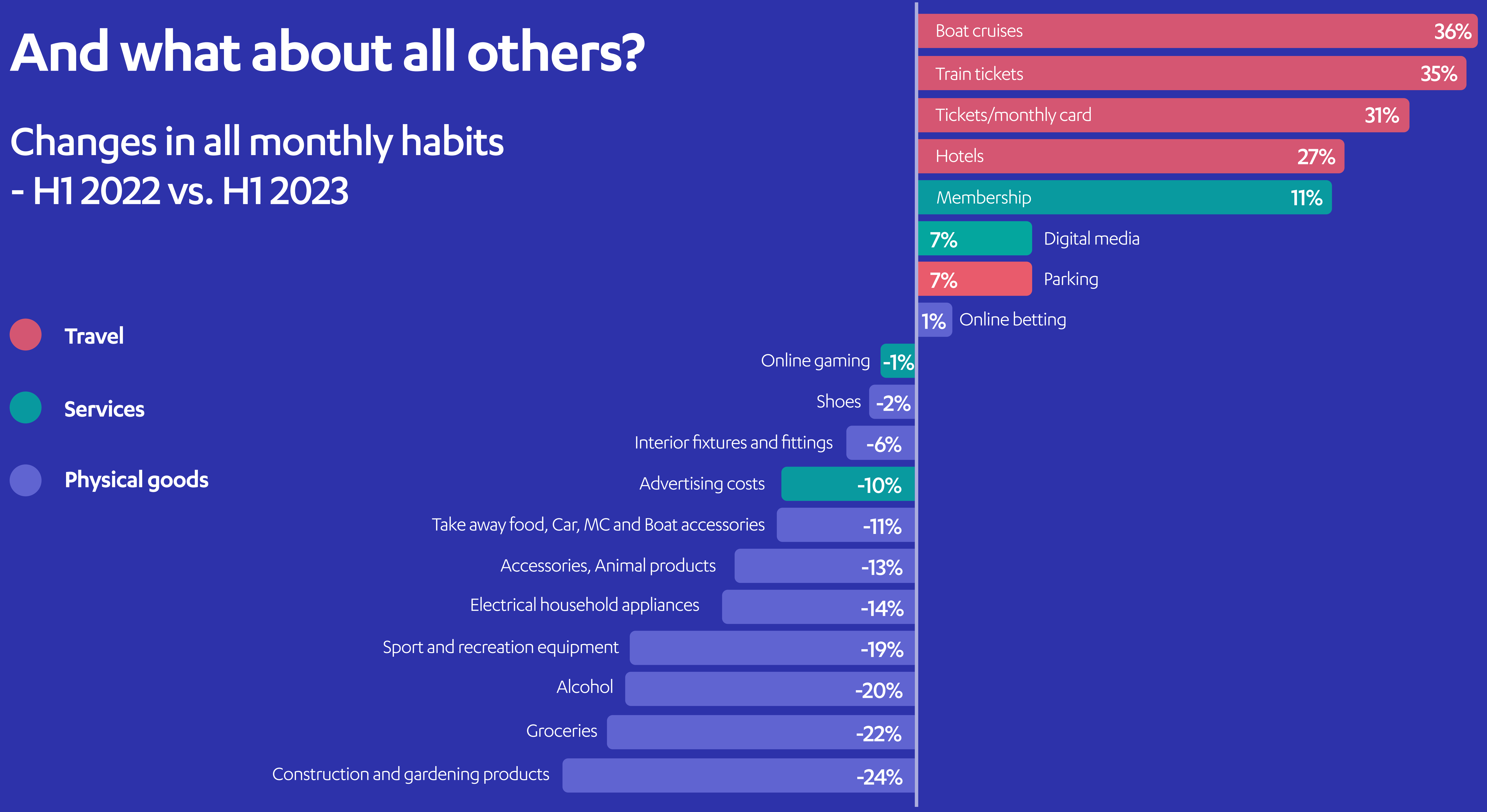
Spending on charter and package trips has increased by 52% - while the significant increase in spend on flights perhaps signifies the growing desire to explore locations that are a little bit further afield.

Biggest changes in H1 2022 vs. H1 2023

+52%	Charter and package trips
+40%	Flights
-2%	Taxi journeys
-21%	Rental cars

And what about all others?

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



Summary of changes and behavior: the new, old normal returns

Throughout H1 2023, we've seen a reassuring return to 'normal' online spending habits, as Swedish 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 healthcare at home.

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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