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# Baby Boomers across Sweden: A Driving Force in Ecommerce

H1 2023 - January to June

# Baby Boomers: Why we should pay attention to their economic power...

The Ecommerce landscape is one that's always rapidly evolving, constantly influenced by changing demographics and consumer behavior. And although the economy is trending downward (with increased inflation, shallow savings and decreased spending overall), Baby Boomers are the outliers, remaining in strong financial positions and acting as one of the key driving forces behind transforming how we shop online.

In this report, we'll delve into the pivotal role individuals born between 1946 and 1964 play in the Ecommerce sector. With immense financial clout and an average retirement age of 64.9 years, this group is not to be underestimated or looked over in favor of the younger digital natives. In fact, they have some of the strongest purchasing power out there, underscored by the current economic circumstances - and what's more, they're rewriting the rules when it comes to online retail.

We'll shed more light on their impact, exploring their preferences, habits and expectations as online shoppers. We'll analyze the ways in which their activities are influencing macroeconomic indicators - including retail sales, market trends and the overall growth of digital commerce.

In recognising this demographic's importance, we can also come to understand what matters to them most - and what they value when shopping online. From top-notch customer service (that they also expect in-store) to rewards for their on-going loyalty, get to know this influential generation a little better - and unlock new avenues for growth and innovation along the way.

With the help of the following key trends, up-to-date data and illuminating insights, our goal is to equip businesses with knowledge and strategies to connect with the sometimes-overlooked and often-misunderstood Baby Boomers.

## About the research

Nets, a part of Nexi Group, is proud to present the **Baby Boomers across Sweden: A Driving Force in Ecommerce**. 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 1.669 Danish 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.

A photograph of a group of people dining outdoors. In the center, an elderly woman with short white hair, wearing a red cardigan over a white turtleneck, is laughing joyfully. She is seated at a table with various dishes, including a large wooden bowl of salad, a pitcher of yellow juice, and several glasses. To her left, a person with long brown hair is partially visible. To her right, a woman with glasses is also partially visible. The background shows green foliage. The image is overlaid with three large, semi-transparent circles: a red one in the top left, a blue one in the top right, and a teal one in the bottom center. The text 'Can we find Swedish Baby Boomers online?' is written in large, white, bold letters across the middle of the image.

**Can we find  
Swedish Baby  
Boomers online?**

They certainly  
aren't afraid to  
shop online...

78,9%

of Baby Boomers in Sweden have shopped or  
spent money online over the H1 period

# Why do Swedish Baby Boomers choose to shop online?

Based on the behaviors we've noticed, convenience, simplicity, lower prices and saving time come out as the top reasons why Baby Boomers shop online in Sweden.

Simplicity is paramount with this group, as the percentage of people giving it as their main reason is much higher than in any other generation.

The prospect of saving time is also a key differentiator here - as this group varies from other groups, who tend to favor a wider range of products as one of their main reasons for logging on to shop.

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Survey data is used to approximate economic performance.

## Top 3 reasons:

- 1 **50,9%** | **Convenient/simple**
- 2 **14,4%** | **Lower prices**
- 3 **7,1%** | **Easy to compare prices**



# What makes a difference for Swedish Baby Boomers?

**“I like to stay local  
as much as  
possible”**

Swedish Baby Boomers are the leading generation in shopping locally, but why is it so important to them to keep their spending close to home?

**83,6%**

saying they've purchased something  
locally in Sweden

# The advantages of keeping it local

It's clear that Baby Boomers in Sweden are very keen on keeping their spending close to home - but why? Our report shows us that it's mainly due to an interest in supporting small local businesses within their home country, and a general distaste for helping to line the pockets of big, global businesses like Amazon.

Enjoying a more personal and familiar shopping experience is also important for this demographic, which links back to their fondness for good customer service, and general sense of community.

Swedish Baby Boomers value shopping local because:

It feels good to support local/small businesses



They don't want to support big, impersonal businesses like Amazon



It feels more personal and familiar



# Is there a flipside to keeping it local?

Here, we have even more confirmation that, when it comes to Baby Boomers in Sweden, customer service and familiarity is king. In fact, they're so comfortable with shopping local, 26.2% clearly haven't ever given the alternative much thought at all!

Despite their preference for shopping locally online, they'll still take time to reconsider if the variety of products isn't up to scratch.

And the fact that 22.4% state that there aren't any disadvantages at all also goes to show how strong a category local online spending is to this particular group.

## Swedish Baby Boomers find issue with shopping local because:

I don't know



There can be limited choice sometimes



Actually, there are no disadvantages



# Shopping locally is more expensive? Not a problem...

Interestingly, price really isn't much of a consideration for Baby Boomers in Sweden. This is a group that's happy to pay more for the benefits they enjoy when shopping locally online - a viewpoint that, as you can imagine, varies hugely across other younger generations.

# 12,7%

of Baby Boomers in Sweden think that higher local prices are a disadvantage

# Our decision is final

Baby Boomers in Sweden will stick to their shopping guns, and once they've made a decision, they'll tend to follow through. Only 16.0% have cancelled an online purchase, and only 33.7% have found a returns process too complicated to complete.

This suggests that they are careful consumers, who take time to consider their purchases before they settle on their click-to-buy decisions - another area in which they lead the way against other demographic groups.

## Have you ever cancelled your purchase?



## Have you ever failed to return an online purchase because it was too complicated?



# Trust is earned, not given

So what causes Baby Boomers to abandon their cart in Sweden? It all comes down to trust, and if the website doesn't feel credible then 17.7% of this group will leave their purchases behind.

Technical issues on site also create distrust and lost sales - and long delivery lead times will also turn 12.3% of our Baby Boomers away and on to an alternative.

## Top 3 reasons for abandoning cart:

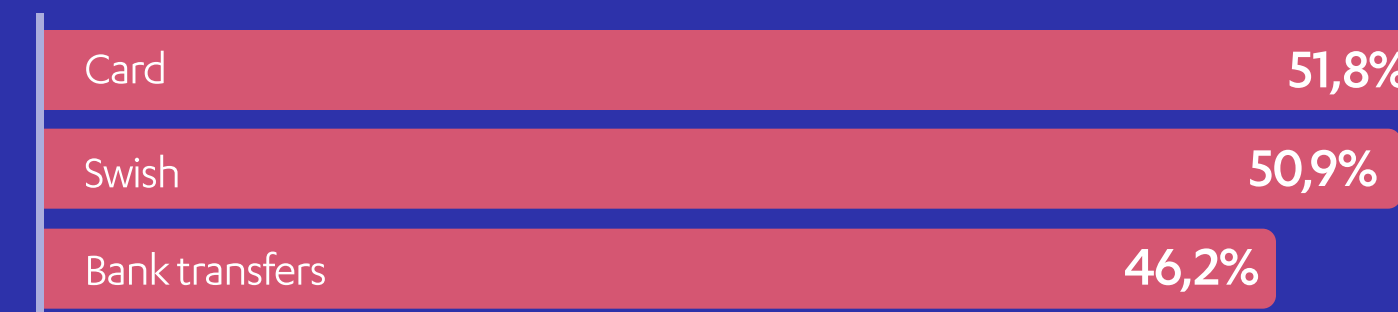
- 1 **17,7%** | The site didn't feel credible and safe to use
- 2 **15,4%** | There were technical difficulties on the site
- 3 **12,3%** | The delivery lead times were too long

# Just put it on my card

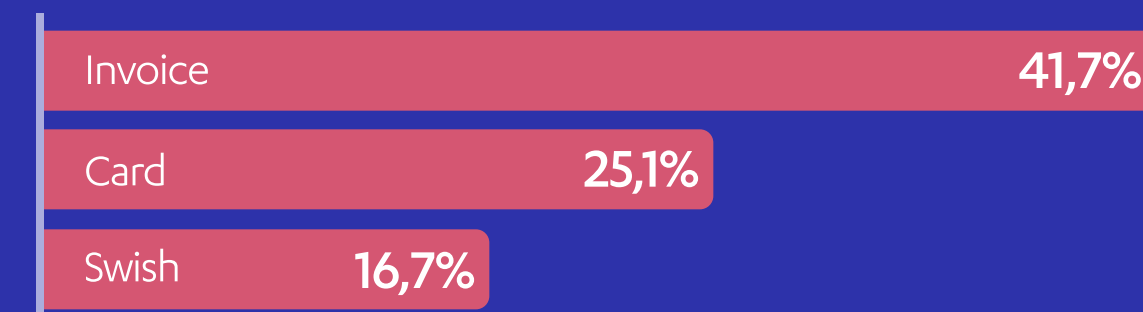
In what is clearly evident from this data, Baby Boomers in Sweden are comfortable using their card or requesting invoices to pay for their online shopping - and they aren't going to change their minds (or their payment methods) anytime soon.

Baby Boomers are clearly creatures of habit, and using their card to pay now or requesting invoices to pay later feels familiar and secure - and when they're spending so much online, what business is going to try and argue with that?

## Top three payment methods used:



## Top three payment methods preferred:



## Why exactly are card payments so popular?

As we've previously discussed, Baby Boomers in Sweden value security when shopping online. As a generation who spend a lot of time carefully choosing where and how to spend their money (and will abandon a shopping cart if the website lacks credibility), it's no surprise that they will opt for the payment method they deem to have the most protection.

# 51,0%

of Baby Boomers in Sweden say they choose their payment method because of security concerns

# 18%

Interestingly, Baby Boomers only account for 18% of the overall distribution of spending in Sweden

## The unexpected influencers?

Even though they are often overlooked as high spenders in the media, our research shows that Baby Boomers still hold significant amount of spending power (and influence).

Despite the economic downturn, they remain in strong financial positions - spending more while other demographics rein in on their purchases. Their decisions and behavior can even affect macroeconomic changes in the country and shouldn't be underestimated - this group has some serious (spending) potential!

A photograph of an elderly man with a grey beard and hair, wearing a green t-shirt, leaning over a laptop on a table. He is looking intently at the screen. The background shows a modern living room with a grey sofa, a potted plant, and a black cylindrical object. The image is overlaid with three large, semi-transparent circles: a red one at the top, a teal one on the right, and a blue one at the bottom right.

# Baby Boomers online buys

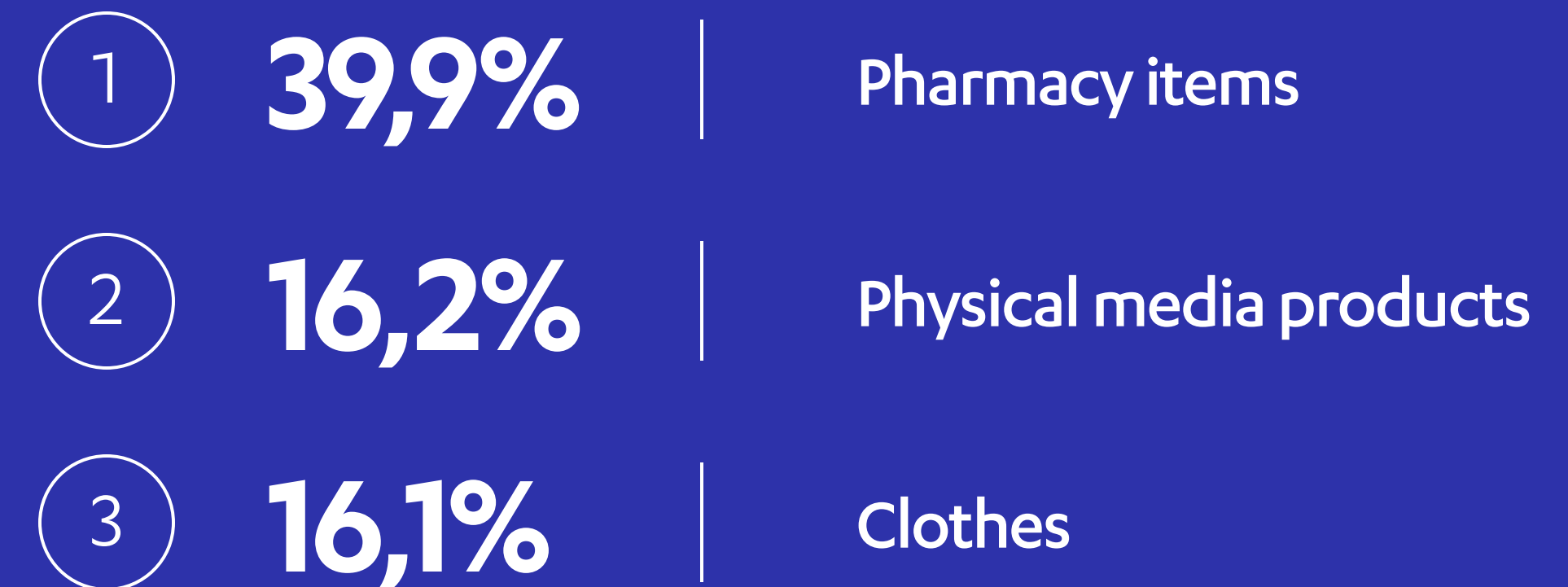
# Time to take care of number one

Baby Boomers, just like any other generation in Sweden, are very focused on taking care of their health, which is why pharmacy items feature so prominently here - perhaps a reflection of their higher investment in their well-being as the years pass by.

Monthly spend on clothing also features (as it tends to be a high purchasing area in Sweden overall), but is still markedly less than with younger groups.

The data point that really stands out here is their spending on physical media products. It far outweighs any other demographic within the country, highlighting their interest in staying informed with the latest happenings - just in a slightly more traditional way.

## Top 3 monthly physical goods purchases:



7,9%

Baby Boomers lead in the animal care products category

## Much more than just a pet

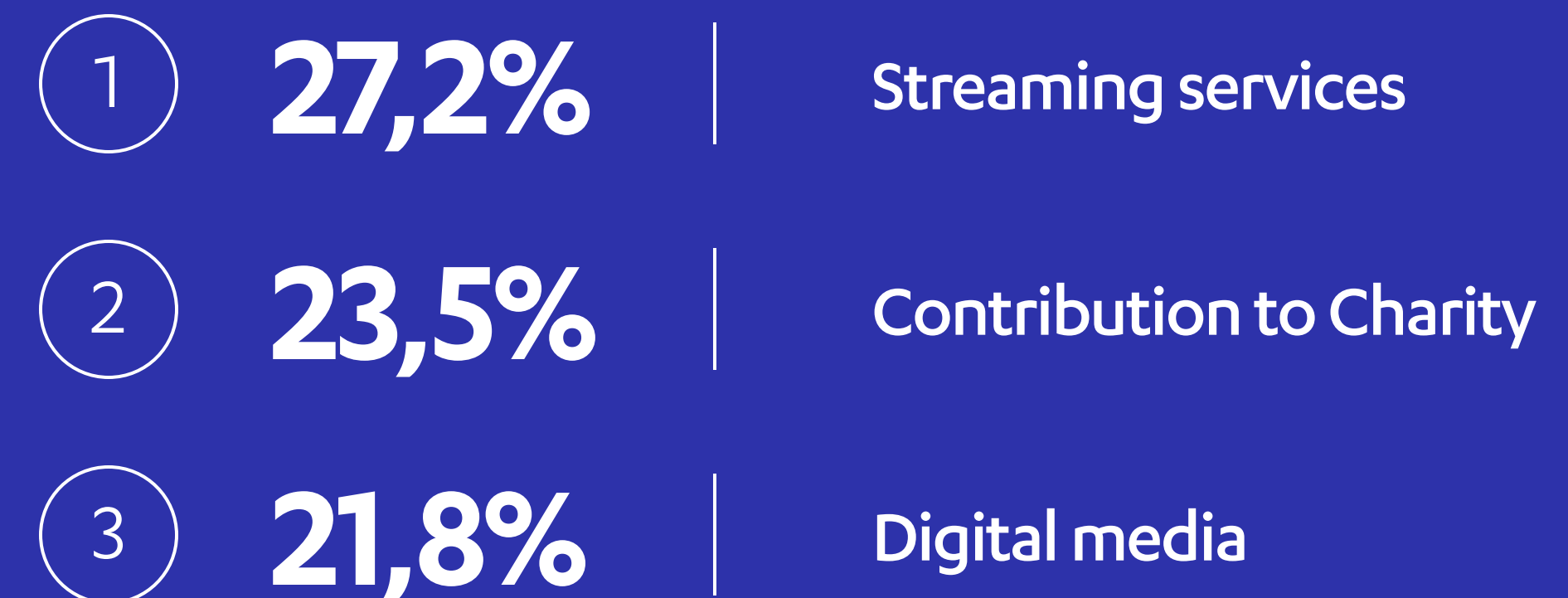
When it comes to taking care of our furry friends, Baby Boomers lead the monthly buys on animal care products by 7.9%. With grown up children who need less fuss and maybe a bit more time on their hands, they are turning their attention to the cute and fluffy non-human members of the family - and they're treating them to everything they could ever want and need!

# A kind and charitable community

Baby Boomers in Sweden are definitely clued in when it comes to digital media like newspapers and e-books, and their appetite for reading puts them in the lead within this category. And although they do spend a fair amount on streaming services per month, they actually come out as one of the lowest spending generations in this area.

But when it comes to charity, this is a demographic that really cares about giving back. As a generation group who recognises the need to offer support, they give a very respectable amount on a monthly basis to non-profit organisations.

## Top 3 monthly services purchases:



# 21,3%

Baby Boomers among leaders in event tickets category

## Tickets please!

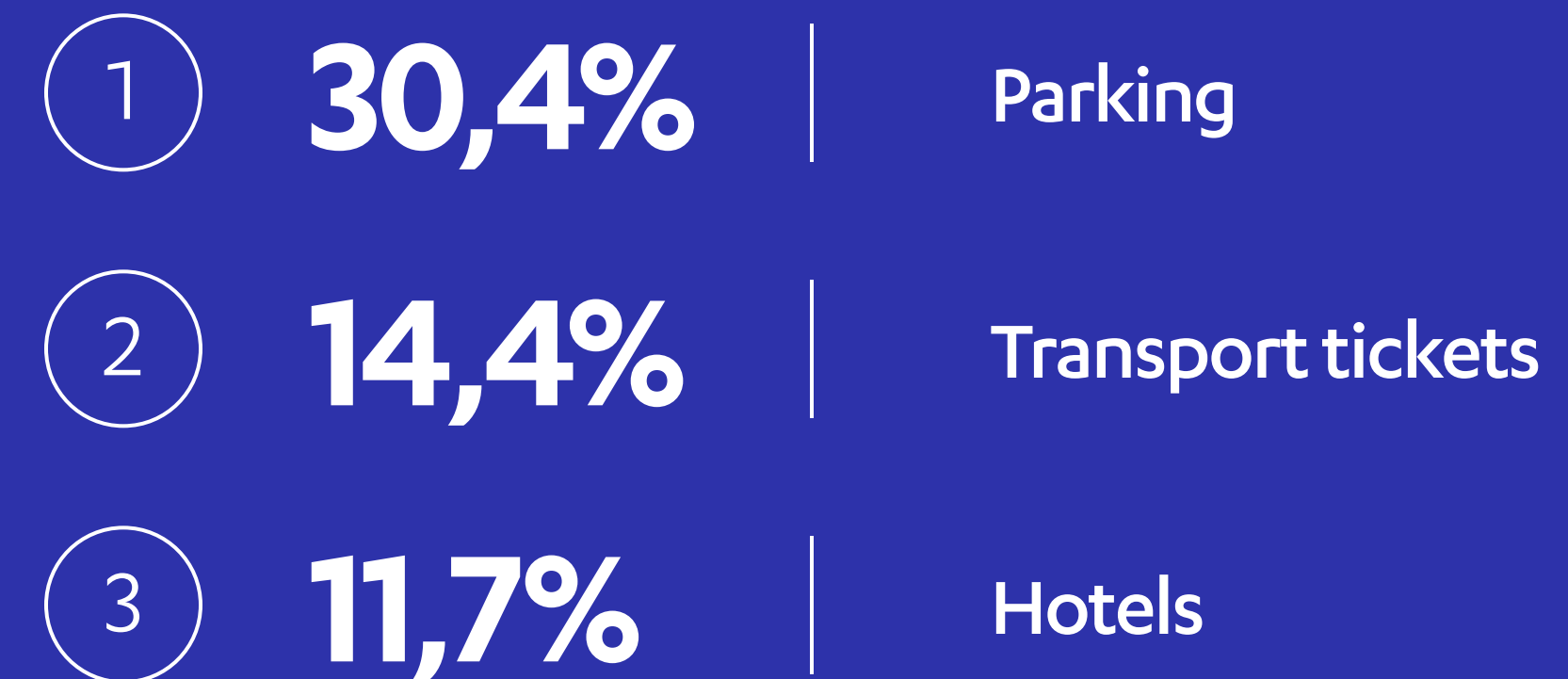
When it comes to buying tickets to events, Baby Boomers in Sweden might not be the leaders in this category (that title goes to Gen X), but they do come a very respectable second. Clearly, this is a demographic that wants to stay active in both socialising and the cultural arena - it seems the fear of missing out still applies, whatever age you might be!

# Getting and going places

When it comes to making monthly travel arrangements, Baby Boomers in Sweden buy the most day-to-day purchases of any demographic, on items such as parking and public transport tickets.

They also like to splash out on hotels, because who doesn't like to arrive in a nice comfortable room when staying somewhere new? Once again, their preference for high standards across all areas of their lives comes through in the data...

## Top 3 monthly travel purchases:



7,2%

Baby Boomers lead in the charter and package trips category

## Here for the whole package

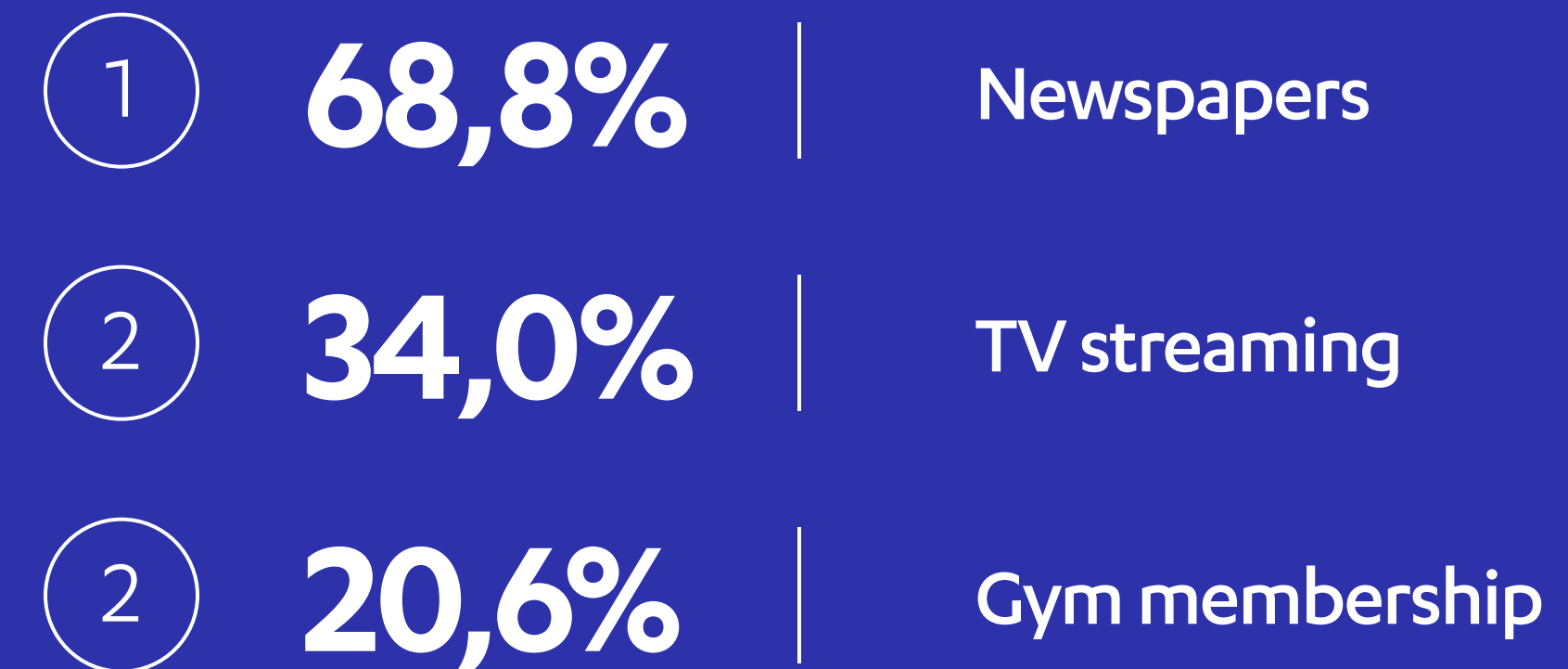
It seems that when it comes to travel, Baby Boomers in Sweden love to avoid the hassle of over-complicating things - and will often opt for charter and package trips when taking in the sights. Once again, this is yet another category where they lead the way...

# Staying in tune and up to date

When it comes to staying up to date with world news, Swedish Baby Boomers like to stay on top of the latest bulletins quickly and easily, making them the leaders in online newspaper subscriptions.

Health is another top priority, which is highlighted here with their spend on gym memberships. Staying on top of their well-being is of utmost importance - and they're not intending on slowing down anytime soon!

## Top 3 monthly services purchases:



## Baby Boomers: an undeniable key market for Ecommerce

In examining the online shopping behaviours and preferences of the Baby Boomer generation in Sweden, several key findings have emerged. As a general rule, they choose to shop less frequently online than other generations - perhaps due to their preference for the familiarity of in-person shopping trips - but when they do, their influence on the market is clear.

Baby Boomers value simplicity, security and convenience in their shopping experiences, with platforms that are easy to navigate and provide clear and concise information.

After careful consideration, they remain confident in and committed to their purchasing decisions, rarely abandoning their shopping cart or cancelling orders. They also demonstrate a clear preference for supporting Swedish businesses, often willing to spend more for locally sourced products or services. As loyalty and decisiveness are valuable traits for marketers and retailers, this group is definitely one businesses should be aiming to attract.

Their purchases reflect their interest in taking care of their long-term health and that of their furry family members too. This is evident in their frequent spend on pharmacy items and gym memberships - as well as their interest in animal care products.

Baby Boomers in Sweden show a keen interest in travel, particularly in charter and package trips - presenting travel agencies and charter companies with a unique opportunity to tailor their offerings to this well-funded demographic.

Despite holding significant economic power, the Baby Boomer generation in Sweden is largely untapped in the online shopping sector. There remains a considerable window of opportunity for businesses to explore and cater to their specific wants, desires and needs - and certainly, this is a demographic group that shouldn't be ignored!

## 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.

Feel free to use the information from this report, just remember to give credit to Nets and Baby Boomers across Sweden: A Driving Force in Ecommerce as the source.

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