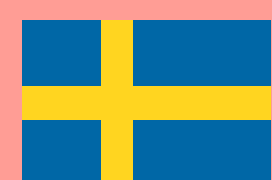


Congrats! Your next most potential market is Sweden



What are Swedes purchasing online?

Clothing, shoes, accessories 60%

Body & health 59%

Physical media 35%

Electronics 34%

Groceries 30%

House & home 28%

Sport & leisure 21%

Toys 18%

Car, boat & MC accessories 11%

Building material 10%

Erotica 8%



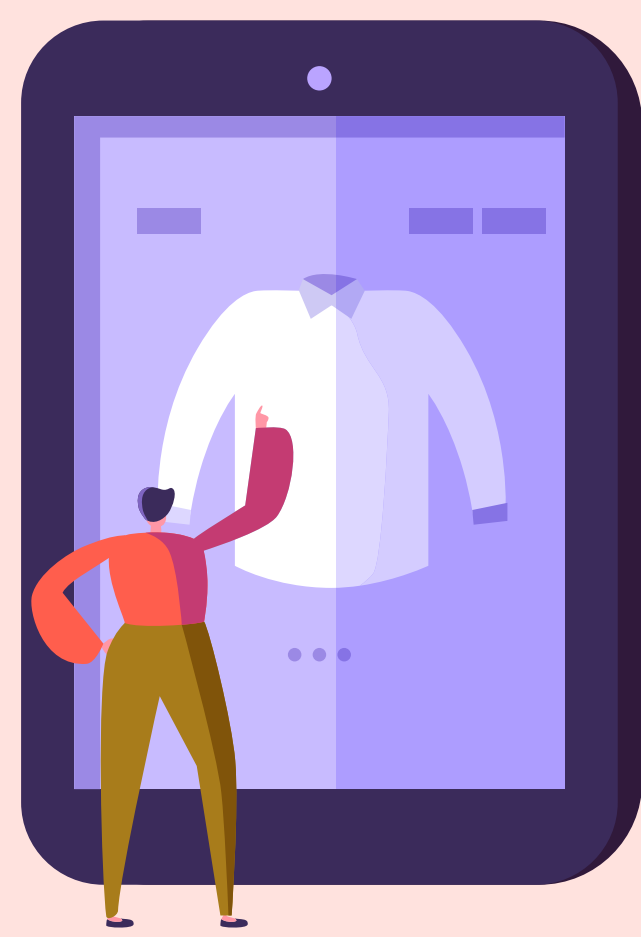
40%

have been shopping online from foreign webshops in the past three months



72%

of women have bought body and health products



71%

of people aged 15-24 have been shopping for clothes online



64%

of families with young children have bought toys and things for children online



40%

usually buy car, boat & MC accessories from foreign online stores



31%

of 35-44-year-olds have bought sports and leisure items

Why are they turning to foreign webshops?



Lower price 61%

Faster delivery 5%

Unique product 27%

Product not available in my country 44%

Largest selection 32%

More customer feedback 4%

Regular customer 8%

Greater trust 4%

Products cant be sold in country 7%

Payment methods used today

Card 78%

Invoice 50%

Online banking 43%

Swish 37%

PayPal 29%

Masterpass 1%

Apple Pay 1%

How people would prefer to pay

