

Survey of Christmas shopping in the Nordic countries 2014

E-commerce in the Nordics



postnord

People in the Nordic countries have already spent SEK 4.3 billion on Christmas presents online

Christmas shopping in the Nordic countries is in full swing. Four out of ten people in the Nordics have purchased Christmas presents this year worth a total of SEK 12.4 billion.

18% of people in the Nordics have already bought Christmas presents on the Internet this year.

In total, people in the Nordics have already spent SEK 4.3 billion on Christmas presents.

The Christmas presents that most people have bought online so far this year are:

- Books 22%
- Clothes and shoes 20%
- Toys 16%

The survey shows that consumers in the Nordic region will shop for their Christmas presents on the Internet to a value of SEK 16.2 billion this year.

About the survey

The consumer survey was conducted during the period November 21-25, 2014, with a representative national selection of the population aged 18-79 in each Nordic country. The survey was conducted via the TNS SIFO online panel.

In all, 2,007 respondents took part in Sweden, 2,077 in Denmark, 2,064 in Norway and 2,052 in Finland.

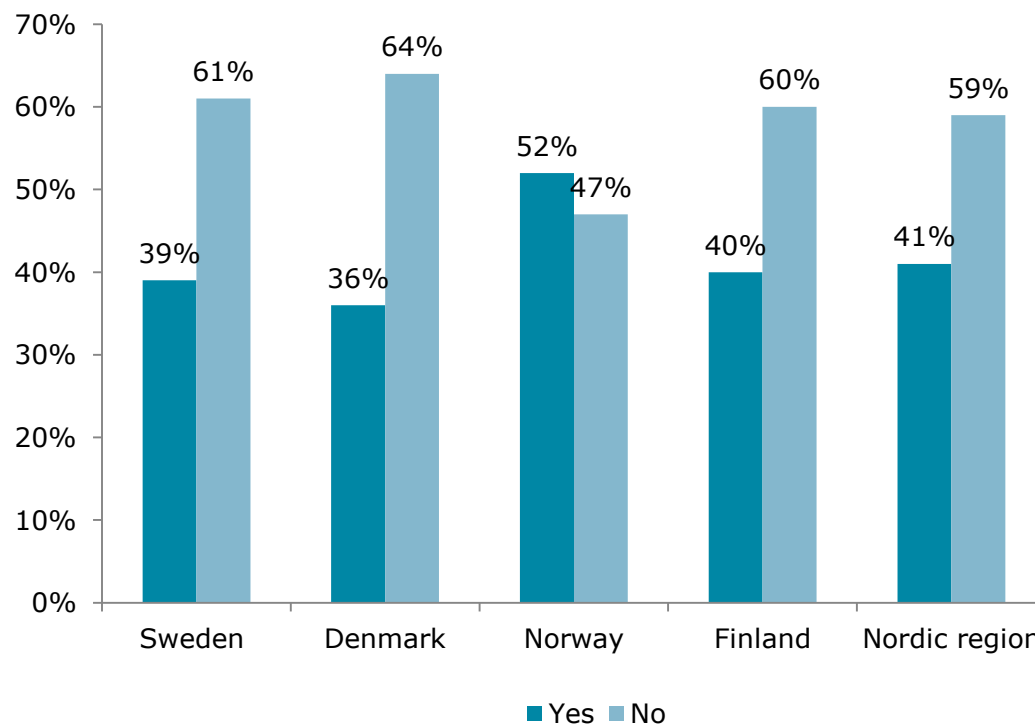
Four out of ten people in the Nordics have bought Christmas presents

Four out of ten people in the Nordics have bought Christmas presents this

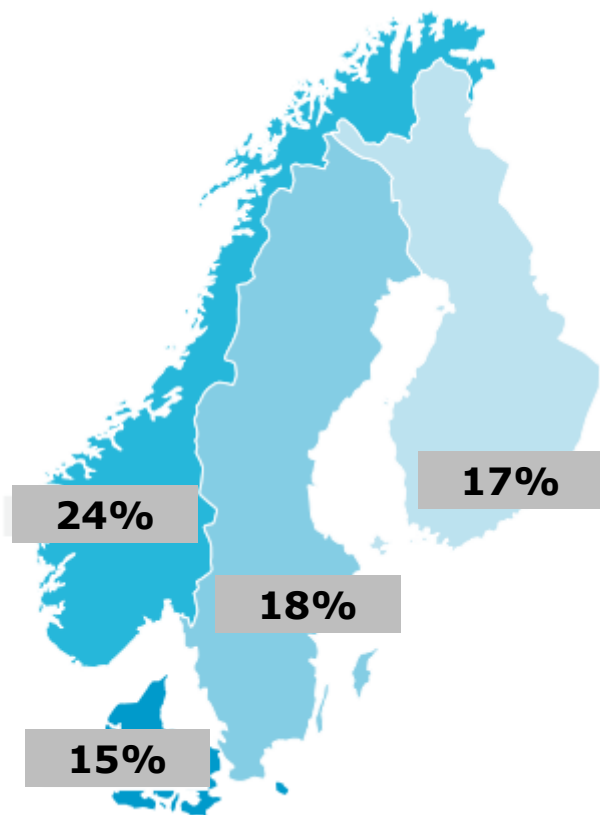
year. But how far people have got with their Christmas shopping varies between the countries.

More than half of Norwegians have bought Christmas presents this year, compared to just 36% of Danes.

Have you bought any Christmas presents this year?

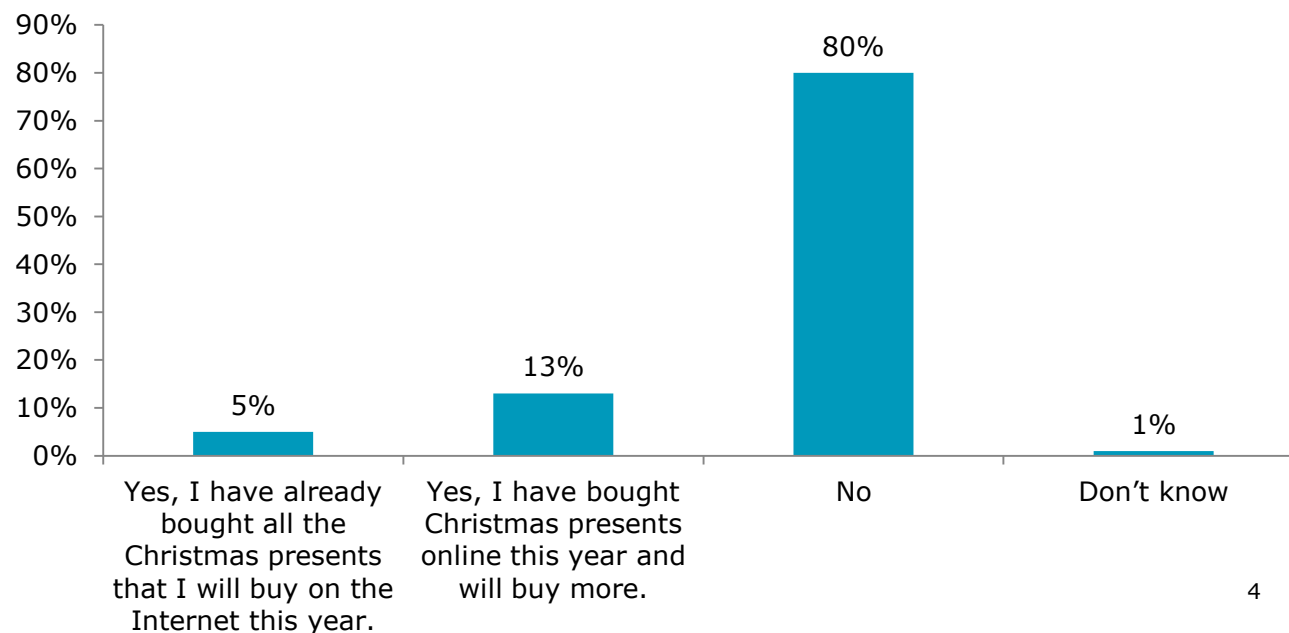


18% have already bought Christmas presents on the Internet



- 18% of people in the Nordic countries have already bought Christmas presents online this year.
- The highest proportion is in Norway, where 24% have already shopped for Christmas presents on the Internet. In Denmark 15% have bought Christmas presents online so far.

Have you bought any Christmas presents on the Internet this year?



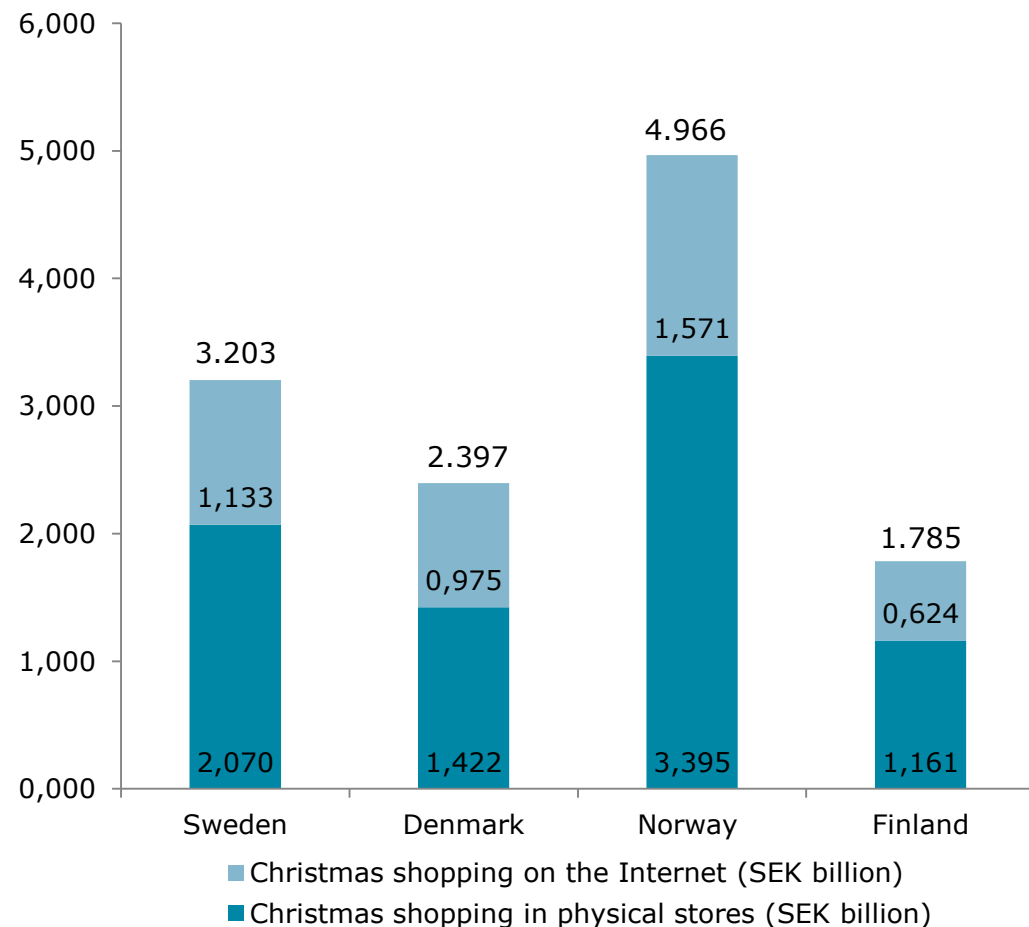
Christmas presents worth SEK 12.4 billion so far

Consumers in the Nordic countries have bought Christmas presents worth SEK 12.4 billion so far this year.

Of this amount, online Christmas shopping accounts for SEK 4.3 billion.

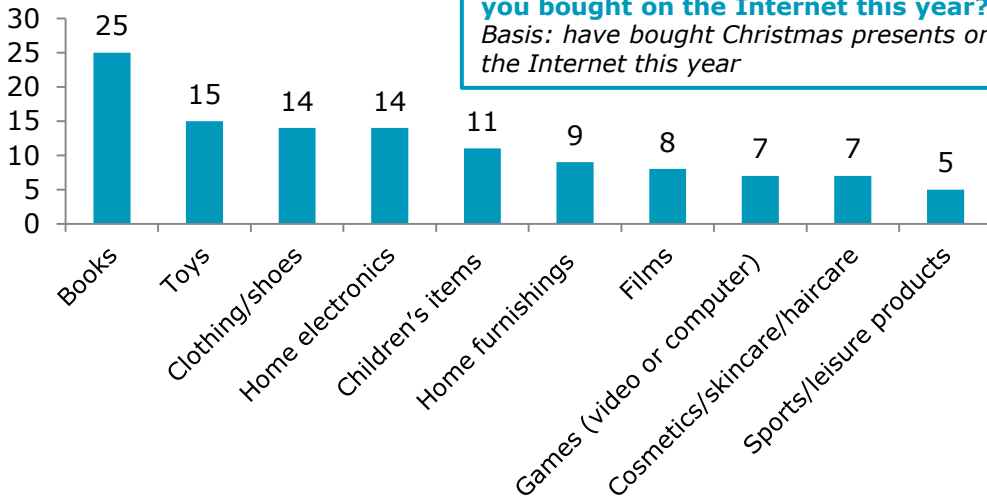
Consumers in Norway have spent the most money on Christmas presents so far. Just under SEK 5 billion.

Consumers in Finland have spent the least money on Christmas presents so far. Just under SEK 1.8 billion.

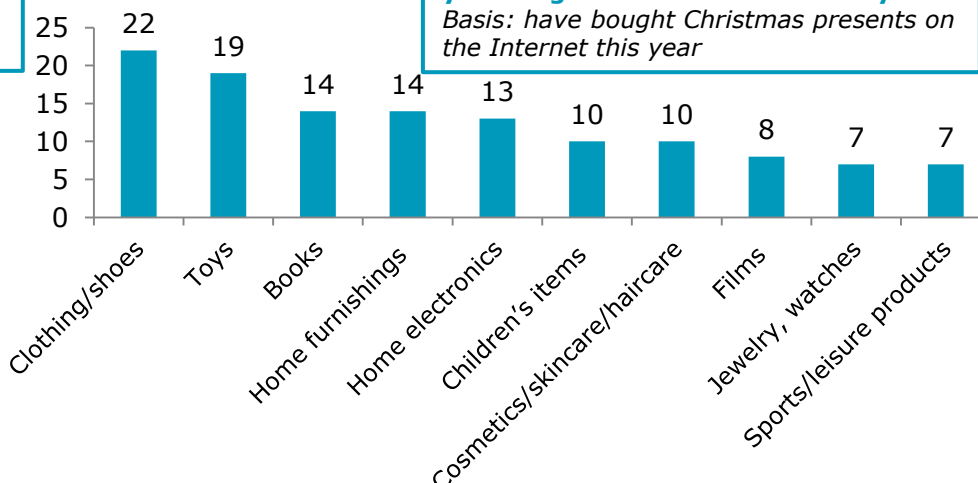


Clothes, books and toys top online Christmas shopping

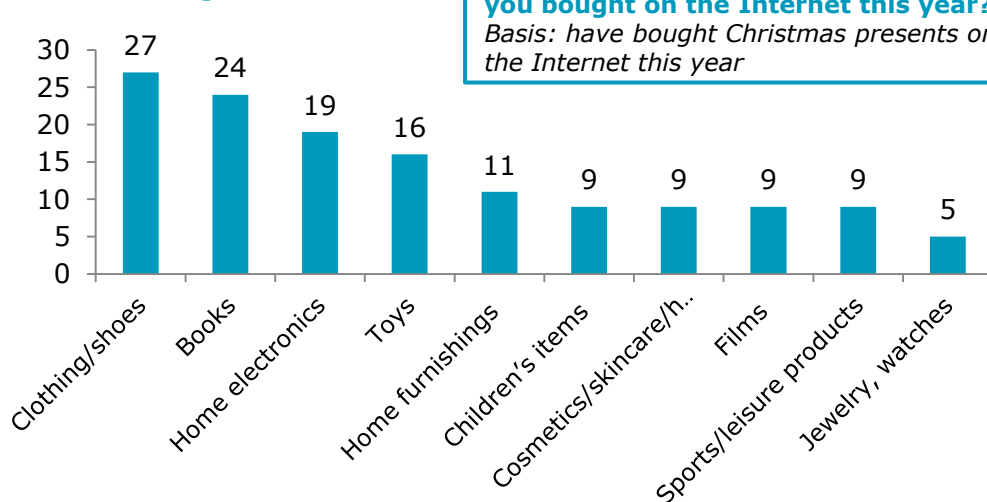
Sweden



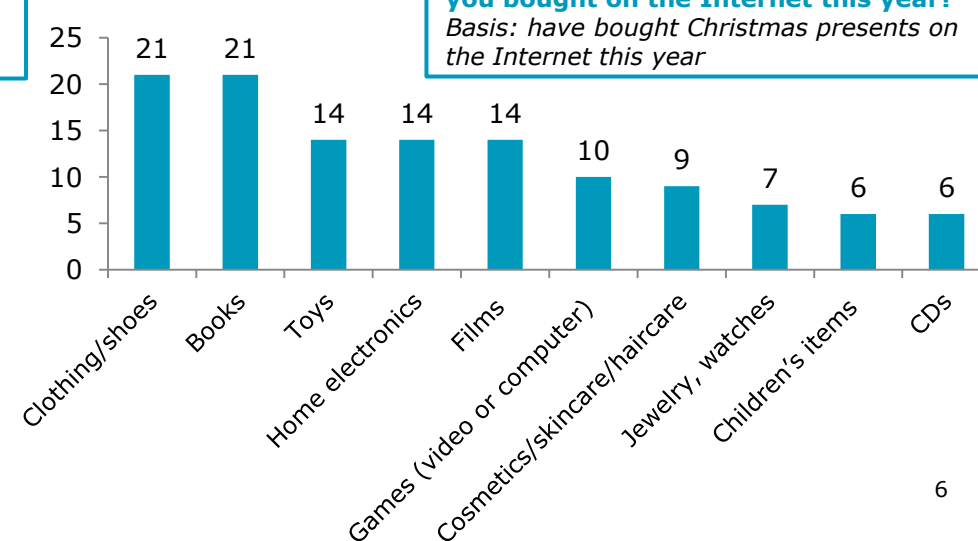
Denmark



Norway



Finland



New forecast: Nordic online Christmas shopping worth SEK 16.2 billion

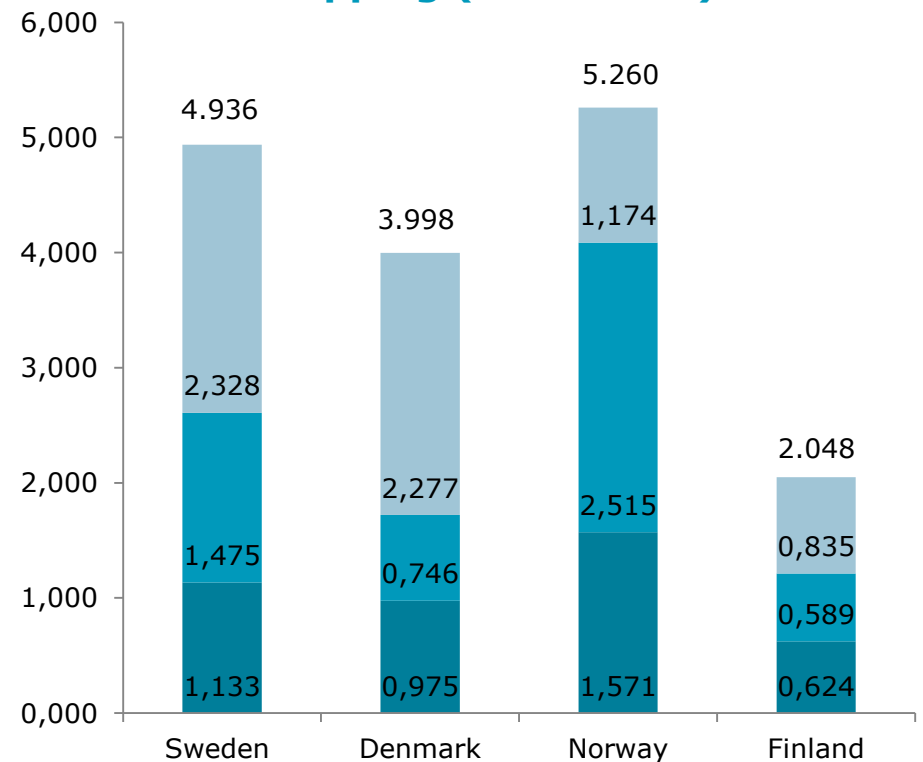
Nordic online Christmas shopping has so far amounted to SEK 4.3 billion.

Those who have stated that they have bought Christmas presents online and will buy more estimate that they will spend SEK 5.3 billion on online shopping.

Those who have not yet bought Christmas presents on the Internet estimate that they will buy gifts online worth SEK 6.6 billion.

In total the forecast for online Christmas shopping based on this survey is SEK 16.2 billion.

Forecast for online Christmas shopping (SEK billion)



- Forecast, have not shopped online but will do so (SEK billion)
- Forecast, have shopped online and will buy more (SEK billion)
- Online shopping until November 25 (SEK billion)