



E-commerce in the Nordics 2011



About the study

Method

The study is based on telephone interviews with a nationwide, statistically representative sample of 2,000 individuals in Sweden and 1,000 individuals each in Denmark, Norway and Finland. The interviews were conducted during the period November 17 – December 4, 2010 by TNS SIFO.

A rule of thumb is that changes greater than four percentage points are statistically significant. The results that have a smaller basis (i.e., are based on less than all interviews) should be interpreted with greater caution.

Definitions

The terms distance selling and e-commerce are used in this report.

Distance selling encompasses all ordering of goods at a distance, regardless of the ordering method (Internet, mail order catalog, reply coupon, telephone or TV). Distance selling means that the buyer and seller never meet physically.

E-commerce refers only to the online ordering of goods. Accordingly, ordering services (e.g. hotel and travel reservations) online is not considered e-commerce. Neither is the downloading of music files, software, applications, etc., none of which are covered by the study.

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Prospects remain good for distance selling in the Nordics

For the third consecutive year, Posten Norden is presenting a detailed study of the development of the distance retail trade among the Nordic region's approximately 25 million residents. Our aim is to describe the continuing development of this expansive area of the retail trade in the Nordic countries, and also to describe the similarities and differences between countries.

As in previous years, Danish residents are those in the Nordic region who most frequently purchase products from home. Notably, Finnish residents are rapidly increasing the amount of products that they purchase from home and narrowing the gap with other Nordic countries. In all countries, those who already purchase products from home plan to do so even more often in the future.

Posten Norden meets tens of thousands of consumers on a daily basis as they pick up products that they have purchased from home from one of our 4,400 parcel distribution centers in Sweden, Denmark, Norway and Finland. Since we offer the most complete distribution network and range of business solutions in the Nordic region, the dramatic growth of distance selling is naturally very positive for us.

E-commerce companies wishing to expand their business within the Nordics need to be aware of the distinct differences in how consumers act in the various Nordic countries. A new e-commerce operation in Denmark, for instance, must ensure that people can pay with credit cards. Swedish e-consumers, on the other hand, prefer to pay by invoice after products are received. Consumers in Denmark and Sweden demand much faster delivery than those in Finland and Norway.

This year's report is entitled E-commerce in the Nordics 2011. We have elected to use the term e-commerce as opposed to distance selling, since shopping from home via the Internet accounts for 80 percent of this market in the Nordic region.

Our goal and hope is that the study will provide both facts and new insights, regardless of the reader's individual approach to this dynamic industry.

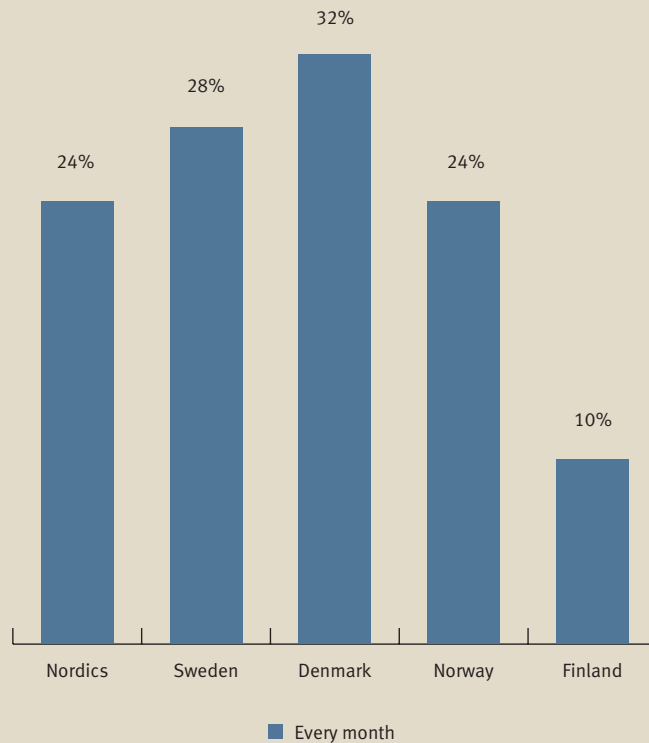
Pleasant reading!

Per Mossberg

Director of Corporate Communications
Posten Norden

One in four Nordic residents shops from home each month

Approximately how often to you purchase products from home, e.g. via the Internet, mail order catalog, reply coupon, telephone or TV?







(Basis: all respondents)

- ▶ In the Nordic region, Danish residents are the most frequent distance shoppers. This year's study also shows that one in three individuals in Denmark purchase products from home each month.
- ▶ In Sweden as well, one in three people (28%) purchase products from home at least once per month. Two years ago, only one in five (20%) respondents stated that they purchased products from home at least once per month.
- ▶ In Norway, the proportion of people who purchase products from home remains near 25 percent.
- ▶ The purchase of goods from home is growing dramatically in Finland. Two years ago, four percent stated that they shop from home at least once per month. This year, 10 percent state that they do so.

Middle-aged men in Denmark are the most frequent distance shoppers in the Nordic region

- ▶ Based on the population structure, it is not wild to surmise that the proportion of people shopping from home will continue to grow; more than one in three Nordic residents aged 30-49 shop from home each month, while only one in 20 in the over-65 age group do so.
- ▶ The future looks especially bright in terms of the behavior of Danish residents in the 30-49 year-old age group. Over fifty percent of people in this category shop from home at least once per month.

Approximately how often do you buy products from home, e.g. via Internet, mail order catalog, reply coupon, telephone or TV?

					Nordics (average)
"Every month"	28 %	32 %	24 %	10 %	24 %
- Men	30 %	37 %	27 %	9 %	26 %
- Women	25 %	26 %	21 %	9 %	21 %
- 15-29 years old	42 %	36 %	31 %	14 %	33 %
- 30-49 years old	35 %	51 %	38 %	13 %	34 %
- 50-64 years old	22 %	23 %	15 %	7 %	18 %
- 65- years old	7 %	6 %	5 %	2 %	5 %

(Basis: All respondents)



Low prices and fast delivery demanded by Danish residents

- ▶ Danish residents are the Nordic region's most frequent distance shoppers – one in three purchase products via the Internet or mail order each month. Also, more than other Nordic residents, people in Denmark state that they plan to purchase more products from home this year than they did last year.
- ▶ In Denmark, Internet orders are by far the dominant ordering method for those who shop from home. Nine in ten distance shoppers most often place their orders via the Internet. Less than ten percent state that they most often use mail order or the telephone.
- ▶ The main motivations for shopping from home among Danish residents are convenience and time savings. Price is also a more important motivation in Denmark than in other Nordic countries. Larger and better selection is less important for Danish residents than for consumers in other Nordic countries.
- ▶ Among Danish consumers, clothing (49%) and home electronics (45%) are the types of products purchased most often from home.
- ▶ Eight in ten distance purchases are paid for with a credit card. This figure is unparalleled in the Nordic region.
- ▶ Faster delivery times are demanded in Denmark than in other Nordic countries. More than half of Danish residents who shop from home (56%) state that the maximum acceptable delivery time is five days. One in three (35%) demand delivery within three days.
- ▶ Danish residents also use comparison sites like Google more frequently than other Nordic residents.



Consumers prefer to shop within Sweden and to pay after delivery

- ▶ A growing number of people in Sweden purchase products from home more and more often – 28 percent state that do so each month.
 - ▶ Unlike in Denmark and Norway, the proportion of young people (15-29 years old) in Sweden who shop from home each month is greater than the proportion of middle-aged (30-49 years old) people who do so.
 - ▶ Eight in ten distance shoppers in Sweden often order products online. The Internet is steadily increasing its share at the expense of traditional ordering methods (mail order catalog and telephone).
 - ▶ Reasons for purchasing products from home are mainly linked to convenience/time savings. Over 50 percent of respondents list these as motives. Twenty-two percent cite price and a larger and better selection as reasons for shopping from home rather than in a store.
 - ▶ Clothing and home electronics are popular in Sweden. A significantly greater share of people in Sweden than in other Nordic countries purchased books from home last year.
- ▶ Consumers like to pay after delivery for the products they purchase from home. Among Swedish residents who shop from home, four in ten prefer to pay by invoice – by far the largest percentage in the Nordic region.
 - ▶ Consumers prefer to make e-commerce purchases from Swedish sites. Only two percent state that they make e-commerce purchases from other countries each month, and only 40 percent have made e-commerce purchases from foreign sites at least once – by far the lowest percentage in the Nordic region.



Consumers shop more often from foreign sites than other Nordic residents

- ▶ One in four Norwegian residents purchased products from home at least once per month in 2010.
- ▶ Middle-aged people (30-49 years old) are the most frequent distance shoppers in Norway. Four in ten people in this category purchased products from home at least once per month last year. The percentage of people in the over-50 age group that shops from home each month is lower than in Sweden and Denmark.
- ▶ Convenience and time considerations are important motivations (47 percent) for Norwegian residents who choose to purchase products from home. Twenty-six percent cite lower prices, and 25 percent cite a larger and better selection.
- ▶ The option of paying with credit card is becoming increasingly important for distance shoppers in Norway, while the option of paying by invoice is become less important.
- ▶ The delivery requirements of Norwegian residents who shop from home are not as strict as those imposed by their counterparts in Sweden and Denmark. A full 27 percent accept delivery times of over one week.
- ▶ Consumers in Norway are the clear Nordic region leaders in terms of purchasing products online from other countries. Fourteen percent of e-commerce shoppers state that they shop online from foreign sites at least once per month. This is eight percentage points higher than the Nordic average.
- ▶ Foreign e-commerce purchases are most often made from the USA and Great Britain, and also from Sweden and Denmark.

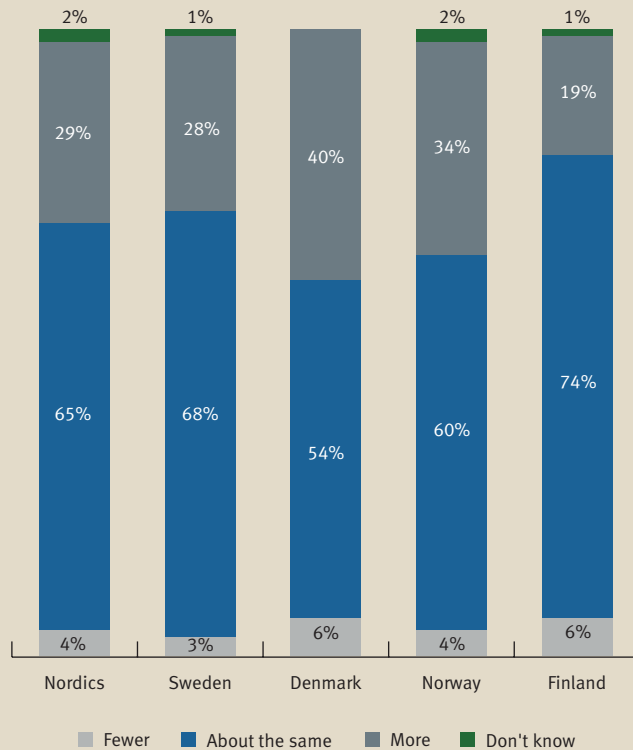


More and more people shop more and more often – but Finland still lags far behind the rest of the Nordic region

- ▶ The percentage of people in Finland who have shopped from home at least once has risen from 63 percent in 2008 to 72 percent in 2010. The share of consumers who shop from home each month rose from four to ten percent during the same period.
- ▶ Even so, the percentage of people who shop from home frequently is significantly lower in Finland than in other Nordic countries.
- ▶ The percentage of Finnish residents who purchase products via mail order is higher in Finland than in other Nordic countries.
- ▶ Convenience – especially the option of shopping when it suits people's daily schedules – is the main reason for shopping from home. Only twelve percent cite lower prices as their main motivation for doing so.
- ▶ Distance shoppers in Finland are also distinguished as citing direct payment via online bank as the most popular payment method. Credit card payments hold a weaker position in Finland than in other Nordic countries.
- ▶ Finnish residents accept significantly longer delivery times than, e.g., Swedish and Danish residents.
- ▶ Of consumers who shop from home, a larger percentage of Finnish residents purchase products from foreign sites as compared to Swedish residents. They primarily make e-commerce purchases from the USA, the UK and Germany.
- ▶ A limited amount of purchases are made from other Nordic countries. Twenty percent of those who shop from home from foreign sites have purchased products from Sweden, but only a very few have done so from Denmark or Norway.

Excellent prospects for distance selling in the Nordic region

Compare to the previous year, do you think that you'll buy more or fewer products from home during the coming year, or about the same amount?







Basis: Shopped from home during the past year

- ▶ Among Nordic consumers who shop from home, three in ten state that they will purchase more or many more products from home during the coming year.
- ▶ And nearly two in three think that they will purchase the same amount of products from home as they did during the previous year.
- ▶ Among Nordic consumers who shop from home, the willingness to do so is greatest in Denmark where four in ten state that they plan to shop from home more often than they did during the previous year.
- ▶ Looking both at the Nordic region as a whole and at individual countries, very few consumers expect to reduce the amount of shopping they do from home.

Why Nordic residents shop from home rather than in stores

- ▶ Various aspects of convenience and time savings are the main reasons that Nordic residents purchase products from home rather than in stores. Over 50 percent cite variations on this theme; of this group, 37 percent cite the option of shopping when it suits them.
- ▶ Lower prices are cited by over one in five Nordic residents as the most important motivation. Price is especially important in Denmark, where three in ten state that lower price is the main reason that they shop from home. The corresponding figure in Finland is twelve percent.
- ▶ Larger and better selection is a common motivation for many Nordic residents. One reason for this may be that many people live in rural areas far from communities offering a wide selection of stores. In Denmark, this motivation is significantly lower than in other Nordic countries.





Which of the following is the single most important reason that you shop from home rather than in stores?

					Nordics (average)
It is cheaper	22 %	30 %	26 %	12 %	22 %
Larger and better selection	22 %	15 %	25 %	23 %	21 %
Time and convenience	54 %	53 %	47 %	64 %	55 %
(When it suits me)	(17 %)	(15 %)	(23 %)	(37 %)	(22 %)
(More convenient)	(25 %)	(28 %)	(10 %)	(13 %)	(20 %)
(It is time saving)	(12 %)	(10 %)	(14 %)	(14 %)	(12 %)
Don't know	2 %	2 %	2 %	2 %	2 %

(Basis: Shopped from home during the past year)

Home electronics and clothing retain leading position

What types of products have you purchased from home during the past year?

					Nordics (average)
Clothing	50 %	49 %	44 %	53 %	49 %
Home electronics	33 %	45 %	36 %	41 %	42 %
Books	28 %	18 %	16 %	22 %	22 %
CDs and films	20 %	18 %	19 %	21 %	20 %
Home furnishing	9 %	7 %	8 %	15 %	10 %
Sport and leisure items	6 %	10 %	10 %	7 %	8 %
Cosmetics, hair and skin	7 %	8 %	11 %	10 %	9 %
Car accessories	4 %	5 %	3 %	4 %	4 %
Contact lenses and glasses	2 %	0 %	1 %	2 %	1 %
Food	1 %	3 %	2 %	2 %	2 %
Newspapers and magazines	2 %	3 %	1 %	5 %	3 %

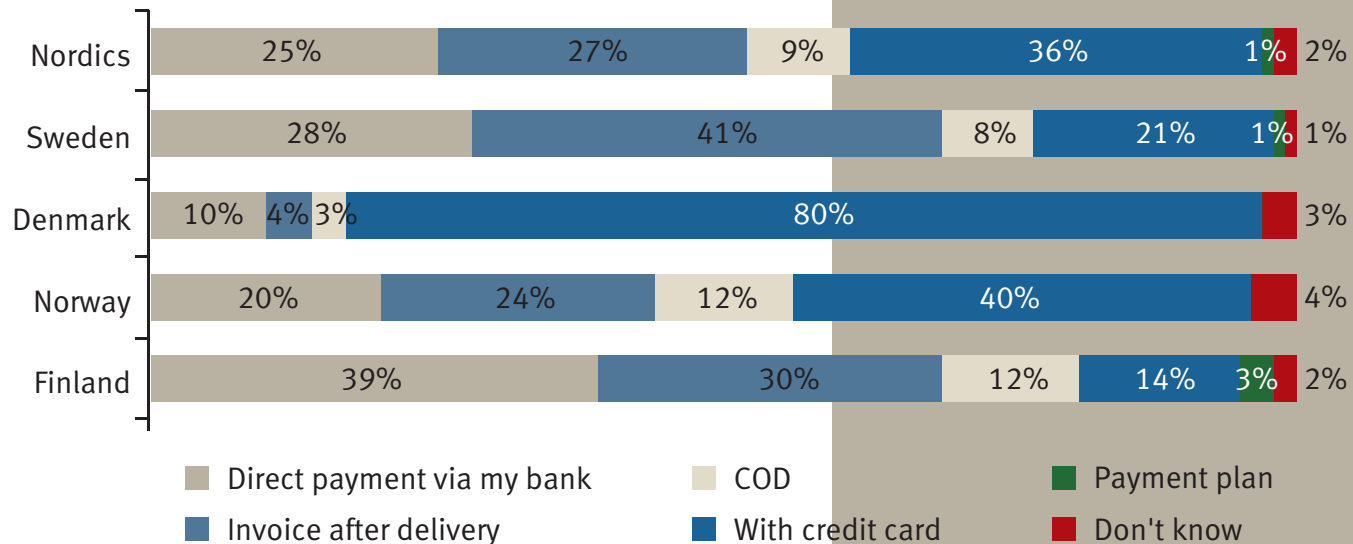
(Basis: Shopped from home during the past year)

- ▶ Clothing remains a strong segment – one in two people who have shopped from home have purchased clothing.
- ▶ Four in ten Nordic residents who shopped from home last year purchased home electronics. Nearly one in two consumers in Denmark who shopped from home last year purchased home electronics.
- ▶ Books continue to be a particularly popular item to purchase from home for Swedish residents.

Different payment method preferences

- ▶ Eight in ten Danish residents who shop from home prefer to pay for these purchases with a credit card, a figure that is unparalleled in the Nordic region.
- ▶ In Finland, four in ten prefer to pay via their Internet bank.
- ▶ Residents of Sweden most prefer paying by invoice after their ordered products have been delivered.
- ▶ Norway seems ready to abandon invoices in favor of credit card payments, which rose seven percentage points as compared to the previous study. Invoices, on the other hand, fell six percentage points.

Which of the following methods do you prefer to use when paying for a product that you have purchased from home?

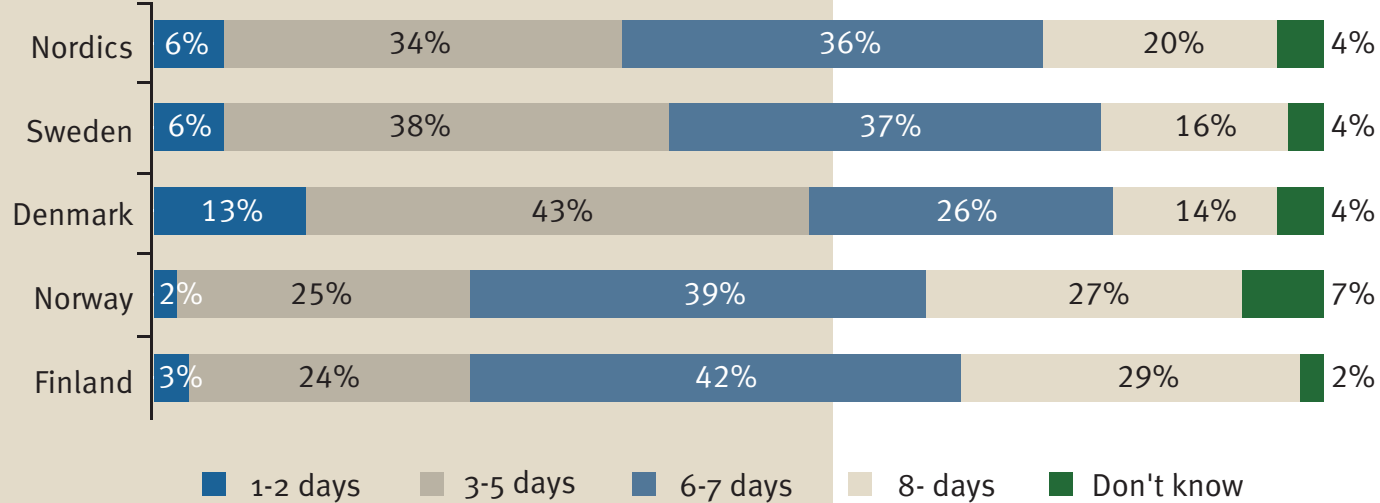


Basis: Shopped from home during the past year)

Delivery time – part of customer pledge

- ▶ More and more e-commerce companies are striving to make overnight deliveries of customer orders to distribution points or customer mailboxes.
- ▶ This often greatly exceeds customer expectations, since the majority of customers in the Nordic region (36 percent) state that they will accept a wait of 6-7 days for their ordered products.
- ▶ In a comparison of the results of previous studies, it is clear that consumers' delivery time demands are relatively stable over time.
- ▶ Residents of Sweden and especially Denmark impose significantly tougher delivery time demands than residents of Norway and Finland.

When you order a product from home, what are your expectations in terms of delivery time – i.e., what is the maximum number of delivery days that you will accept?







(Basis: Shopped from home during the past year)

Many routes to an e-commerce purchase

- ▶ Search engines like Google are often the first stop in an e-commerce purchase. Seven in ten Nordic residents who purchase products online often take this route to find information about a product. This figure is eight in ten among e-commerce shoppers in Denmark.
- ▶ Fifty percent of Nordic residents state that they visit a comparison site that provides prices and ratings before they make an e-commerce purchase.
- ▶ Looking through a catalog is a habit that is holding its own – nearly four in ten look at a catalog before they purchase a product online. This figure is nearly five in ten for Finnish residents.





When you are going to purchase a product online, how often do you first...

					Nordics (average)
a) ... use a search engine, e.g. Google?	68 %	81 %	64 %	68 %	70 %
b) ... obtain an overview by looking for prices on comparison sites?	52 %	62 %	36 %	46 %	50 %
c) ... read other consumers' reviews on an Internet site?	45 %	43 %	51 %	35 %	44 %
d) ... look at the product in a mail order catalog or equivalent?	36 %	35 %	37 %	47 %	38 %
e) ... look and/or try out the product in a store?	17 %	23 %	20 %	14 %	18 %
f) ... first use social media (blogs, communities, video sites, photo sites)? (new possible response)	16 %	15 %	25 %	18 %	18 %

(Basis: Purchased products online during the past year)

Catalogs provide a better overview than Internet does

What are the greatest advantages of using a catalog when you make e-commerce purchases?

					Nordics (average)
Better overview/easier to look through	38 %	31 %	34 %	32 %	34 %
More and better pictures	12 %	21 %	8 %	16 %	14 %
More information	12 %	22 %	16 %	19 %	16 %
I can look for information in peace and quiet	10 %	20 %	11 %	17 %	14 %
I can read whenever I want (in bed)	16 %	20 %	8 %	24 %	17 %
Easy to have with me	6 %	19 %	5 %	8 %	9 %
I can make notes	6 %	13 %	1 %	10 %	7 %
Don't know	27 %	24 %	30 %	16 %	25 %





(Basis: Use catalogs when making e-commerce purchases (several possible answers))

- ▶ The main reason for using a catalog in connection with an e-commerce purchase is that it provides a better overview.
- ▶ Catalogs seem to have a relaxing effect. Nearly one in five respondents state that catalogs allow them to look for information in peace and quiet.
- ▶ One in four consumers in Finland who use catalogs for e-commerce purchases state that they do so because they can read the catalogs when it suits them to do so.

Catalogs mailed to home addresses are used most often for e-commerce purchases

- ▶ Catalogs that are mailed to home addresses are the predominant type of catalog used for e-commerce purchases.
- ▶ Catalogs picked up by the consumer in a store hold a weaker position, especially in Finland where only six percent of respondents use this type of catalog when making catalog-related e-commerce purchases.





What types of catalogs do you most often use when you shop online?

					Nordics (average)
Catalogs that are sent home to my mailbox	66 %	52 %	60 %	74 %	64 %
Catalogs that I pick up in a store	14 %	14 %	13 %	6 %	12 %
Other types of catalogs	6 %	18 %	12 %	11 %	11 %
Don't know	14 %	16 %	16 %	9 %	14 %

(Basis: Shopped online during the past year and use catalogs for purchases)

Many people save catalogs for a long time

How long do you usually save catalogs that you use for making e-commerce purchases?

					Nordics (average)
Six months or more	35 %	7 %	14 %	6 %	19 %
2-6 months	23 %	17 %	20 %	19 %	20 %
Less than two months	20 %	26 %	30 %	29 %	25 %
I do not save catalogs	14 %	41 %	26 %	39 %	28 %
Don't know	8 %	9 %	11 %	7 %	9 %

(Basis: Shopped online during the past year and use catalogs for purchases)

- ▶ Of course, an important reason that catalogs are actually used is that they are on hand. Over one in three respondents in Sweden save the catalogs that they use to make e-commerce purchases for more than six months.
- ▶ On average, 39 percent of the Nordic residents who use a catalog for e-commerce purchases keep these catalogs for more than two months. This figure is 58 percent in Sweden, and over 25 percent of people in this group save catalogs for more than two months.

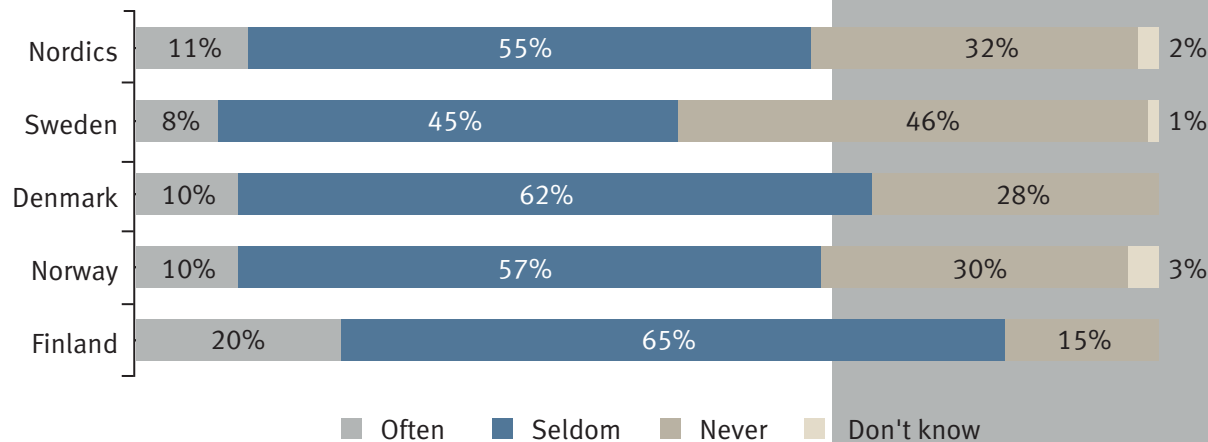
Fewer people break off e-commerce purchases

- ▶ Nordic e-commerce shoppers rarely discontinue their purchases after the purchasing process has begun. Nine in ten Nordic residents respond "seldom" or "never" to this question.
- ▶ Better technology, flexible routines, easier check-outs and fewer additional fees are factors behind the increased share of completed purchases.
- ▶ The highest number of discontinued purchases occur in Finland. This may reflect the fact that, generally speaking,

the e-commerce market in Finland was activated somewhat later than in other Nordic countries.

- ▶ The most common reason for discontinuing an e-commerce purchase is the purchaser's realization that he or she doesn't need the product after all.
- ▶ Another highlighted reason is technical error – 14 percent of Swedish residents cite this reason.

How often have you broken off the online purchase of a product after beginning the purchasing process?



(Basis: Shopped online during the past year)

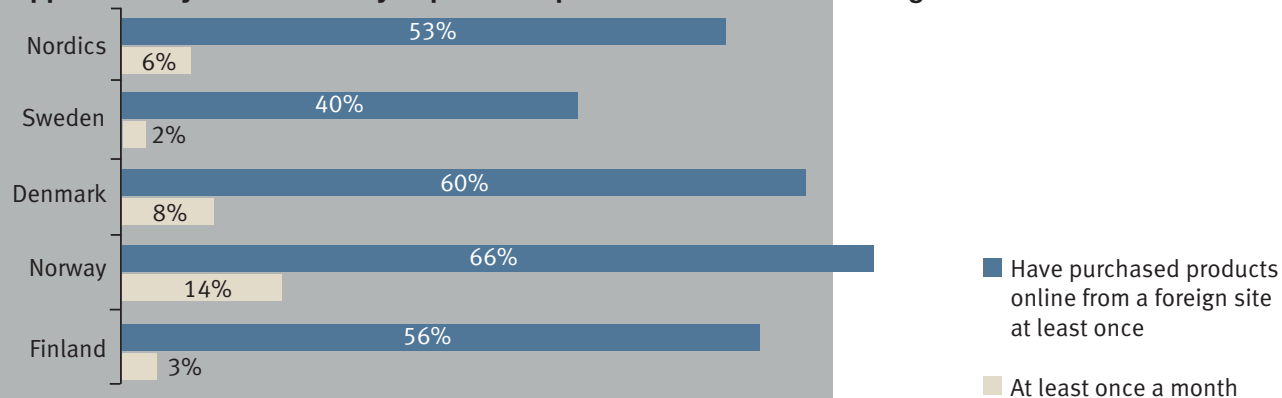
Consumers in Norway are leaders in foreign e-commerce purchases

- ▶ One in two Nordic e-commerce consumers state that they have shopped online from a foreign site at least once.
- ▶ E-commerce shoppers in Norway are the most likely to shop from foreign sites: two in three have made an e-commerce purchase from a foreign site at least once. Fourteen percent shop from foreign sites at least once per month.
- ▶ Swedish residents are the least likely to shop from foreign sites, due perhaps to their confidence that the products they need are available on sites with Swedish

domain names and from among products that are delivered from Sweden.

- ▶ Shopping online from non-Nordic countries – chiefly the UK, US and Germany – is much more common than shopping online from other Nordic countries.
- ▶ Fifty percent of Nordic residents who have shopped online from foreign sites have done so from US sites. The same percentage has done so from UK sites. Germany rounds out the list, with 33 percent shopping from German sites.

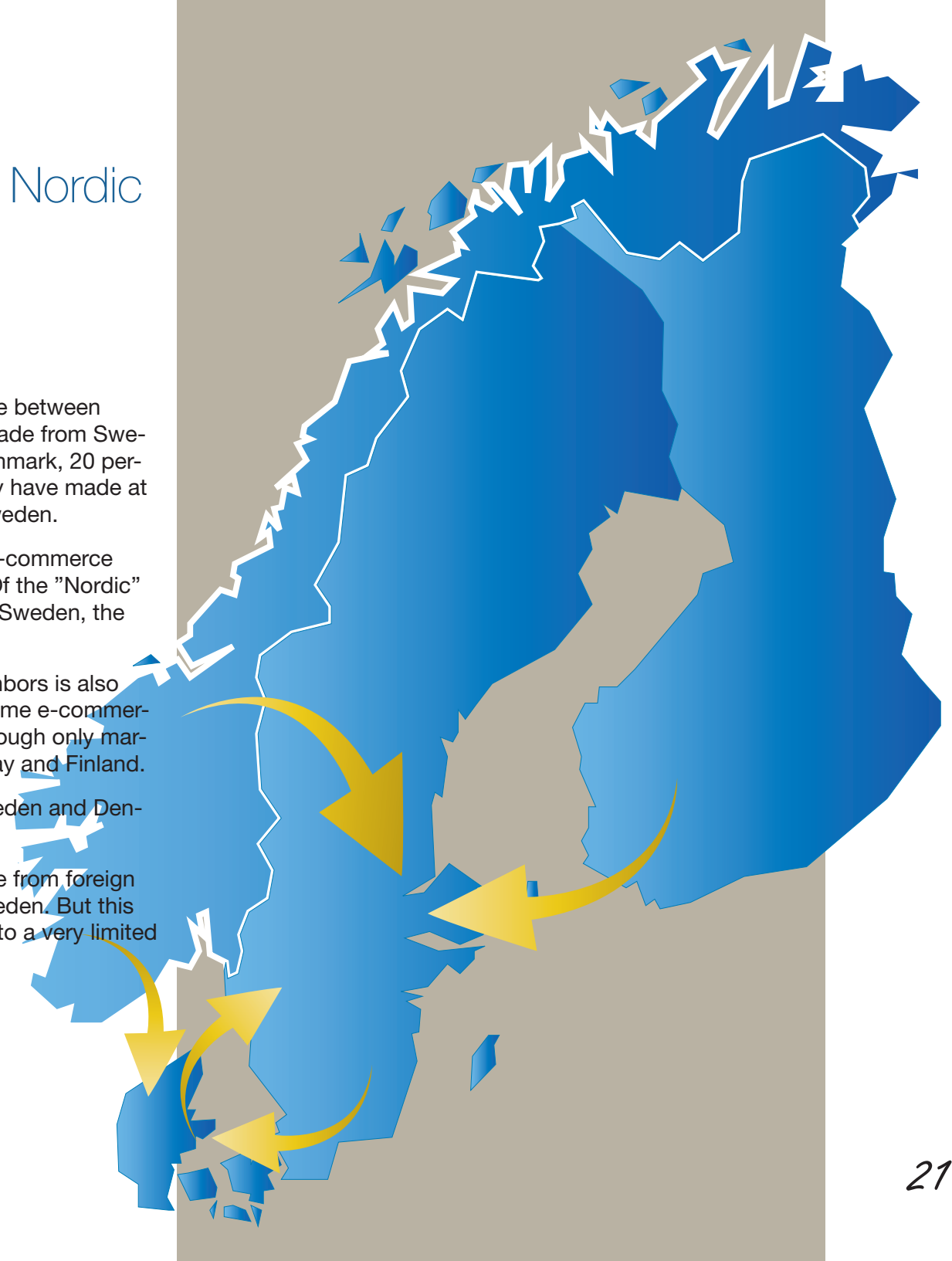
Approximately how often do you purchase products online from a foreign site?



(Basis: Shopped online during the past year)





E-commerce between Nordic neighbors

- ▶ Of the e-commerce shopping that is done between Nordic neighbors, most purchases are made from Sweden. Fourteen percent of residents of Denmark, 20 percent of Finland and 21 percent of Norway have made at least one e-commerce purchase from Sweden.
- ▶ Swedish residents make extremely few e-commerce purchases from their Nordic neighbors. Of the "Nordic" e-commerce shopping that is done from Sweden, the vast majority is done from Danish sites.
- ▶ E-commerce shopping from Nordic neighbors is also quite limited among Danish residents. Some e-commerce purchases are made from Sweden, though only marginal e-commerce purchases from Norway and Finland.
- ▶ Norwegian residents shop from both Sweden and Denmark, but not from Finland.
- ▶ Among Finnish residents who shop online from foreign sites, 20 percent have shopped from Sweden. But this group shops from Denmark and Norway to a very limited extent.



What we buy online from foreign countries

What type of products have you purchased online from a foreign site during the past year?

					Nordics (average)
Home electronics	26 %	19 %	39 %	37 %	29 %
Clothing	24 %	32 %	40 %	29 %	30 %
CDs and films	10 %	17 %	30 %	33 %	20 %
Books	20 %	15 %	24 %	19 %	19 %
Sport and leisure items	7 %	10 %	11 %	7 %	8 %
Cosmetics, hair and skin	7 %	7 %	9 %	6 %	7 %
Car accessories	7 %	6 %	5 %	7 %	6 %

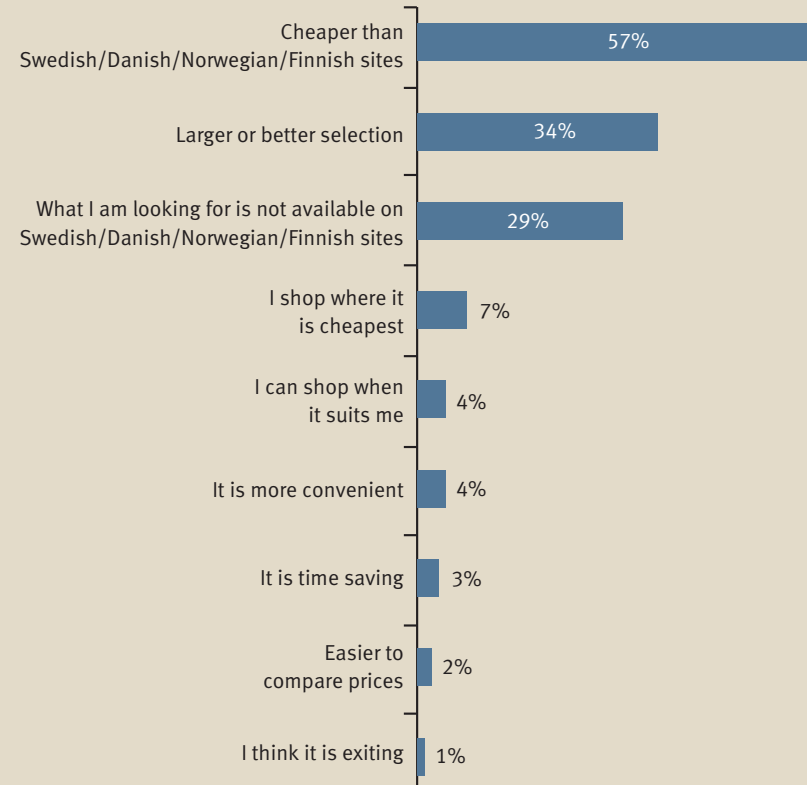
(Basis: Shopped from foreign site(s))

- ▶ The products that Nordic residents purchase online from foreign sites are roughly the same as those they purchase domestically. Clothing, home electronics, CDs, films and books top the list of e-commerce purchases from foreign sites.
- ▶ Clothing is the top product that Nordic residents prefer to purchase from foreign sites, although the percentage of Nordic residents who say that they have purchased clothing online from foreign sites (30 percent) is lower than the percentage stating that they purchased clothing from home during 2010 (49 percent). Also, the percentage who have shopped online from foreign sites for any type of product is roughly the same as the percentage who have shopped online from domestic sites.

Lower price and greater selection attracts consumers to foreign e-commerce sites

- ▶ The main reason that Nordic residents shop online from foreign sites is that they expect to find lower prices than they can find in their own country.
- ▶ Other strong motivations are that certain types of products are not available in their own country and that the domestic selection is too limited. These are similar motivations which, when combined, represent a slightly higher percentage than those citing lower price as the reason behind shopping online from foreign sites.





Why do you choose to purchase products online from foreign sites?



(Basis: Shopped from foreign site(s))

Reasons for not purchasing from foreign e-commerce sites

Why don't you purchase products from foreign sites?

					Nordics (average)
Everything I need is available on Swedish/Danish/Norwegian/Finnish sites	18 %	18 %	11 %	25 %	18 %
The risk of being cheated is too great	7 %	8 %	3 %	20 %	9 %
Just has not happened/ no need	43 %	41 %	36 %	29 %	38 %
Payment security	11 %	12 %	11 %	23 %	14 %
I do not feel certain that I will receive the products	7 %	12 %	5 %	18 %	10 %
VAT and customs fees make it inconvenient	2 %	6 %	4 %	7 %	4 %
Other reason	5 %	17 %	18 %	7 %	11 %
It is difficult with language differences	4 %	7 %	3 %	19 %	8 %
Prices are higher	0 %	3 %	2 %	4 %	2 %
Don't know	9 %	3 %	10 %	3 %	7 %

(Basis: Purchased products online during the past year, though not from foreign sites)

- ▶ The most common response from Nordic residents to the question "why don't you purchase products from foreign sites?" is that it simply has not happened. Nearly four in ten cite this as a main reason.
- ▶ One in five of the Nordic e-commerce consumers who have never shopped online from a foreign site respond that they can find what they need on sites related to their own country.
- ▶ One in ten Nordic residents don't feel certain that they will receive products they order from foreign sites. Among Finnish residents, nearly two in three e-commerce consumers are concerned about this.
- ▶ Language differences are also a factor that limits Finnish residents' interest in e-commerce shopping from foreign sites to a greater extent than among residents of other Nordic countries.

10 tips from Posten Norden's e-commerce expert – taking your e-commerce company beyond the Nordics

Many Nordic e-commerce companies began their businesses locally – in Skellefteå Sweden, for instance, or Bergen Norway, Vejle Denmark or Vasa Finland. And they are now selling their products throughout the world.

Making the right investments to increase your customer base outside your own country is actually not that difficult, but you shouldn't underestimate the challenges. It's a question of being trustworthy in everything from customer service to delivery. It's a question of visibility. It's about standing out and offering something unique. But it's also about offering freedom of choice in terms of payment solutions and methods of distribution.

The companies that have succeeded beyond their own borders have found that customers do not behave so differently on the other side of the Bothnian Sea or the Öresund Channel. E-commerce is borderless, and unites more than it differentiates consumers in different countries – a fact that is also clarified in this report.

Arne Andersson

E-commerce expert at Posten Norden

1. Comply with local regulations and laws on e-commerce, marketing and management of personal information
2. Hire professional translators to translate the web site to the country's language
3. Find out how customers in the country like to pay, and offer this option
4. Think about how to identify customers that will value your offer – and how they will find you
5. Adapt deliveries to customers' expectations for delivery time and delivery method
6. Make sure that your customer service department speaks the customers' language and can be reached at a local phone number
7. Find a logistics supplier to take care of distribution in as many countries as possible
8. Collaborate with companies and organizations that customers in the country trust, and use their logos on the web site's first page
9. Get help from other e-commerce companies that are already established in the country
10. Get help from someone who knows the country well, speaks the language and understands cultural and purchasing habits

Posten Norden in brief

- ▶ Posten Norden AB was formed through the 2009 merger of Post Danmark A/S and Posten AB. The group offers communication and logistics solutions to, from and within the Nordic region and has over 44,000 employees and net sales of approximately SEK 40 billion
- ▶ Every day, Posten Norden delivers approximately 29 million pieces of mail with world-class quality
- ▶ The group handles 500,000 parcels each day
- ▶ Posten Norden employs 12,000 mail carriers in Sweden and 11,000 in Denmark
- ▶ Posten Norden has approximately 4,400 parcel distribution points offering generous opening hours in Sweden, Denmark, Finland and Norway
- ▶ Posten Norden has roughly 1,600 partner outlets in Sweden and approximately 820 post offices, partner outlets and stores offering postal services in Denmark
- ▶ MyPack is Posten Norden's parcel service for private individuals in the Nordic region. The MyPack network has 700 distribution points in Norway and 1,200 in Finland

The strongest business partner for Nordic e-commerce

- ▶ With a comprehensive range of services and parcel distribution points in the Nordic region, Posten Norden is the strongest business partner for Nordic e-commerce. Posten Norden offers a range of services that simplify work for e-retailers, everything from marketing to distribution and notification.
- ▶ In order to provide the high quality service and accessibility required by increasing e-commerce flows, Posten Norden runs the MyPack parcel distribution service as a complement to its existing distribution network and mail carrier services



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