

Press Release

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Scandinavian Countries leading in Online Sector

In its latest “Scandinavia B2C E-Commerce Report 2011” Hamburg-based market research firm yStats.com provides a comprehensive analysis of B2C E-Commerce in Scandinavia. In addition to revenues and competitors, the report also covers internet users and online customers. Included in the survey are Sweden, Norway, Finland and Denmark.

Internet penetration is very high in Scandinavia compared to the EU average, the same goes for the percentage of online customers. The most popular categories are travel and consumer electronics. In general, the structures of the markets appear to be very similar in all four countries.

Online purchases very popular in Sweden

Sweden is one of the leading countries worldwide when it comes to internet use. Despite the high rate of internet penetration, there is still further potential for growth. In 2010, as much as 90 % of the Swedish population used the internet. Furthermore, almost 70 % of the Swedes searched for information on a search engine prior to making online purchases. Growth in B2C E-Commerce revenue is expected to reach slightly under 10 % in 2011. According to the “Sweden B2C E-Commerce Report 2011” by yStats.com in 2010 the leading product categories in B2C E-Commerce were “travel,” “consumer electronics,” “fashion and shoes” as well as “media/entertainment.” The most popular online shops with Swedish customers were Adlibris (books), Cdon (books and other media), Ellos (fashion) und H&M (fashion).

Norway takes the lead in Europe in terms of internet use

More than 90 % of all households in Norway have had access to the internet in 2011 and also access to mobile broadband is becoming more and more commonplace. The “Scandinavia B2C E-Commerce Report 2011” by yStats.com shows that almost 20 % of the Norwegian population accessed the internet in 2010 via their mobile phones, which exceeds the EU average by far. In addition, more than 60 % of all Norwegian online customers made at least one purchase abroad, which is higher than the Scandinavian average. B2C E-Commerce revenue recorded double digit growth in 2010. The leading product categories were “travel,” “consumer electronics” and “media/entertainment.” The percentage of internet users amounted to nearly 95 % of the entire population in 2010. Based on unique visitor numbers consumer electronics shops Elkjop.no and Komplet.no were leading in E-Commerce – followed by online bookshop Bokklubben.no.

Vehicles - popular category for online purchases in Finland

Online shoppers in Finland made only approximately five online purchases within six months in 2010 – less often than in other Scandinavian countries. “Tourism and travel,” “consumer electronics” and “vehicles” were the categories with the highest B2C E-Commerce revenues. According to yStats.com the number of internet users reached almost 5 million in 2010. In addition, almost 60 % of the population purchased online, which is by far above the EU average. Leading competitors include consumer electronics shops Hobby Hall and NetAnttila and online fashion retailer Shop Ellos.

Online costumers particularly active in Denmark

In Denmark credit card payments were the most popular payment method in distance selling (including B2C E-Commerce). In 2010, more than 80 % of all Danish online customers used a search engine to find information prior to ordering. The “Scandinavia B2C E-Commerce Report 2011” by yStats.com shows that in Denmark online customers made on average seven purchases in 2010 within a period of six months – more than in any other Scandinavian country. “Travel,” “consumer electronics” and “media/entertainment” raked as the leading product categories. The number of internet users totalled nearly 5 million in 2010. According to Danish customers the leading B2C E-Commerce competitors are DSB (ticket sales), Amazon (generalist) and Billetnet (ticket sales). Overall, the market is shared by many small retailers.

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