



eBook

The Changing eCommerce Landscape for White Goods Across European Markets



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WHITE GOODS

The White Goods industry refers to large electrical home appliances such as fridges, washing machines, dryers, kitchen stoves, air conditioners and dishwashers. In light of the current business landscape, businesses including those within the White Goods industry can no longer rely on doing business in the traditional way.

The COVID-19 pandemic has impacted all aspects of life. It has also brought about an accelerated digital transformation across industries. Consumers have increasingly become dependent on online shopping and due to this, there has been a permanent shift in some aspects of consumer habits.

How can White Goods brands successfully undertake a digital transformation and provide enhanced customer experience? Moreover, how can White Goods brands stand out as eCommerce leaders in the industry?

In this guide, we discuss the shift towards eCommerce for the White Goods industry. We highlight the key challenges White Goods brands face and how they can become leaders through digital transformation, with a key focus on European markets.

The consumer journey has significantly evolved over the years. A few years ago, the consumer journey would start with either identifying a need or on seeing an ad on billboards, newspapers, radio and or TV. Consumers would do the research about the in-store, go to a number of stores to compare and then finally make a purchase of their choice.

With the rise of eCommerce, the consumer journey has shifted towards an amalgamation of many small journeys including various digital touchpoints, and for White Goods products, this can also include in-store research, that leads to a purchase. One can say it has evolved into a multichannel way of shopping. Hence, this makes it crucial for brands to have a prominent strategy across all channels - whether it be online or in-store.

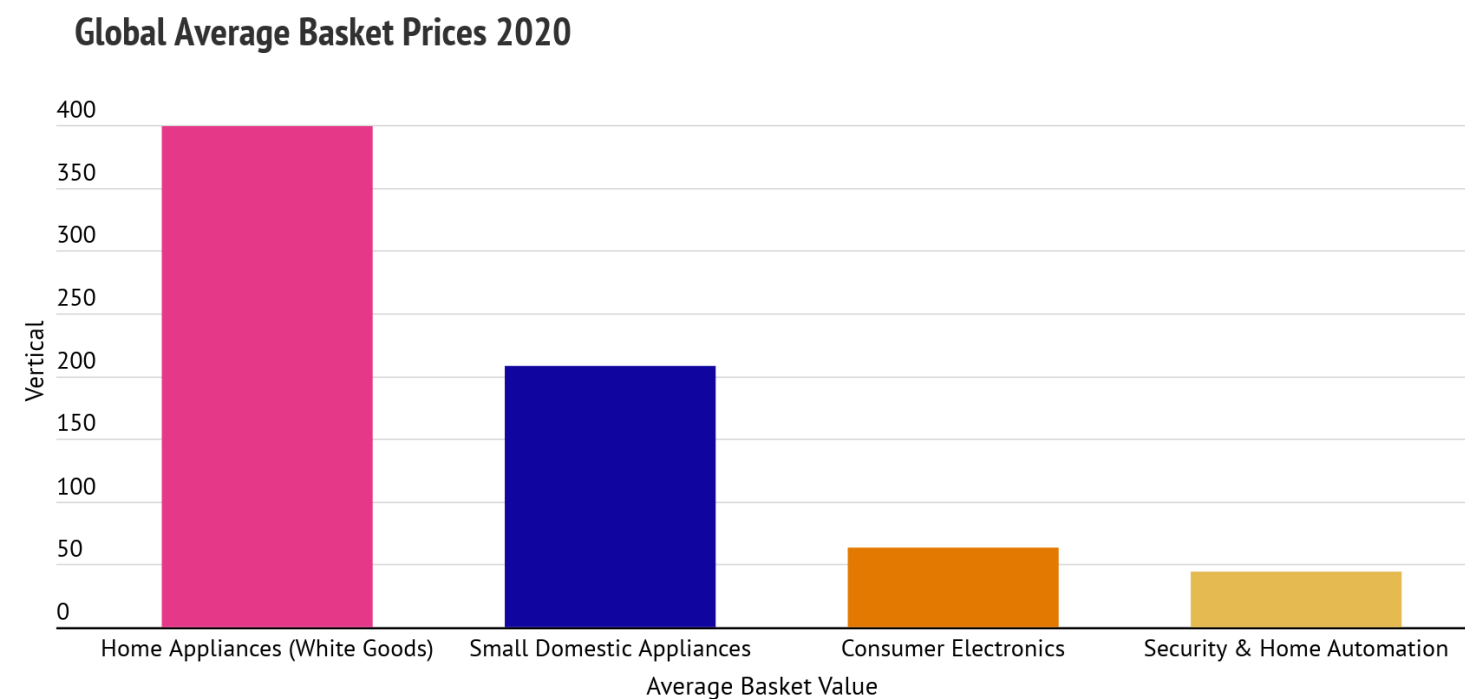
However, with White Goods such as home appliances and large electrical appliances, it is requisite for brands to consider the various factors that contribute to the modern consumer journey along with considering the key markets that are experiencing significant growth.



1. LEVEL OF INVOLVEMENT

White Goods are high engagement products majorly due to the price factor attached to these products, and also because they tend to have high involvement personally from the consumers. Hence, consumers tend to spend a large amount of time researching the products and the brand before choosing the right product for them.

Based on our data the global average basket price for some of the verticals are shown below. As the data shows, the average basket value globally for White Goods is the highest.



2. RESEARCH-DRIVEN APPROACH

One aspect that remains unchanged is the importance of the level of engagement with products i.e these are high risk decisions and often the products are of key importance for the consumers, such as White Goods.

White Goods tend to be high involvement products majorly due to the price factor attached to these products, but also because they tend to have high involvement personally from the consumers. Hence, consumers tend to spend a large amount of time researching the products and the brand before choosing the right product for them.

Based on our data, the global average, basket prices for some of the verticals are shown below. As the data shows, the average basket value globally for White Goods is the highest.

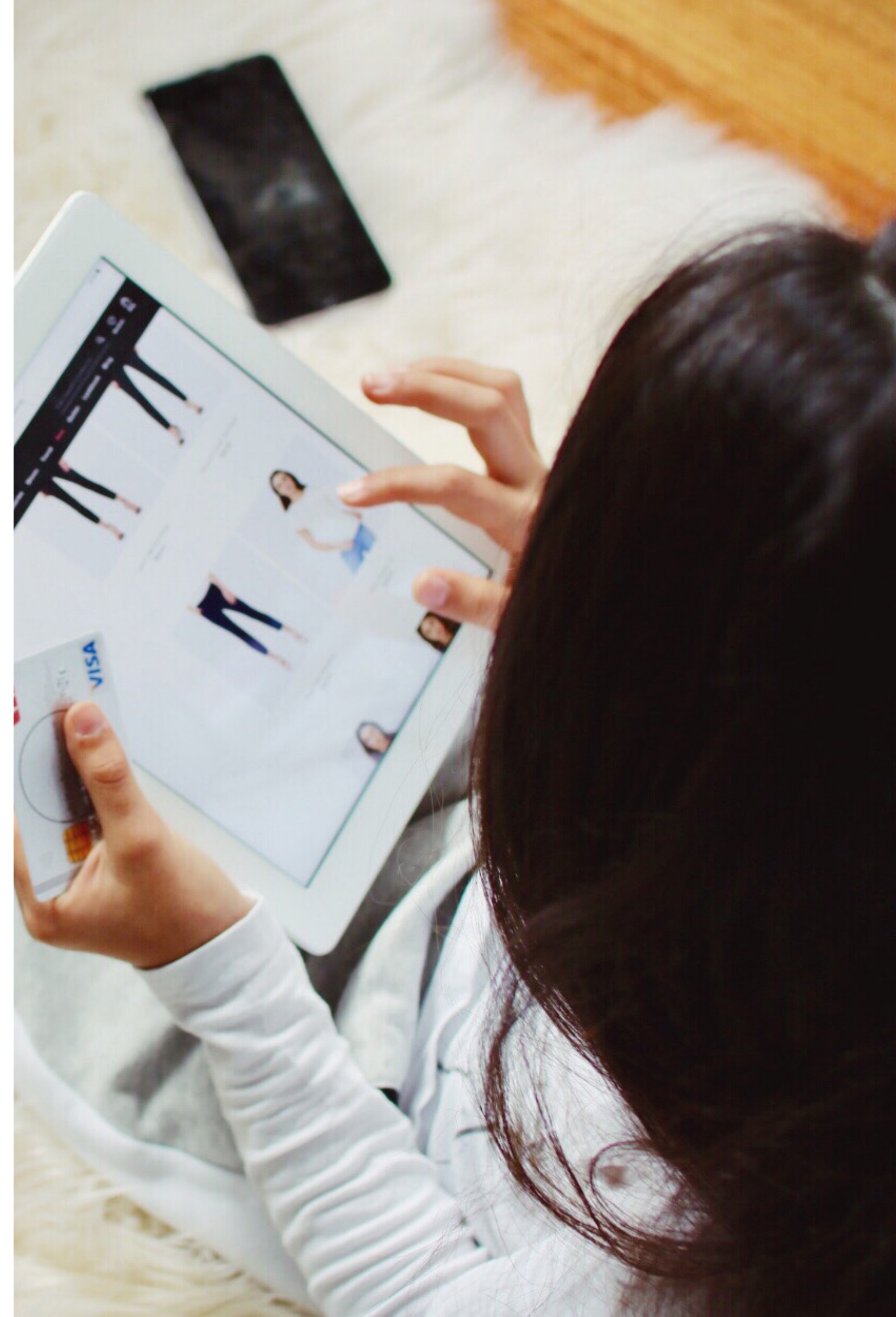
Source: pymnts.com, [Consumers Are Increasingly Researching Purchases Online](#)



3. CROSS CHANNEL MARKETING

Consumers consume information from various channels, whether it be in-store or online. It's vital to consider the key channels that your consumers use before making a purchase. The first step is ensuring the presence of your brands on multiple channels such as your website (brand.com), marketplaces and social media and outline the different objectives these channels are going to solve.

Consumers, before purchasing the products, also see the reviews and ratings, and this purchase can be through different channels. One can buy it in-store, from marketplaces or from the online shop. **Hence, we reiterate the importance of cross channel marketing for brands!**



ACCELERATED ECOMMERCE GROWTH

This year, as a result of the lockdown imposed, millions around the world relied on eCommerce and online platforms to meet their daily needs.

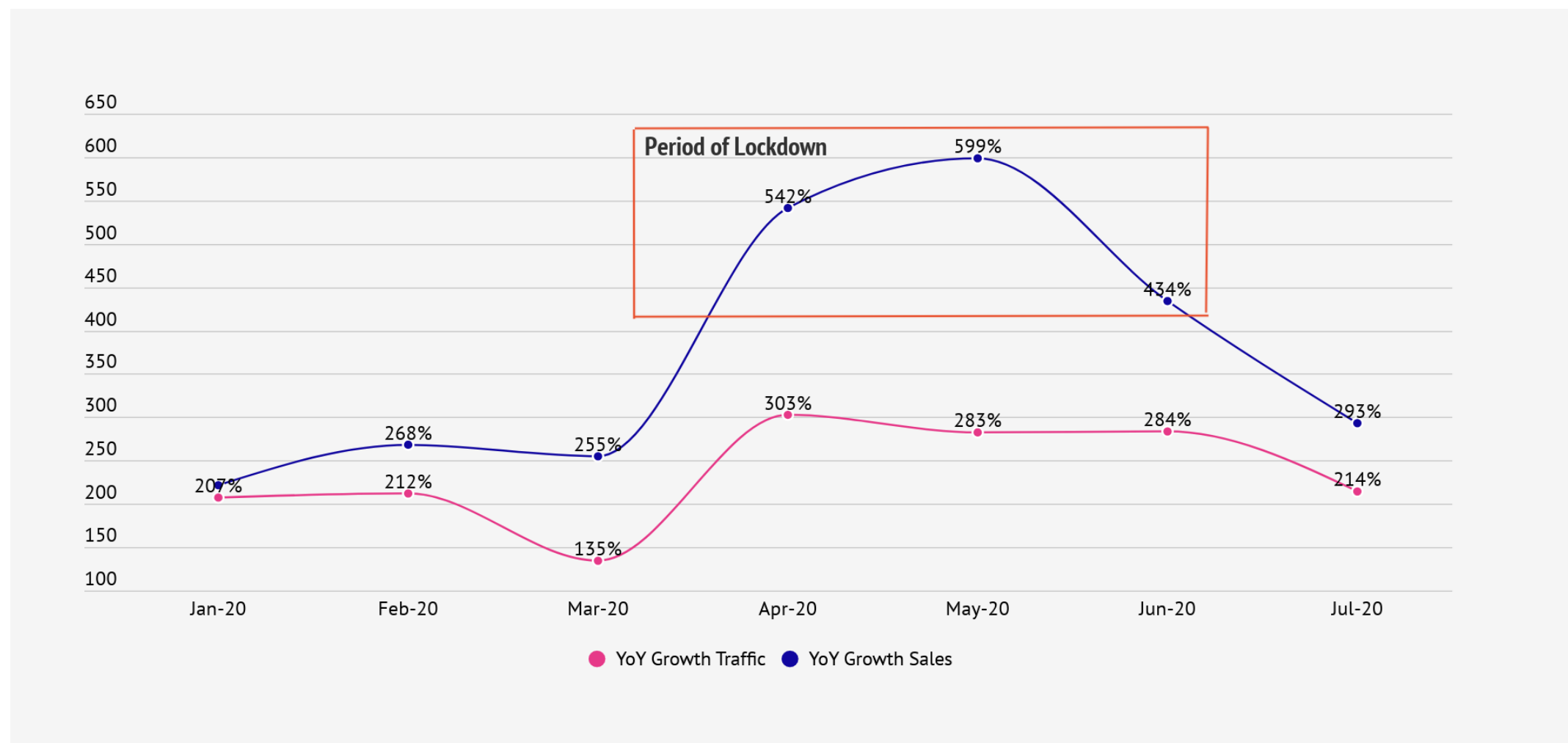
Whether it be for daily groceries, medicines, apparel, or for larger items such as consumer electronics and White Goods; the heavy reliance on eCommerce was apparent because websites were overloaded, delivery times were extended and some even had to wait on a virtual line to visit busy websites.

This was coupled with brands rushing to undertake digital transformations, set up eCommerce stores and enhance their online offering. The growth of eCommerce was undoubted, however, with the current situation it has also accelerated.



WHAT OUR DATA SAYS

Based on our data, here at ChannelSight, growth was seen across major categories such as HOBBS, Washing Machines, Ovens and also small domestic appliances such as Pastry Makers, Coffee Machines, Vacuum Cleaners. Consumers are more familiar with online shopping, and there is an increase in trust and consumer confidence when purchasing online.



ECOMMERCE MARKET INSIGHTS

In the next section, we deep dive into 10 countries from all over Europe that have shown some interesting trends and growth online for White Goods.

Markets:

- Germany
- France
- United Kingdom
- Netherlands
- Czech Republic
- Slovakia
- Poland
- Norway
- Denmark
- Sweden



GERMANY

Germany is the largest economy in Europe and one of the largest eCommerce markets in Western Europe. It is a mature eCommerce market and has a high online adoption rate. Reports predict that 95% of the population will be shopping online by the end of this year.

Overall, the eCommerce market in Germany alone is expected to reach over 104 billion by the end of 2020. Mobile commerce has been expanding at a rapid rate in the country and is expected to continue to grow in the coming years at a compound annual growth rate of 18% until 2021.

CONSUMER TRENDS

Consumers in Germany are familiar with online shopping, with 85% of users shopping online in 2020. Most consumers

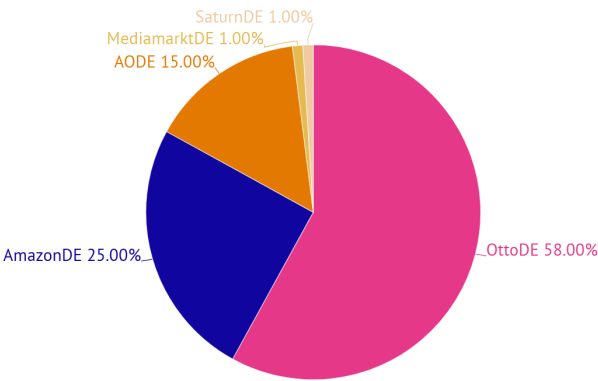
in Germany prefer to use PayPal when shopping online and have a high return percentage of products purchased online. Overall, consumers are modest spenders and tend to return products often if they are not as per the expectations. Hence, it is of key importance to provide the preferred payment method and have a seamless returns policy for customers in Germany.

There are a lot of domestic eCommerce platforms such as Otto that are dominating the German market alongside Amazon. In addition, eCommerce is very popular outside of the main cities and will be important for brands that are thinking about entering the market.

KEY RETAILERS BY SHARE OF SALES

WHERE DID CONSUMERS SHOP DURING THE LOCKDOWN	% BASKET SHARE (Q2 LOCKDOWN)
OTTODE	58%
AMAZONDE	25%
AODE	15%
MEDIAMARKTDE	1%
SATURNDE	1%

White Goods Data: Germany



GERMANY

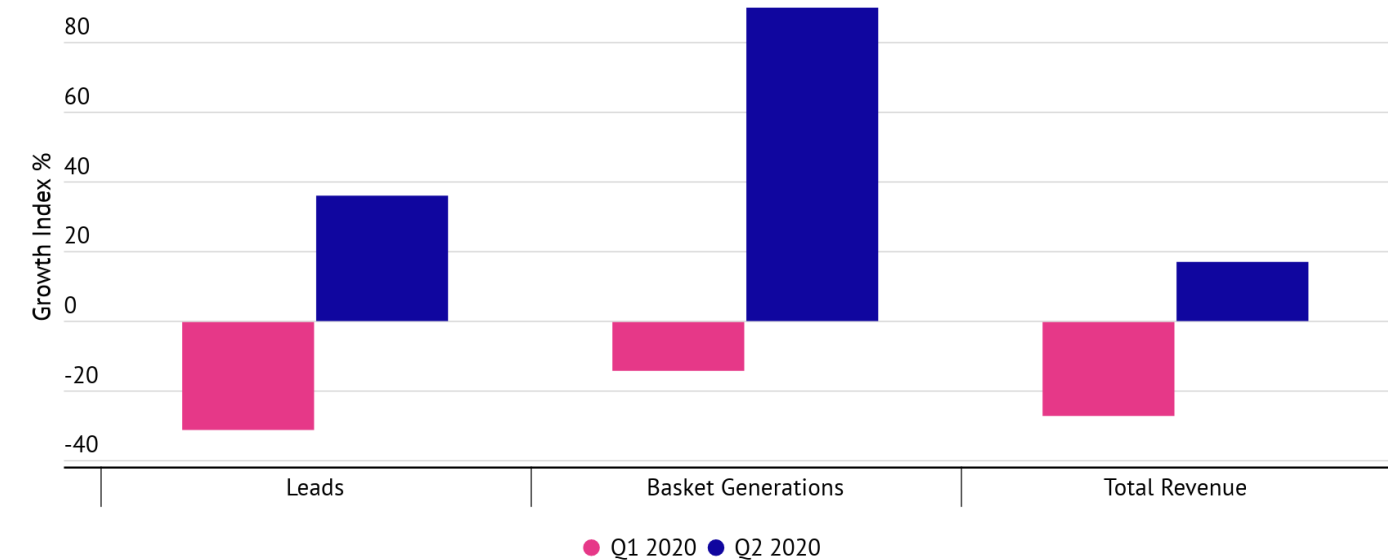
DATA INSIGHTS

The data below shows the YoY (2019 vs 2020) difference in leads, basket generations and revenue for White Goods industry in Germany. Initially, in Q1 2020, the industry had a bumpy start in the German market.

However, Q2 saw a significant increase in both leads and basket generations in comparison with 2019. So far this year, Q2 has seen a 36% increase in leads, a 90% increase in basket generations and a staggering 17% increase in revenue when compared to Q2, 2019.

We can extrapolate that this growth is a result of the lockdowns imposed around the start of Q2, which led to millions depending on eCommerce to meet their daily needs.

White Goods: Germany Growth YoY



KEY TAKEAWAYS

- Provide a seamless returns policy
- Offer preferred payments methods such as PayPal
- Consider key domestic retailers to partner with when catering to the market

FRANCE

France is a prominent country in Western Europe with a fairly large eCommerce market. Online sales are expected to reach 115.2 billion euros at the end of 2020 and it is expected that the compound annual growth rate will be 10.5% till 2021.

In 2019, over 4% of the country’s GDP was led by eCommerce. The market has a high online adoption rate with eCommerce growing each year, though it has begun to level off as it’s a mature market.

CONSUMER TRENDS

The most popular way to pay online is through bank cards, as reported, followed by online banking as the second most popular choice. Furthermore, French consumers have very quickly adopted and become familiar with the click and collect services, though many still prefer to have

the choice to receive home deliveries.

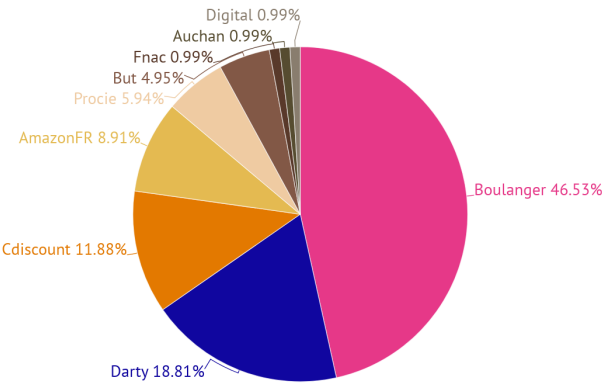
Currently, consumers largely use desktops or laptops to do online shopping, though mobile commerce is quickly picking up and is growing.

In addition, discount shopping is very popular in the country - with France even introducing their own version of Black Friday known as “French Days”. The average amount spent per year on online transactions, per consumer in 2017 was 1820 Euros, around 300 Euros below Europe’s average.

KEY RETAILERS BY SHARE OF SALES

WHERE DID CONSUMERS SHOP DURING THE LOCK-DOWN	% BASKET SHARE (Q2 LOCKDOWN)
BOULANGER	47%
DARTY	19%
CDISCOUNT	12%
AMAZONFR	9%
PROCIE	6%

White Goods Data: France



FRANCE

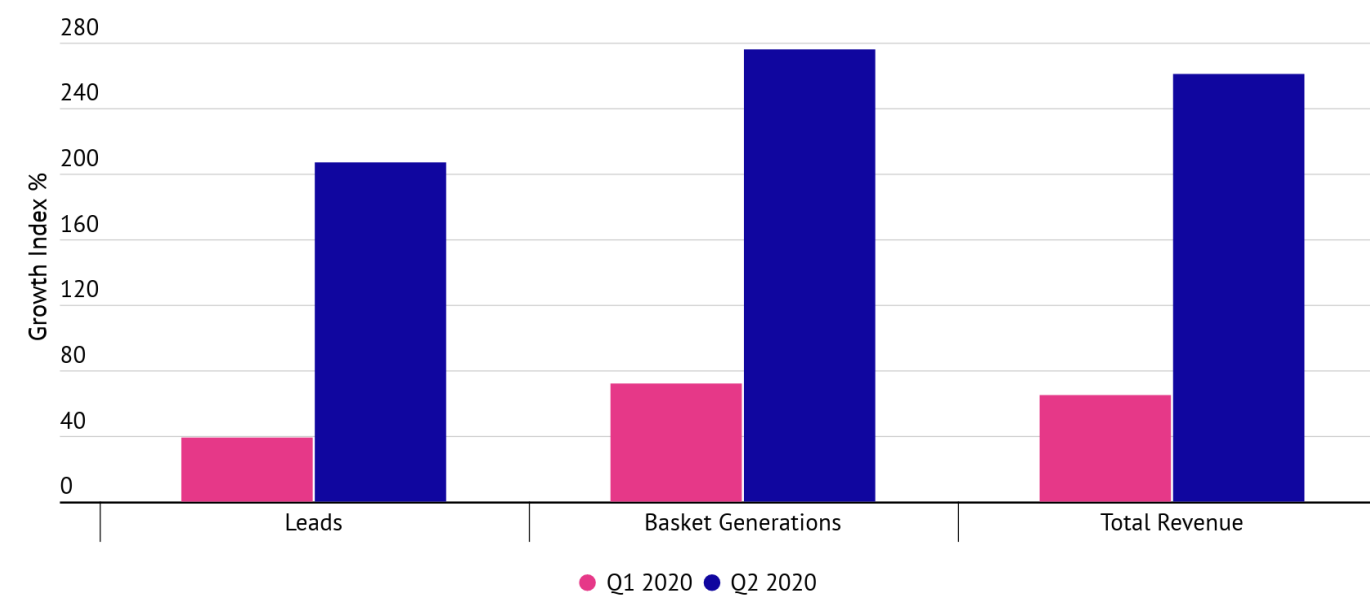
DATA INSIGHTS

The ChannelSight data below shows the YoY (2019 vs 2020) difference in leads, basket generations and revenue for White Goods industry for the French market.

As shown in the graph below, France had a headstart with a growth of 39% in leads, 65% in total revenue and 72% in basket generations in Q1. However, in Q2 the growth was significantly larger as represented in the graph below a substantial increase in leads, revenue and basket generations (207%, 261%, 276% respectively).

This is the result of countrywide lockdown, and the increased time spent at home. From this data, we can infer that the demand for White Goods increased.

White Goods: France Growth YoY



KEY TAKEAWAYS

- Provide a variety of delivery options (Click and Collect, Lockers, Home Delivery)
- Make the most of local eCommerce events such as "French Day"
- Focus on the key retailers such as Boulanger, and Darty

UNITED KINGDOM

In the United Kingdom, high-street retail has been dying as online has grown increasingly popular in the past few years. Overall, the UK is a fast-growing eCommerce market with 96% of the population using the internet and eCommerce sales reaching 200 billion Euros at the end of 2019.

Internet usage and eCommerce amongst the older demographics have increased in the past few years. It has been reported that those aged between 35-44 spend the most on online shopping. The COVID19 pandemic has further accelerated this growth.

Not only does the market have numerous international players such as Amazon, Ali Express and eBay but it is also home to some of the leading marketplaces such as ASOS.

CONSUMER TRENDS

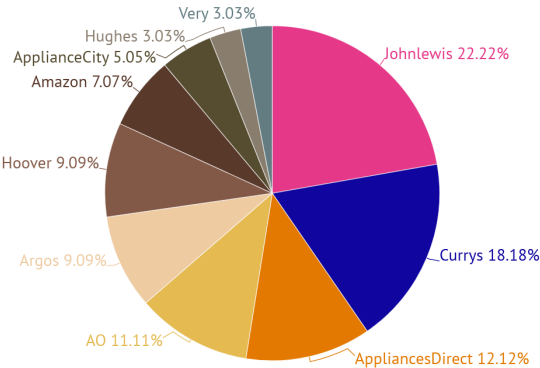
Shoppers in the UK primarily prefer to purchase through marketplaces rather than directly from brands. This is integral to providing an enhanced customer experience and brands giving consumers the choice to purchase through preferred channels.

Further, mobile commerce is very popular in the country. It's worth over 90 billion Euros and over 50% of all eCommerce sales are on mobile. In terms of payment preferences, consumers in the UK use a combination of PayPal and credit cards when shopping online.

KEY RETAILERS BY SHARE OF SALES

WHERE DID CONSUMERS SHOP DURING THE LOCKDOWN	% BASKET SHARE (Q2 LOCKDOWN)
JOHNLEWIS	22%
CURRYS	18%
APPLIANCESDIRECT	12%
AO	11%
ARGOS	9%

White Goods Data: United Kingdom



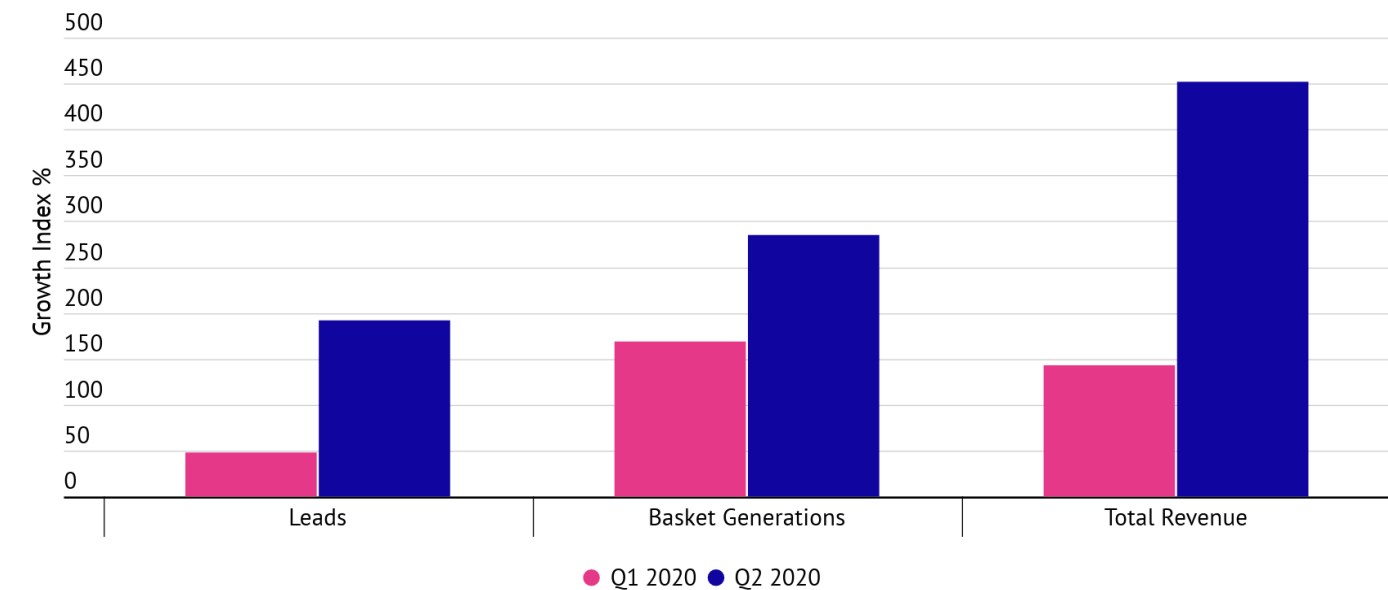
UNITED KINGDOM

DATA INSIGHTS

In the UK market, White Goods have experienced significant growth online when comparing ChannelSight data for Q1 and Q2 for 2019 and 2020. White Goods in the UK were already on a strong growth trajectory in Q1 2020 vs Q1 2019 with a 48% increase in leads and a 143% increase in total revenue. This growth was accelerated even further in Q2 where leads grew by 192% and total revenue increased by a staggering 452%.

With COVID19 and government-imposed lockdowns towards the end of Q1, the growth of the industry as a result is reflected in Q2. These are strong indicators of the growth in eCommerce for the White Goods industry in the UK.

White Goods: UK Growth YoY



KEY TAKEAWAYS

- Mobile Commerce is very important for the country
- Older Demographics are key spenders
- Presence on key marketplaces is vital

NETHERLANDS

The Netherlands’ eCommerce market has rapidly grown in the past few years with an expanding eCommerce market today. The stable and growing economy along with rising disposable incomes have led to rising consumer confidence over the past few years, contributing to the growth of eCommerce.

Internet penetration in the country is over 95% and the eCommerce market is approximately worth 25.8 billion Euros. Though the eCommerce market size is smaller than some of the other European countries, there is real potential in the market.

CONSUMER TRENDS

In particular, domestic eCommerce is very popular in the country.. Two of the popular local eCommerce sites are Bol.com and

CoolBlue. A key thing to note for brands is that Amazon, the eCommerce giant across the world, is not prominent in the Dutch market.

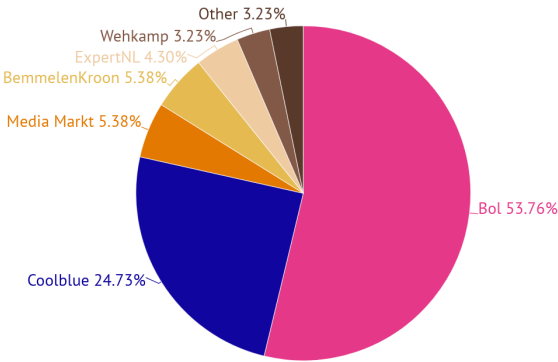
One of the key reasons for the popularity of local eCommerce platforms is because they offer iDeal as a payment method, a local bank transfer service in the Netherlands.

This is a widely used service in the Netherlands, and customers mostly prefer to pay through this. PayPal is quite popular as well in the market.

KEY RETAILERS BY SHARE OF SALES

WHERE DID CONSUMERS SHOP DURING THE LOCKDOWN	% BASKET SHARE (Q2 LOCKDOWN)
BOL	50%
COOLBLUE	23%
MEDIAMARKT	5%
BEMMELENKROON	5%
EXPERTNL	4%

White Goods Data: Netherlands



NETHERLANDS

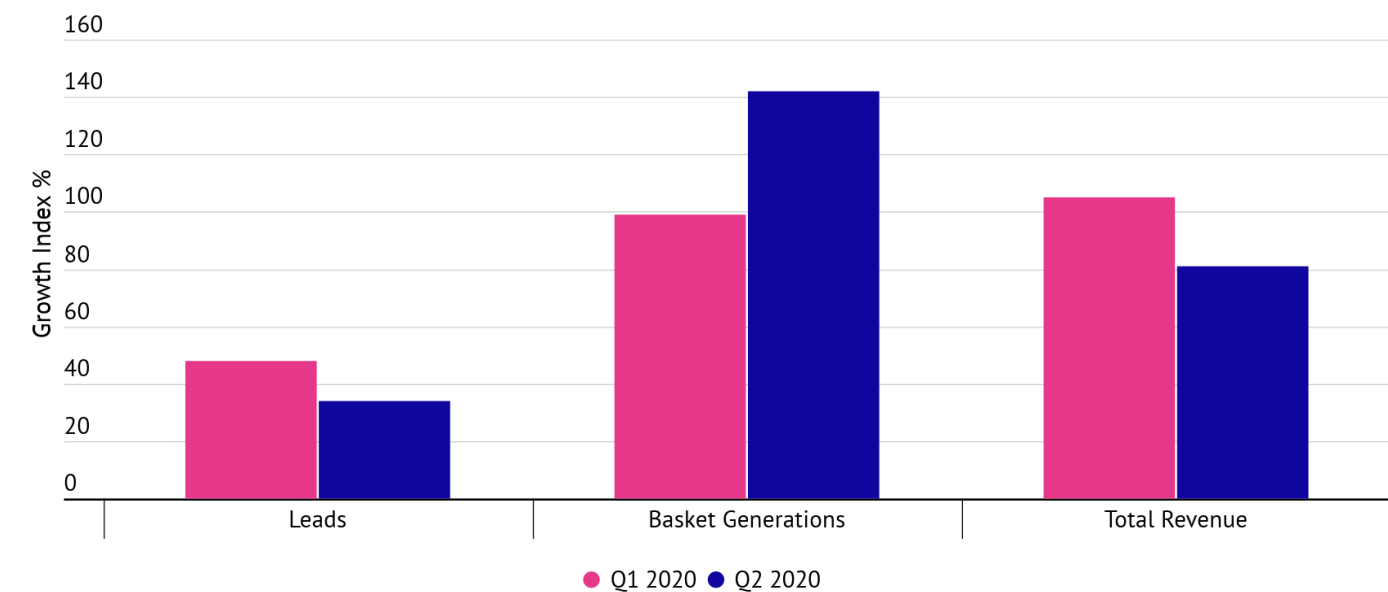
DATA INSIGHTS

Again within the ChannelSight data, the online White Goods market in the Netherlands grew significantly in Q1 and Q2 2020 when compared to Q1 and Q2 2019. Both quarters experienced positive growth in leads, revenue and basket generations. However, it is interesting to note that the growth rate was higher in Q1 2020 in comparison with Q2 of 2020.

While this reflects that the eCommerce market overall is experiencing growth in the White Goods sector, some of the purchases were perhaps made in anticipation of the lockdown.

In addition, many had begun to restrict movements before the lockdown was imposed. This too can be a contributing factor to the sharp growth seen in Q1.

White Goods: Netherlands Growth YoY



KEY TAKEAWAYS

- Domestic eCommerce Platforms are preferred - ensure you have ties with them!
- Local payment methods are popular and preferred
- Growing eCommerce market

CZECH REPUBLIC

Czech Republic boasts a strong and growing economy with growth in household demand. This is driven by increasing wages and low unemployment as reported at the end of 2019. The GDP of the country is 180 billion Euros as recorded at the end of 2019, with the eCommerce market being valued at over 4 billion Euros.

Despite it's smaller eCommerce market size in comparison with other European countries, it is listed as one of the fastest-growing eCommerce markets with a 16% compound annual growth rate annually until 2021.

There is an 85% internet penetration rate, and mobile commerce makes up over 50% of the eCommerce market.

CONSUMER TRENDS

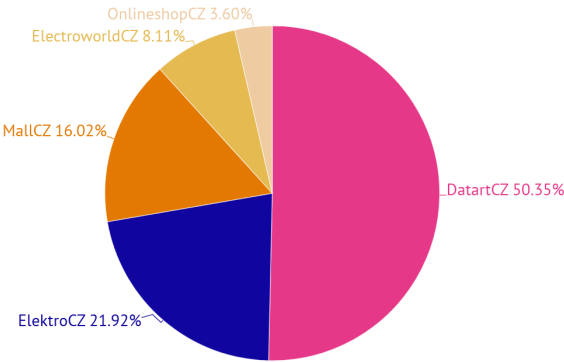
Consumers in Czech are relatively price-conscious and there was a proven affinity towards budget brands in the market. In the past few years, there has been significant growth in White Goods and consumer electronics. JP Morgan reports that home appliances are the fastest-growing category in the country. They also reported that a large chunk of the eCommerce growth is driven by the younger generations familiar with online shopping.

Similar to the Netherlands, the eCommerce market in Czech is dominated by local players and a very few international players have websites solely dedicated to the Czech market. This is a key factor that contributes to the consumers preferring local eCommerce firms that have better delivery times and localised offerings.

KEY RETAILERS BY SHARE OF SALES

WHERE DID CONSUMERS SHOP DURING THE LOCKDOWN	% BASKET SHARE (Q2 LOCKDOWN)
DATARTCZ	50%
ELEKTROCZ	22%
MALLCZ	16%
ELECTROWORLDCZ	8%
ONLINESHOPCZ	4%

White Goods Data: Czech Republic



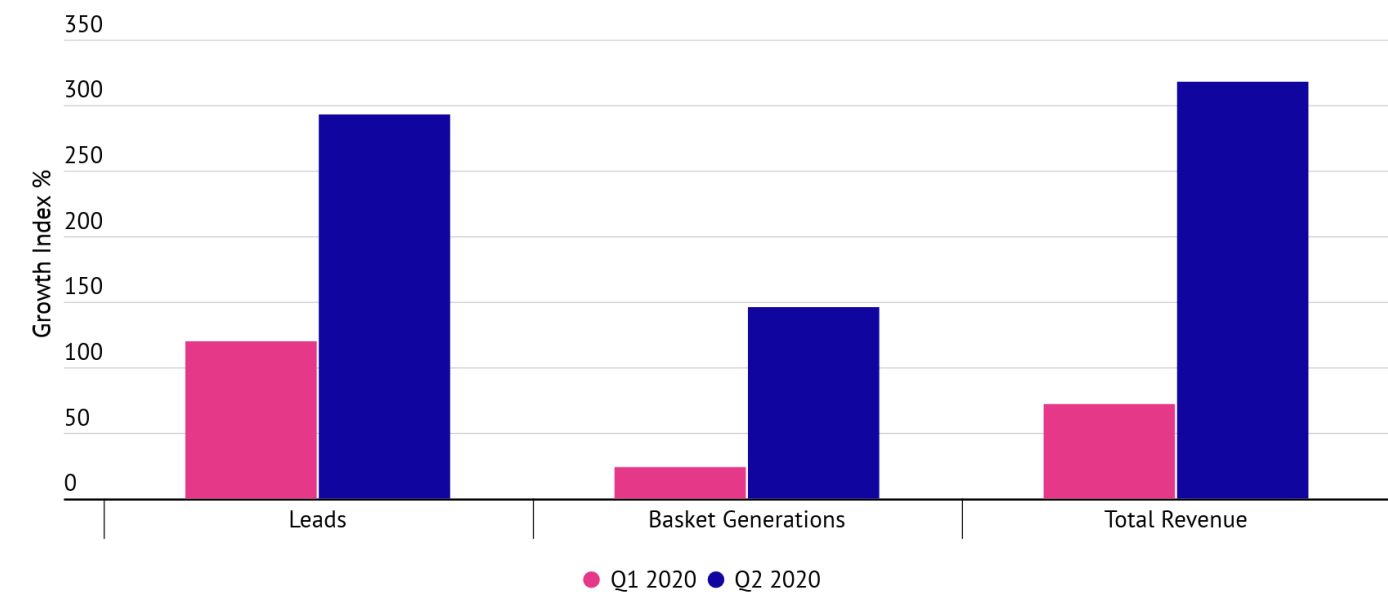
CZECH REPUBLIC

DATA INSIGHTS

The online White Goods market in the country grew in Q1 2020 compared to Q1 and Q2 2019) (ChannelSight data). Though both quarters experienced positive growth in leads, revenue and basket generations, Q2 2020 saw a more significant increase in all three - leads, basket generations and revenue.

This is a strong reflection of the impact lockdown had on the growth of eCommerce in the country and the growth of the White Goods industry.

White Goods: Czech Republic Growth YoY



KEY TAKEAWAYS

- One of the fastest-growing eCommerce markets
- Consumers are Price Conscious
- Having ties with local retailers is key

SLOVAKIA

Slovakia is a growing economy coupled with reforms in the government that are enabling the growth. Their eCommerce market accounted for \$928 million as of 2019 and is expected to reach \$1 billion by 2021. Overall, eCommerce is expected to continue to grow at a rate of 8% per year till 2023 reflecting key potential in the market.

It ranks as the 61st largest eCommerce market in the world. Some of the key factors that have enabled Slovakia's eCommerce market to grow include growing access to the internet and modernisation of the economy. As a result, it was reported that 72% of the country's population have shopped online in the past year with electronics, home and DIY being some of the fastest-growing categories in the country. Out of the 72%, 91% of eCommerce users are in the 25 to 34 age category.

CONSUMER TRENDS

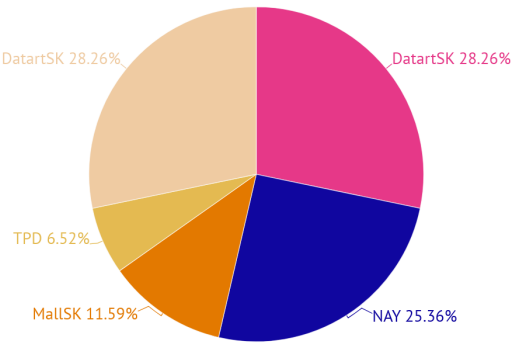
eCommerce consumers in the Slovakian market heavily use mobiles to shop online. This is of key importance for brands that want to penetrate the market as they will need to consider and enhance their user experience on mobile to be successful in driving conversions. In addition, it's vital for brands to consider a localised approach in the market.

Secondly, amongst Slovakian consumers, cash on delivery is a popular payment method. Not only do consumers avoid giving their details but also only make the payment upon delivery. In fact, 72% of online purchases reportedly took cash on delivery in the market. It will be interesting to see how this involves in the coming months with COVID19.

KEY RETAILERS BY SHARE OF SALES

WHERE DID CONSUMERS SHOP DURING THE LOCKDOWN	% BASKET SHARE (Q2 LOCKDOWN)
DATARTSK	39%
NAY	35%
MALLSK	16%
TPD	9%

White Goods Data: Slovakia



SLOVAKIA

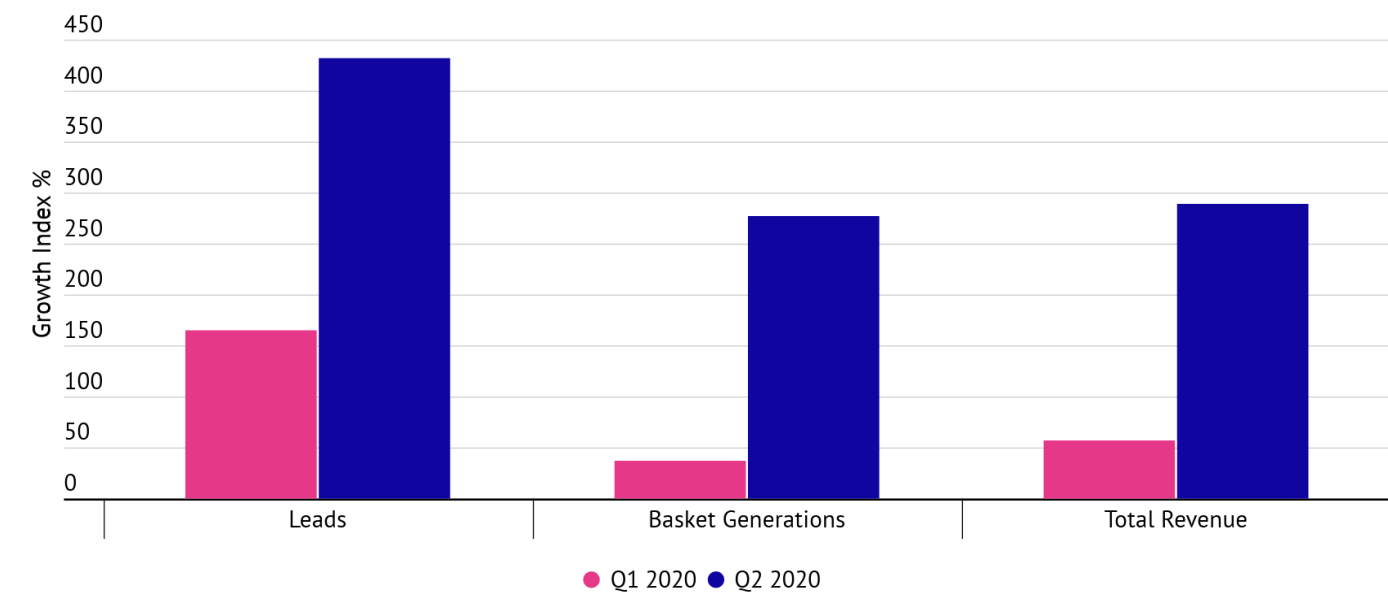
DATA INSIGHTS

The graph below shows the growth of the White Goods Industry in Slovakia. Both quarters experienced positive growth in leads, revenue and basket generations. Particularly in Q2, the growth is steeper with a large increase in revenue and basket generations which reflects the increase in total revenue.

As we saw in other markets, the growth is steeper in Q2 perhaps as a result of the government lockdowns and dependency on eCommerce to meet needs. Another contributing factor for the growth can be the fact that as more people were stuck at home, there was a need and urge to make living spaces more comfortable.

They grew significantly in Q1 and Q2 2020 when compared to Q1 and Q2 2019.

White Goods: Slovakia Growth YoY



KEY TAKEAWAYS

- Mobile Commerce Is Vital
- Cash on Delivery is a popular payment method
- Younger demographics are key online spenders

POLAND

Poland is a growing economy with a dense population of over 38 million people. It is one of the fastest-growing eCommerce markets in the region as eCommerce has become central to their economic development.

Price effective products and easily accessible wifi is a key enabler of the growing eCommerce market. It boasts a high internet penetration rate of 77% with online sales exceeding 11.5 billion Euros at the end of 2019. eCommerce reportedly accounts for just 4% of all retail sales at the end of 2019, hence there is immense potential in the market to increase it's eCommerce led sales in the market.

CONSUMER TRENDS

Consumers in Poland use mobile commerce heavily; there are 22 million mobile users in the country and over 20% of them use mobiles for online shopping.

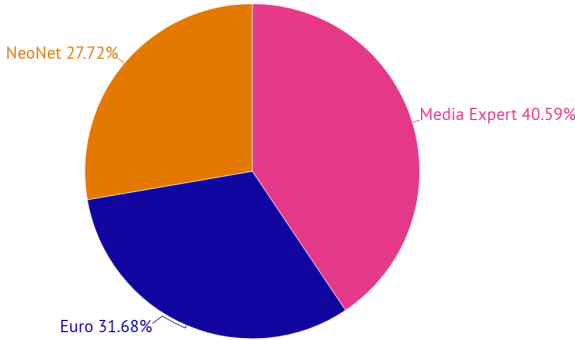
It's also vital for brands entering the market to have a localized approach. This is because it was reported that only 16% of shoppers have bought products online from international stores. As a result, consumers are less familiar with foreign products and eCommerce stores. Overall, bank transfers are preferred when paying for online goods.

A popular way to pay is through PayU, a Polish online payment service which is preferred by consumers. Following this, PayPal is also popular, although PayU is preferred.

KEY RETAILERS BY SHARE OF SALES

WHERE DID CONSUMERS SHOP DURING THE LOCKDOWN	% BASKET SHARE (Q2 LOCKDOWN)
MEDIA EXPERT	41%
EURO	32%
NEONET	28%

White Goods Data: Poland



POLAND

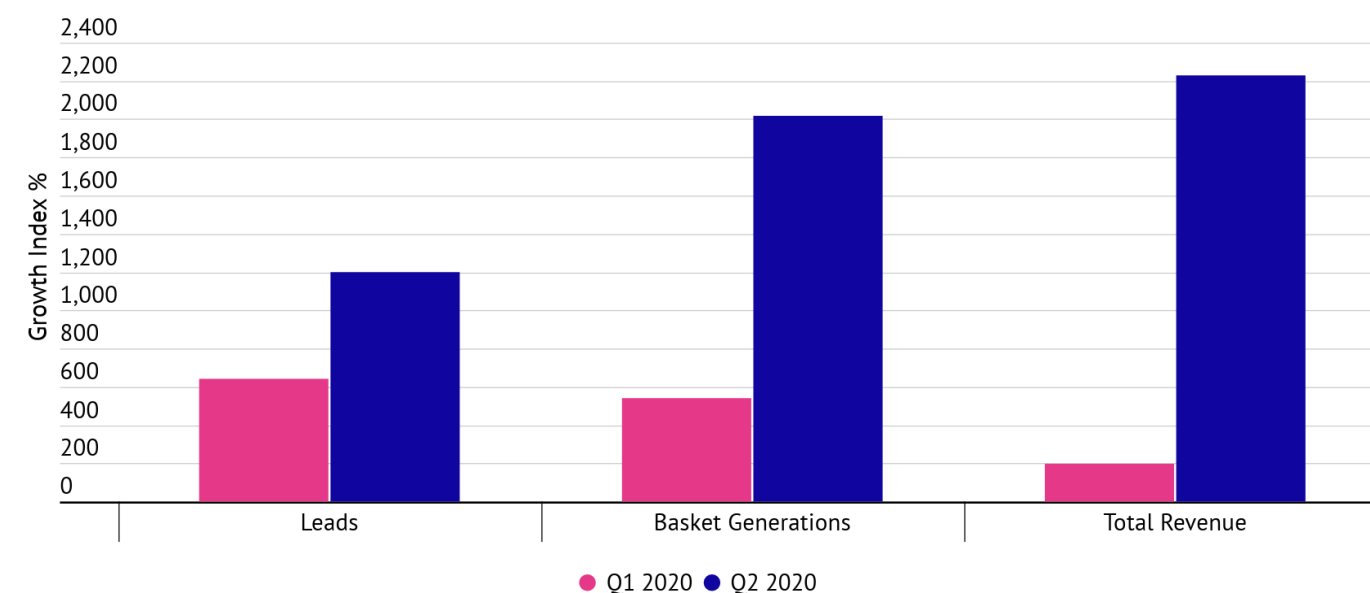
DATA INSIGHTS

The White Goods market has grown significantly online this year. In this graph, we show the growth of leads, basket generations and revenue from 2019 to 2020 for Q1 and Q2. Poland was already experiencing triple-digit growth in Q1 as per our data. The growth in all three factors is in four digits in Q2.

It can be extrapolated that it is a result of online shopping becoming more important during the lockdown, as there were limitations ongoing to physical stores and moving about. As a result, millions were dependent on eCommerce.

The 4 digit growth is a strong reflection of the increasing demand, willingness to spend and growth of eCommerce in the White Goods industry.

White Goods: Poland Growth YoY



KEY TAKEAWAYS

- Mobile Commerce is Growing
- Local payments methods are preferred such as PayU
- Localised approach to successfully penetrate the market

NORWAY

Norway is a mature eCommerce market and buying goods online is common. This is reflected in the high internet penetration rate at 96%. It is no doubt that it is a key market when it comes to eCommerce growth. The eCommerce sales reached \$5 billion at the end of 2019 and its eCommerce market has continuously grown in the past few years with a predicted growth of 6% till 2023.

82% of the population has bought a product online as reported in 2019, showcasing the importance of eCommerce. The most popular eCommerce categories in the country are electronics, fashion, toys and DIY, Food and Personal Care and White Goods.

CONSUMER TRENDS

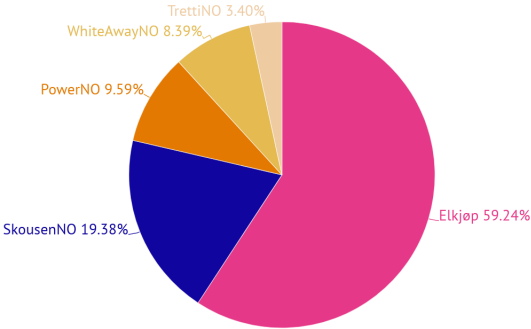
Rising disposable incomes as a result of lower unemployment rates make Norway a very attractive market for many retailers. The growth of eCommerce in Norway is enabled by the high-quality infrastructure of the country coupled with the high internet penetration rate. Smartphones has enabled a large chunk of the population to be online. It was reported that an average person in the country spends 2522 euros online per year.

JP Morgan reports that 43% of online shoppers bought a product from a foreign retailer/brand mostly from Sweden. Also 51% of the consumers use a debit card or credit cards for eCommerce PayPal comes in next with 18% of the consumers using this followed by Vipps at 14%. Vipps has increasingly become a popular method of paying for goods and services bought online.

KEY RETAILERS BY SHARE OF SALES

WHERE DID CONSUMERS SHOP DURING THE LOCK-DOWN	% BASKET SHARE (Q2 LOCKDOWN)
ELKJØP	60%
SKOUSENNO	20%
POWERNO	10%
WHITEAWAYNO	8%
TRETTINO	3%

White Goods Data: Norway



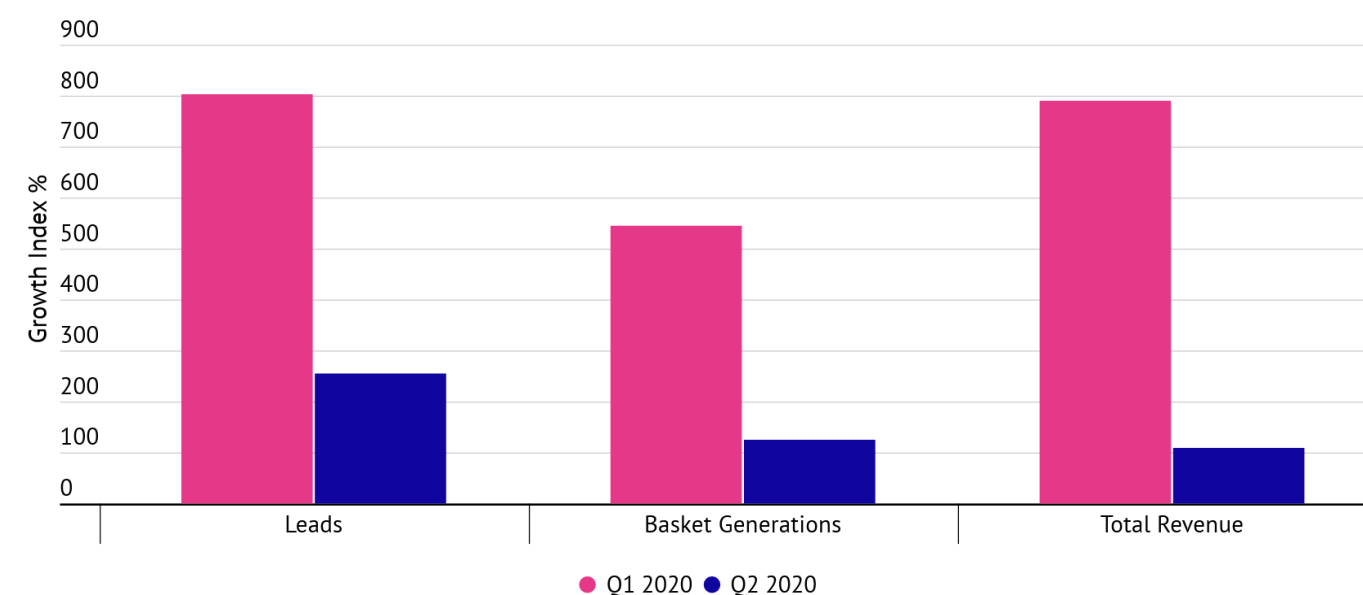
NORWAY

DATA INSIGHTS

The data below shows the growth for Q1 2020 and Q2 2020 in comparison with 2019. It's very interesting to note that Q1 saw a much more sharp growth in leads, revenue and basket generations than Q2. However, Q2 shows positive growth in all 3 factors as well.

Perhaps, one can surmise that based on the national lockdown that was implemented on the 12th of March in Norway, there was a panic buying at the end of the Q1. Norway was one of the first countries to impose a full lockdown, and much earlier on in the year than some of the other European countries.

White Goods: Norway Growth YoY



KEY TAKEAWAYS

- Mobile eCommerce is growing; ensure you have an optimized mobile strategy
- Offer preferred payments methods such as PayPal and Vipps
- Keep in mind local and Swedish retailers that are popular in the market

DENMARK

Denmark is the 29th largest eCommerce market in the world with a predicted growth of 9% (CAGR) in the coming years. The eCommerce market has largely been growing due to the wide adoption of smartphones across the country coupled with rising disposable incomes. The internet penetration rate is at 98%.

The eCommerce market at the end of 2019 was worth 15.4 billion Euros; this number is on the higher side when compared with other European markets this size. Danish market is one of the most mature when it comes to adoption of smartphones, a key contributing factor to the growth of mobile commerce which has been reported to make up 32% of the eCommerce market.

CONSUMER TRENDS

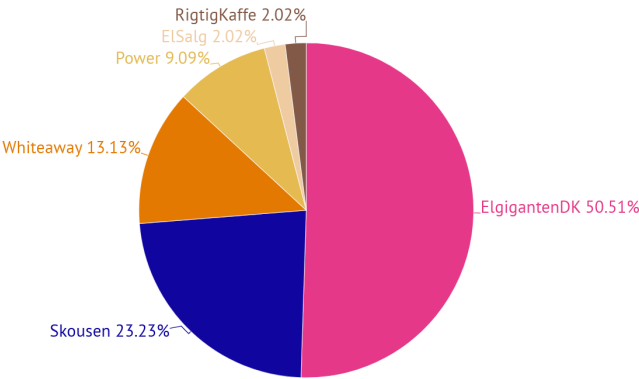
Danish consumers are known for being high spenders. In fact, the average amount spent by Danish nationals on eCommerce shopping in a year is 3356 euros a year. This is much higher than Europe’s average of 2186 euros, reflecting the high spending power and the growing penetration of eCommerce in the country. It was also reported that free returns are of key importance to 80% consumers in Denmark.

The most popular payment method is Dankort, a Danish debit card and it was reported that over 60% of consumers use it. In addition to this, digital wallets are becoming increasingly popular as well. In particular, Mobile Pay has gained popularity, which is a local mobile payment app by Danske bank.

KEY RETAILERS BY SHARE OF SALES

WHERE DID CONSUMERS SHOP DURING THE LOCKDOWN	% BASKET SHARE (Q2 LOCKDOWN)
ELGIGANTENDK	50%
SKOUSEN	23%
WHITEAWAY	13%
POWER	9%
ELSALG	2%

White Goods Data: Denmark



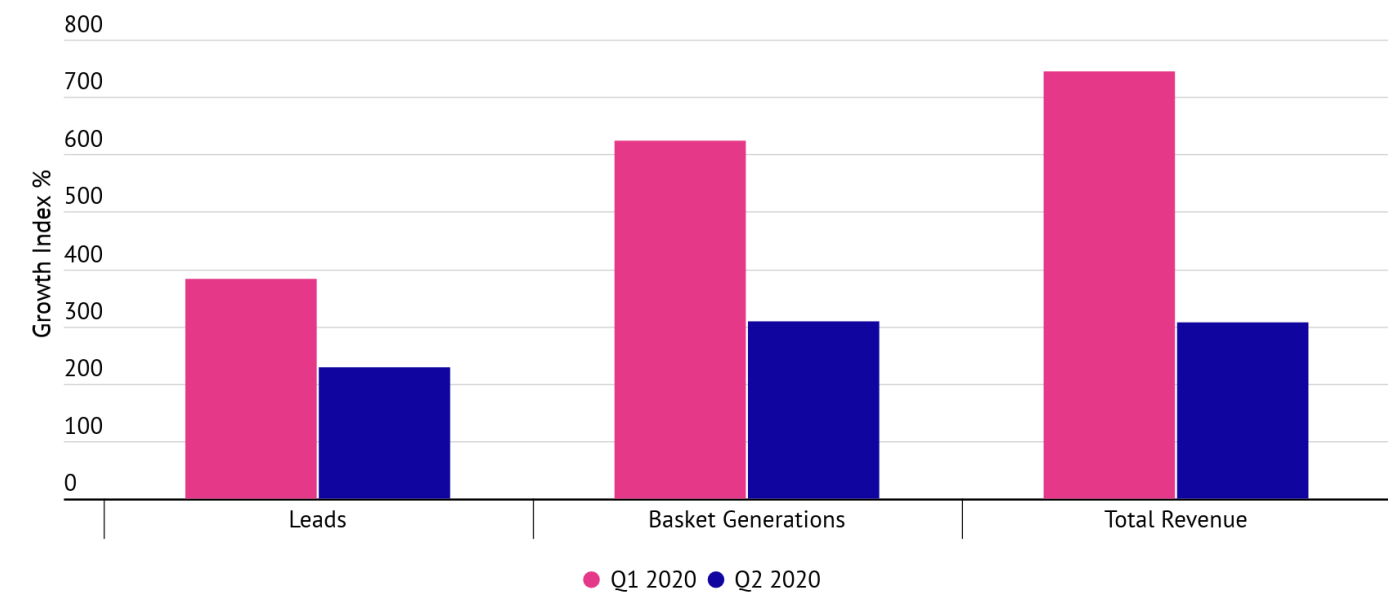
DENMARK

DATA INSIGHTS

The data below shows the growth for Q1 2020 and Q2 2020 in comparison with 2019. It's interesting to note that Q1 experienced sharp growth in leads, revenue and basket generations than Q2. However, Q2 shows positive growth in all 3 factors as well.

This is similar to Norway, where lockdown was implemented fairly early in comparison with other European countries on the 11th of March. Perhaps the spike in Q1 is led by some amount of panic buying at the end of the Q1 in anticipation of the lockdown lasting long.

White Goods: Denmark Growth YoY



KEY TAKEAWAYS

- Mature eCommerce market with 32% of sales being driven by mobile commerce
- Offer Local payment methods such as Dankort and MobilePay
- Offer Free Returns

SWEDEN

Sweden is similar to Denmark and Norway in terms of its eCommerce maturity with a fairly advanced eCommerce market. Its eCommerce market has been growing significantly since 2015 and is currently worth 12 billion euros. Some of the factors that have enabled the eCommerce market over the years include easy access to the internet, wide adoption of smartphones across the country, coupled with rising disposable incomes.

With a population of 10.1 million, the internet penetration rate is at 96.7%. Being home to the leading furniture company, IKEA, home and furniture is a leading category alongside home electronics, clothing, and health care products.

CONSUMER TRENDS

Consumers in Sweden are modest with their spending. The yearly amount spent

on eCommerce is at 1477 euros per year, per customer, lower than the European average of 2186 euros per year.

The most popular payment method is through cards, they account for over 40% of the transactions made online. The country is moving fast towards a cashless society and is working towards an e-krona.

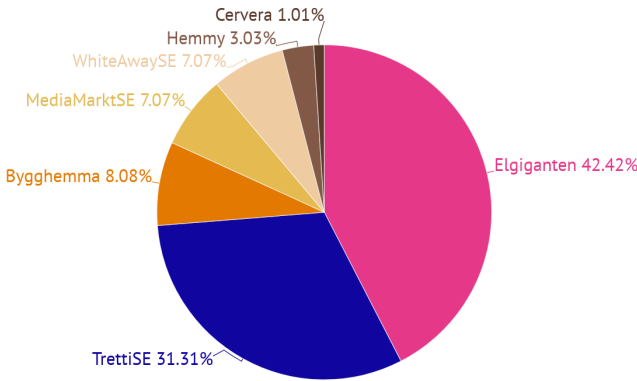
Also, consumers in Sweden prefer to avoid giving too much personal information when shopping online and prefer to use the guest checkout options available. VAT has posed a threat for international players in the Swedish market, despite there being the demand from Swedish customers for cross-border eCommerce.

While some local delivery services are working to find solutions around this, the VAT which comes up to 25% is a hindrance for many sellers.

KEY RETAILERS BY SHARE OF SALES

WHERE DID CONSUMERS SHOP DURING THE LOCKDOWN	% BASKET SHARE (Q2 LOCKDOWN)
ELGIGANTEN	42%
TRETTISE	31%
BYGGHEMMA	8%
MEDIAMARKTSE	7%
WHITEAWAYSE	7%

White Goods Data: Sweden



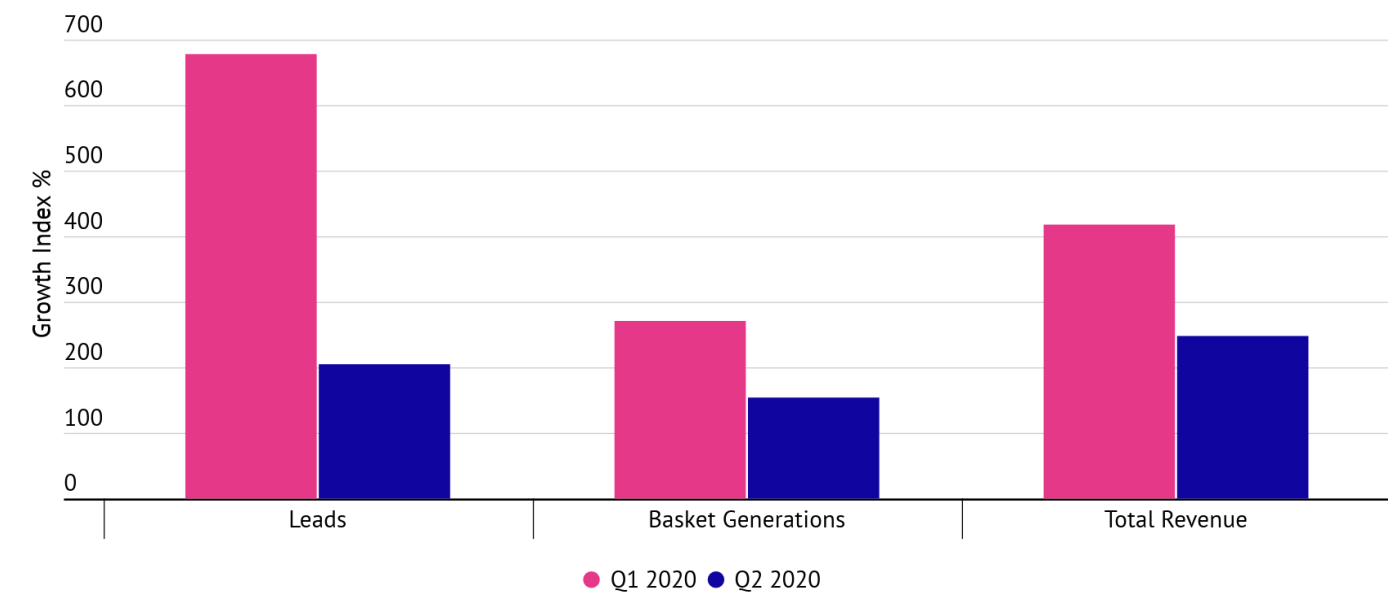
SWEDEN

DATA INSIGHTS

The eCommerce performance of the Swedish market was much better in Q1 2020 than in Q2 of 2020 in comparison with 2019. It's vital to note that though Sweden issued various warning notices and undertook partial lockdowns, the country never went into full lockdown.

It can be extrapolated that the growth experienced in Q1 was perhaps a result of the growth in White Goods for eCommerce. Due to no full lockdown, the Q2 growth was stable.

White Goods: Sweden Growth YoY



KEY TAKEAWAYS

- Modest spenders, the price point is vital
- Key categories that are driving eCommerce include home furniture and home electronics
- Account for local red tape such as VAT

KEY TAKEAWAYS

When building your strategy to enter these markets, here are some of the key takeaways we have for each of these markets:

- / ***Offering a variety of payment options is key.*** PayPal is growing in popularity for a lot of the markets, and some even have domestic players that should be taken into account when offering payment options.
- / ***Having key retailer ties and partnerships is vital to succeeding in the markets.*** We have outlined the key retailers country by country, including the big domestic players that have a large share of sales. Choosing the right retailers and offering your products to these is of key importance. One solution that you should consider is a 'Where to Buy' solution

which enables consumers to shop from their preferred retailers.

- / ***Mobile commerce is growing at a rapid pace in European markets.*** For some markets it accounts for more than 30% of all eCommerce sales in the country. Smartphones are now staple and widely available with easy and affordable access to WiFi and to ensure that you have a smooth customer experience on mobile will be of key importance .
- / ***Taking a localised approach in some of the markets, particularly where the native languages are different can help build a better brand presence and image.*** Consider the local laws that will impact your business and how this might affect your shipping and returns policies.

At ChannelSight we have partnered with over 1000 retailers across the world, many of them being markets listed above.

Based on these close partnerships with key ***retailer partners across all the EU regions***, we are now able to provide product level transactional insights for key players such as ***Euronics, Otto, MediaMarkt, Media Expert and many more.***

Sources on market insights: ecommercenews.eu, [jpmorgan.com](https://www.jpmorgan.com) - E-commerce Payments Trends, ChannelSight's data.





LOOKING TO ENHANCE YOUR ECOMMERCE STRATEGY?

Get in Touch With Us

[ChannelSight](#) has a team of experts that can help implement solutions that can enhance your eCommerce strategy.

[Contact](#) us today to book a demo with our team of experts.

