

ECOMMERCE COUNTRY FACTSHEET

Finland

Population - 5.5 million
Capital - Helsinki
Currency - Euro
Main language - Finnish, Swedish



4%

The cross-border eCommerce revenue is expected to show an annual average growth of 4% in Finland by 2025

4m

The amount of eCommerce users in Finland 2021 was 4m (approx)

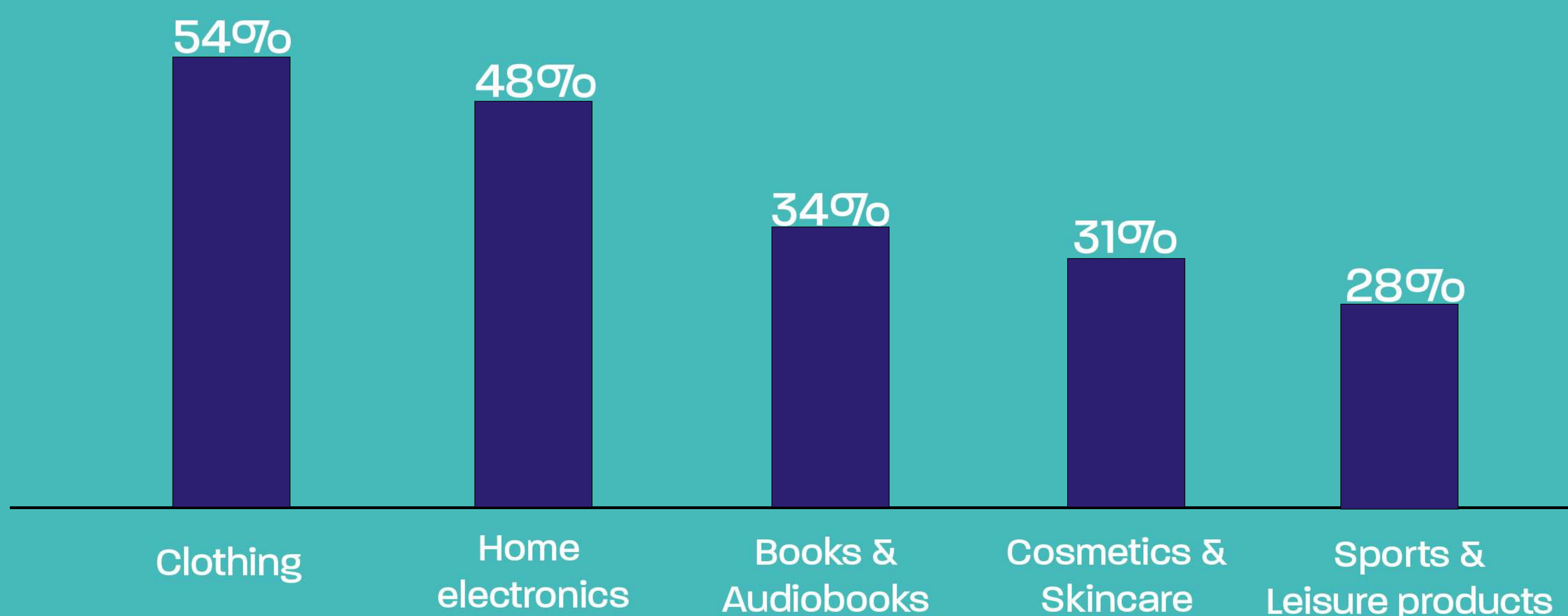
14%

14% of enterprises make B2C eCommerce sales via websites in Finland 2020

25-34
96%

The largest share of Finnish online shoppers was 96% aged 25-34 in 2021

Sectors Finnish consumers are most interested in...



The most successful online shops are...

- * verkkokauppa.com
- * gigantti.fi
- * zalando.fi

Other retailers include; Power.fi, Apple.com & Ikea.

Delivery methods offered by leading online retailers...

- * Collect it myself from a parcel machine
- * Collect it myself from a distribution point
- * Delivery direct to mailbox

Other delivery methods are home delivery & click/collect from a store

7,179m
Euro

The revenue of eCommerce in Finland 2021 was 7,179m (Euro)

71.9%

The penetration rate of the eCommerce market in Finland 2021 was 71.9%

76%

The share of major companies offering click and collect in Finland was 76% in 2019