

Sweden

Population - 10 million
Capital - Stockholm
Currency - Swedish Kroner
Main language - Swedish



14.9 billion
USD

The eCommerce revenue amounted to 14.9 billion USD in Sweden 2021

70%

Sweden was the Nordic country with the highest share of customers that purchased goods online in 2021 at 70%

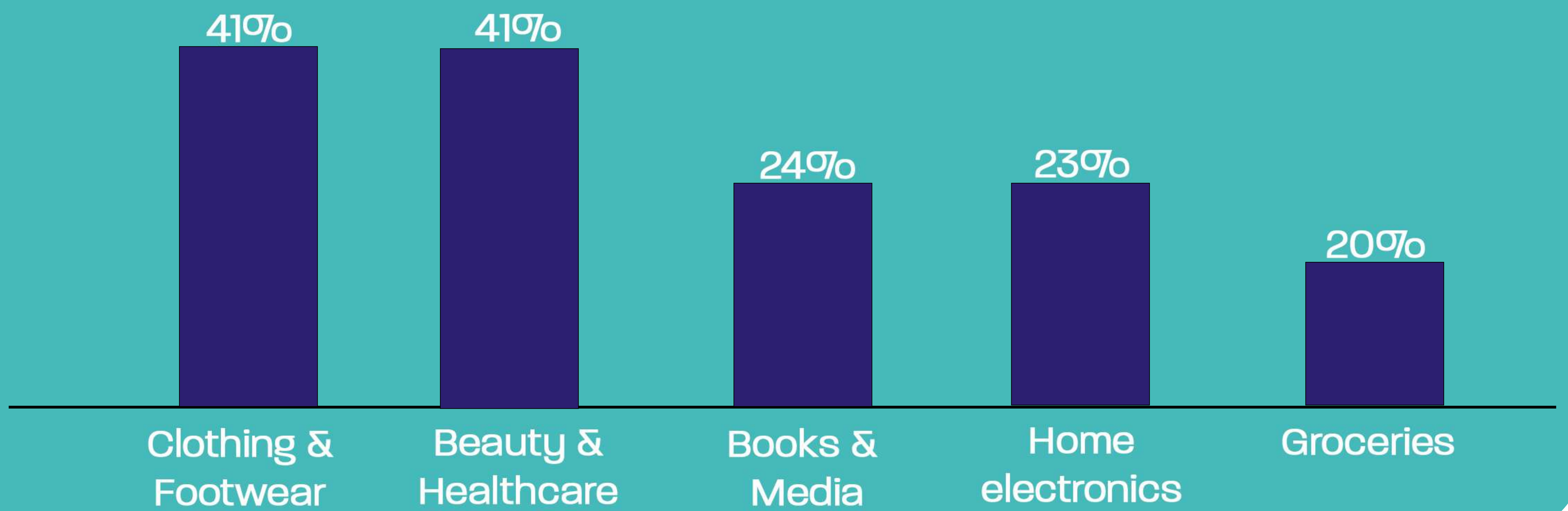
3.5%

Swedish eCommerce revenues are expected to have a positive annual average growth of 3.5% by 2025

13,924.3m
USD

The Swedish eCommerce market is expected to reach a market volume of 13,924m USD by 2025

Sectors Swedish consumers are most interested in...



The most successful online shops are...

- * Apotea
- * Zalando
- * H&M

Other retailers include: Webhallen, CDON.com, and Amazon

Delivery methods offered by leading online retailers...

- * Pickup Location
- * Postbox delivery
- * Home delivery

Other delivery services include: parcel machine, physical store & evening delivery

26%

The UK is joined by Germany as the leading foreign markets for Sweden with 26% market share each

31 billion
SEK

Home electronics generated the highest e-commerce revenue in 2021 at 31 billion SEK

8 million

The number of e-commerce users in Sweden is forecast to increase to 8 million by the year 2025