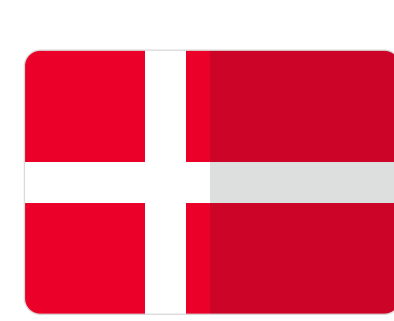


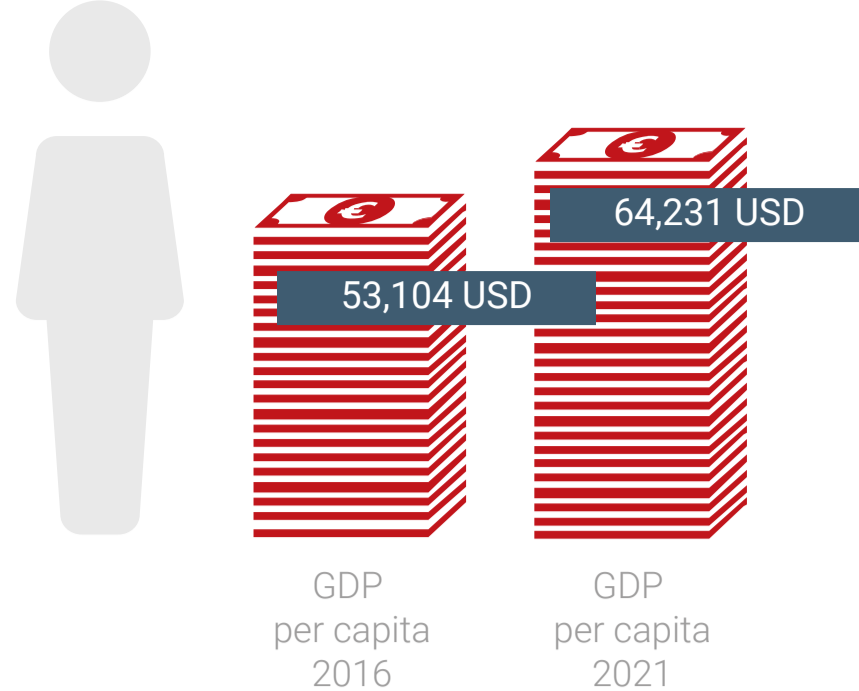
# Insights into the growth of Denmark eCommerce with payment methods, target audiences, marketing, social media, economy and logistics all profiled



## Economy

Home to **5.7 million people** with a **total GDP of 295 billion USD**. **GDP per capita** is currently **53,104 USD** and expected to reach **64,231 USD** by 2021.

IT'S RANKED AS THE 13<sup>TH</sup> RICHEST COUNTRY IN THE WORLD BY THE WORLD BANK'S GDP PER CAPITA RANKING.



## User Insights

There are currently **3.4 million eCommerce users**, with almost **400,000** new users shopping online by 2021. There will be **3.8 million** eCommerce users by 2021, this will represent **80%** of the total population.

### USER BY AGE GROUPS AND GENDER IN THE ECOMMERCE MARKET (IN MILLIONS) IN 2016



The average user spends **1,315 USD** online, which will grow to **1,814 USD** by 2021.



### NUMBER OF USERS (IN MILLIONS)



## Shopping Categories

Total eCommerce revenue across all product categories is **4.5 billion USD**, expected to reach **6.9 billion** by 2021.

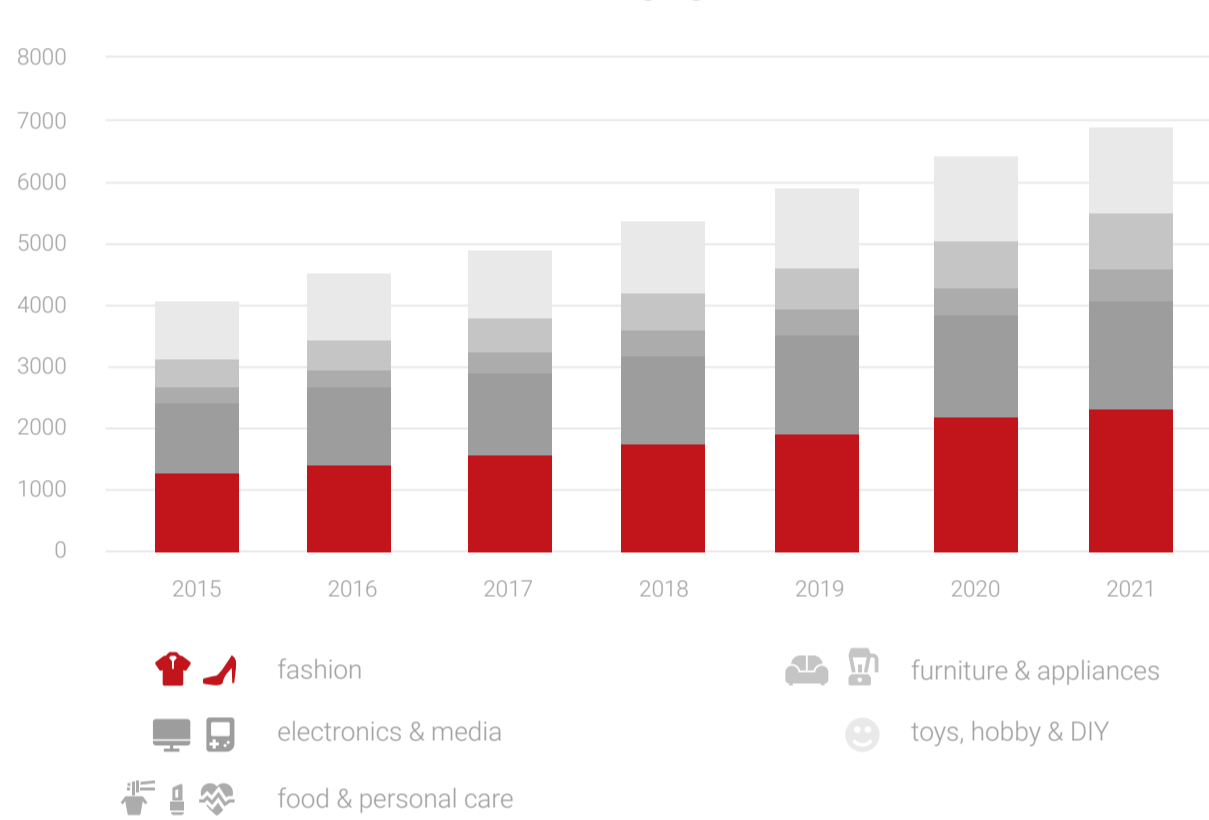


**Fashion** is currently the **leading product category** accounting for **1.4 billion USD**.



**Electronics** is the **second leading product category** accounting for **1.3 billion USD**.

### PROJECTED ECOMMERCE REVENUE PER YEAR BY MARKET SEGMENT



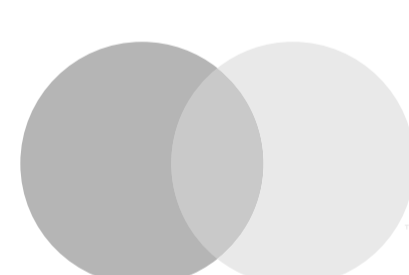
## Where does Denmark buy from?

**Germany** supplies Denmark with **20.3 billion USD** of its imports. Other key import partners are **Sweden (11.7 billion USD)**, the **Netherlands (7.6 billion USD)**, **China (7.01 billion USD)** and **Norway (5.42 billion USD)**.



## Preferred Online Payment Methods

Denmark's population use a variety of **online payment methods** with most shoppers choosing to use **credit/debit cards online**. **63%** of payments were made via **local payment card VisaDankort**, with **18%** of online payments made using **other credit/payment cards**.



**5%** of shoppers used **Paypal**, and a further **5%** used **online banking**.

## Logistics & Infrastructure

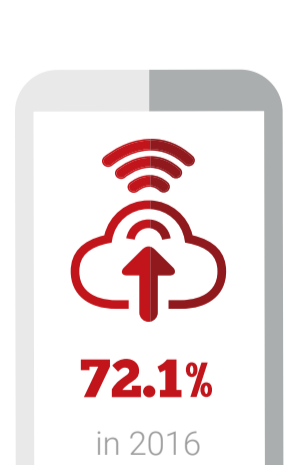
**88%** of Denmark's population reside in **urban areas**, this is expected to grow in coming years.



In 2016, Denmark ranked **17<sup>th</sup>** in the **World Bank Logistics ranking**.

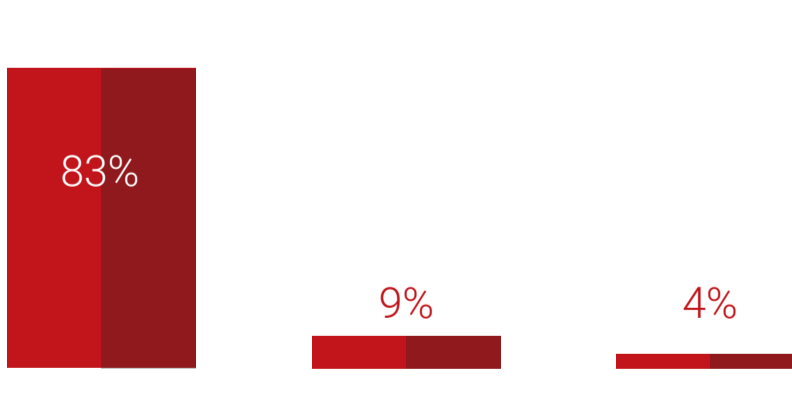
## Device Usage

**Internet penetration** is currently at **89.9%**, and should reach **93.4%** by 2021.

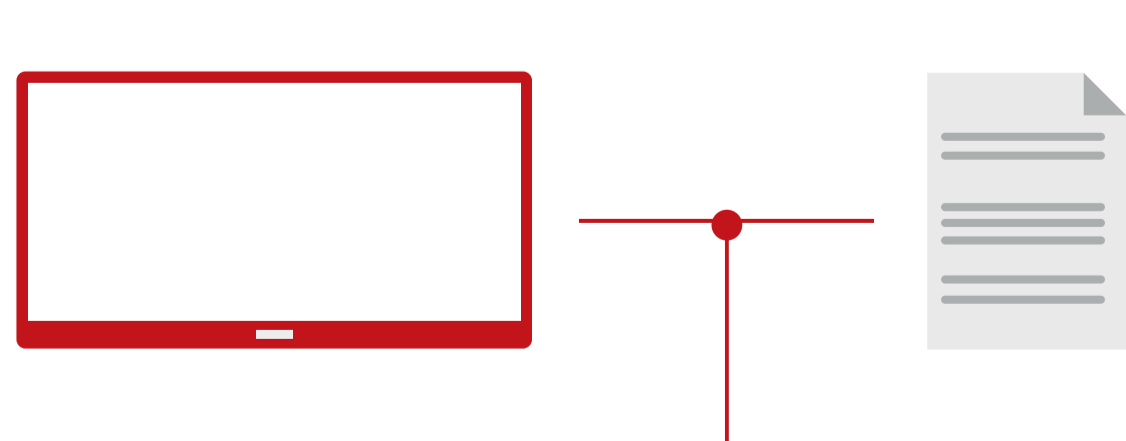


Smartphone penetration is **72.1%** and is projected to grow to **93.4%** by 2021.

### DEVICES USED FOR MOST RECENT ONLINE PURCHASE



## Marketing



**Total Marketing spend** in Denmark has dropped in recent years, as brands move away from traditionally expensive advertising like **newspapers to digital options**. Digital currently represents the biggest market share accounting for **775 million USD** of advertising spend.

Denmark's **social media** penetration is expected to reach **60.7%** by 2021. Popular networks include **Facebook, LinkedIn, Snapchat, Instagram** and **Twitter**. **Facebook** leads the charge, boasting almost **3.5 million** active users.



FOR MORE MARKET INSIGHTS, CHECK OUT THE ESHOPWORLD SERIES OF BLOGS COVERING A RANGE OF EMERGING ECOMMERCE MARKETS.

\*Insights derived from eShopWorld data, Statista, WorldBank, OECD and other industry sources.