

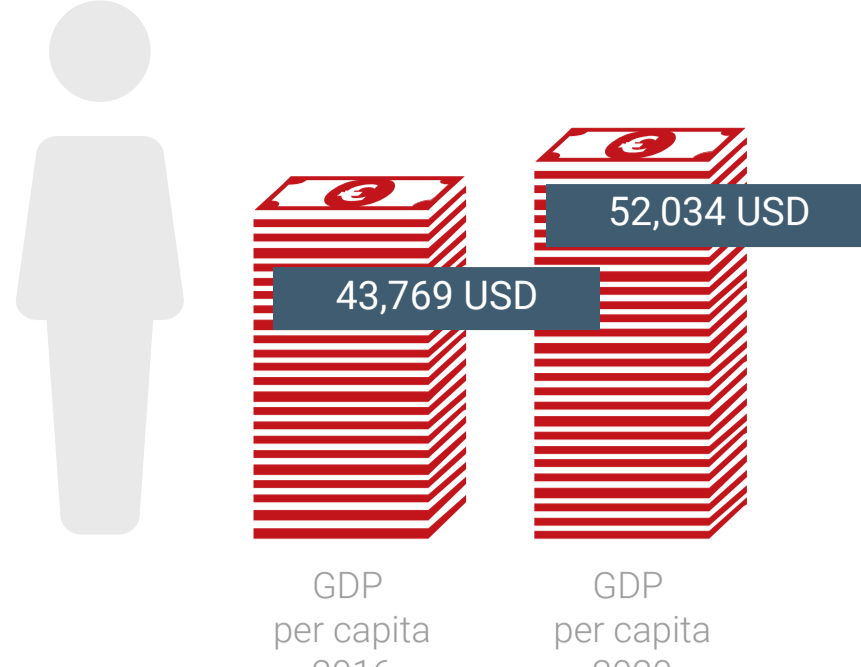
# Insights into the growth of Finland eCommerce with payment methods, target audiences, marketing, social media, economy and logistics all profiled



## Economy

Home to almost 5.5 million people with a total GDP of 230 billion USD. GDP per capita is currently 43,769 USD and expected to reach 52,034 USD by 2020.

FINLAND IS RANKED AS THE 25<sup>TH</sup> RICHEST COUNTRY BY THE WORLD BANK GDP PER CAPITA RANKINGS.

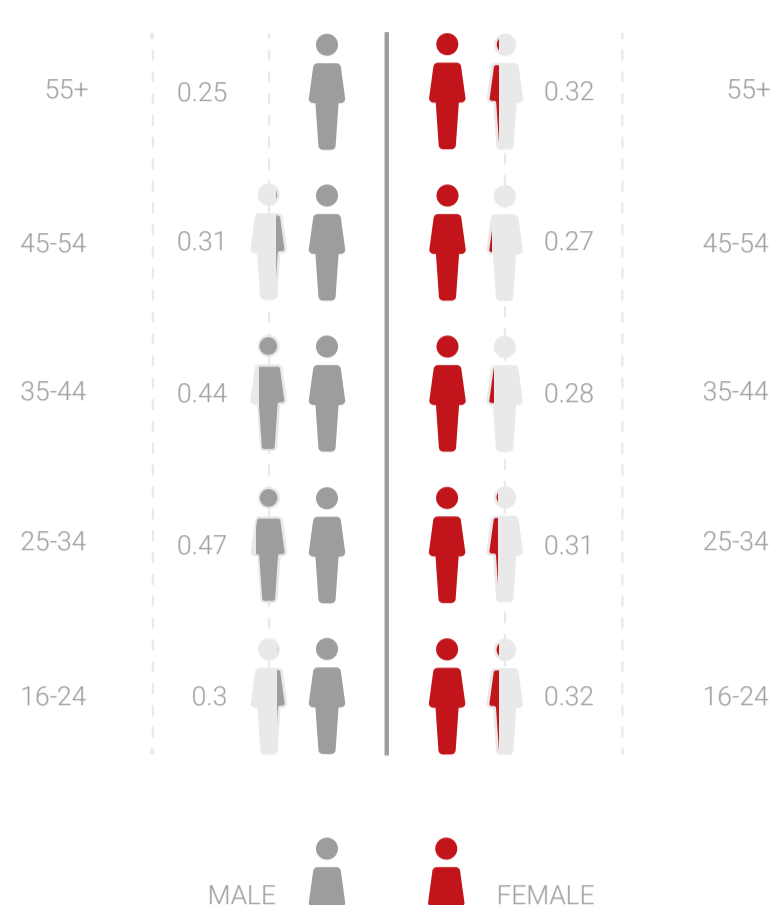


## User Insights

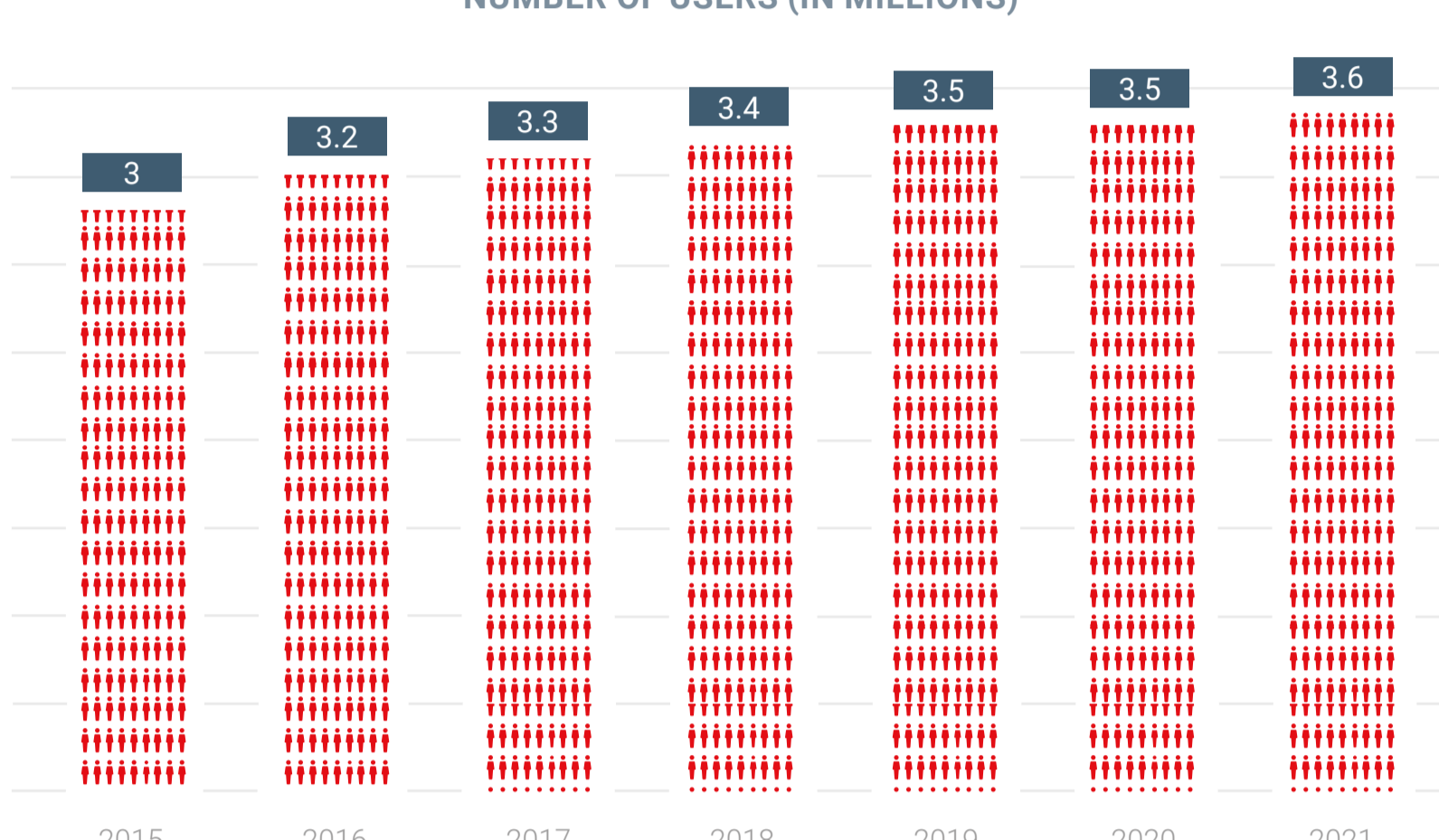
There are currently 3.3 million eCommerce users in Finland, with an additional 300,000 users to be shopping online by 2020. These 3.6 million eCommerce users will represent 79% of the total population.

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

The average user spends 1,591 USD online, which will grow to 1,974 USD by 2020.



### NUMBER OF USERS (IN MILLIONS)



## Shopping Categories

Total eCommerce revenue across all product categories is 5.2 billion USD, expected to reach 7.1 billion by 2020.

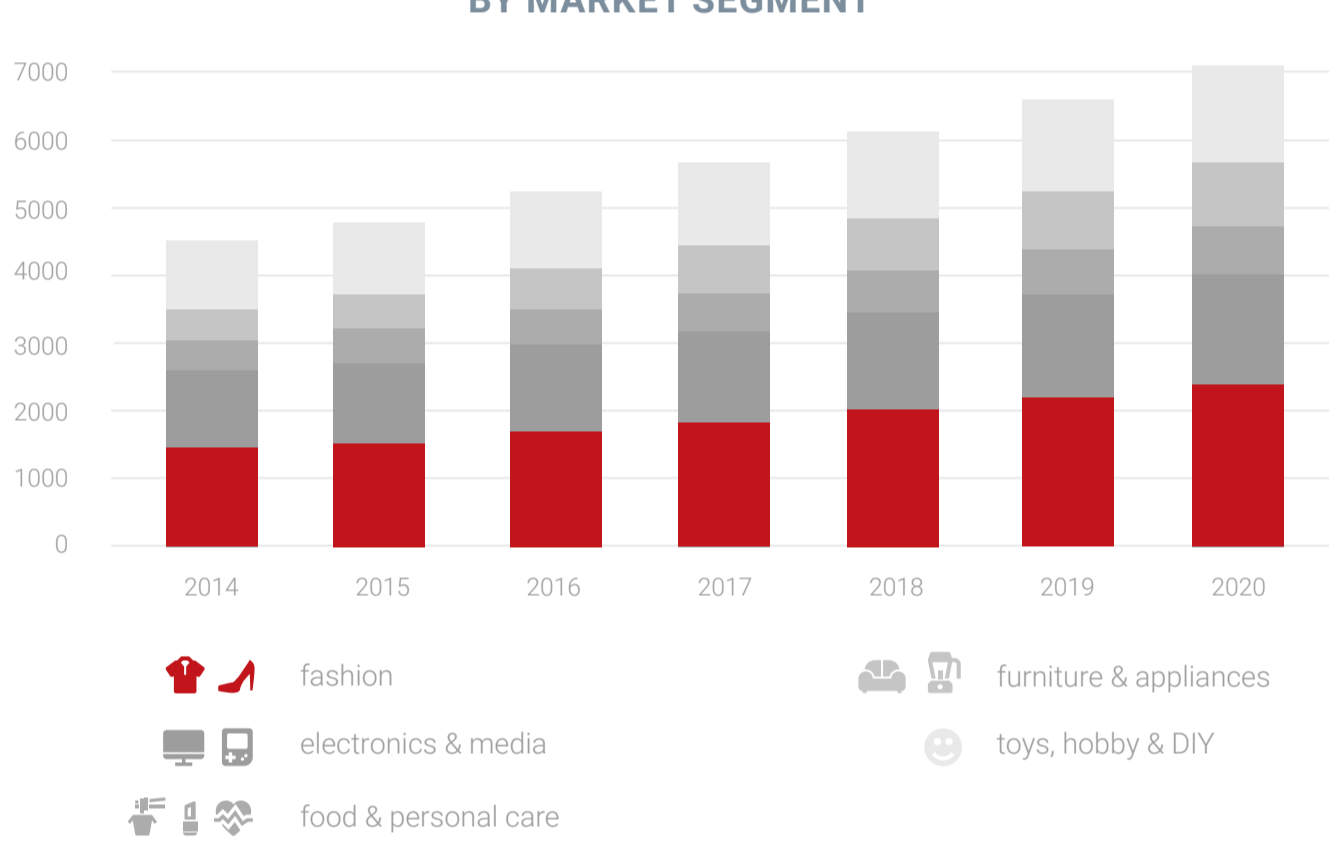


Fashion is currently the leading product category, accounting for 1.7 billion USD market share.



Toys and Hobby is a close second, accounting for 1.1 billion USD.

### PROJECTED ECOMMERCE REVENUE PER YEAR BY MARKET SEGMENT



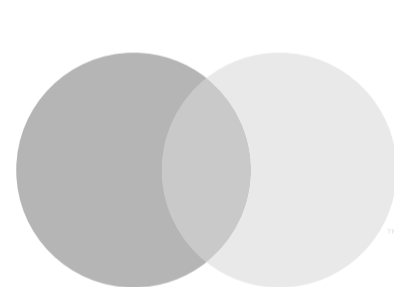
## Where does Finland buy from?

Germany supplies Finland with 10.2 billion USD in imports. Other key import partners are Russia (10 billion USD), Sweden (7.56 billion USD), China (4.93 billion USD) and the Netherlands (4.74 billion USD).



## Preferred Online Payment Methods

31% of online payments are made via direct debit. Invoice accounts for 24% of online shopper's payments. Card payments, instalments and cash on delivery are all popular alternate payment methods.



eWallets account for 17% of payments.

## Logistics & Infrastructure

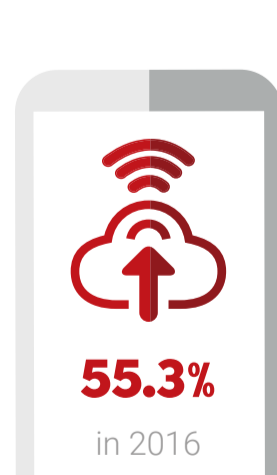
84% of Finland's population reside in urban areas, this coupled with excellent logistics mean that cross border retail is relatively easy.



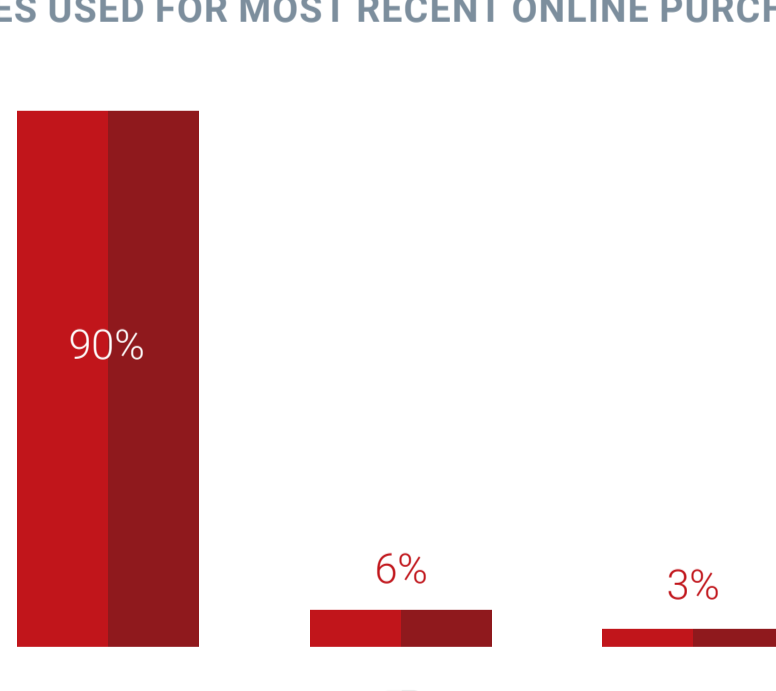
In 2016, Finland ranked 15<sup>th</sup> in the World Bank Logistics ranking, making it among the easiest countries to deliver to in the world.

## Device Usage

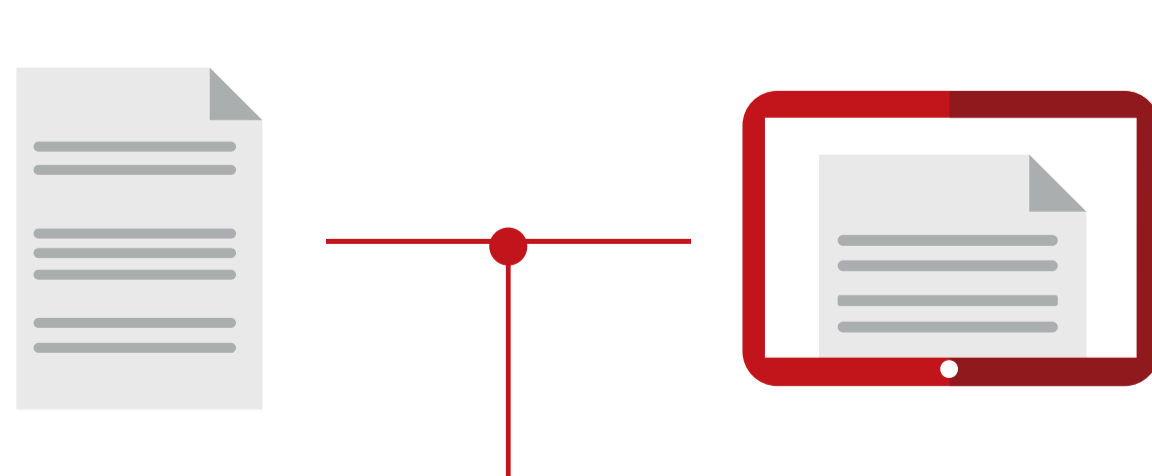
Internet penetration is currently at 93.5%, and should reach 95.6% by 2020.



### DEVICES USED FOR MOST RECENT ONLINE PURCHASE



## Marketing



Almost 700 million USD was spent on newspaper advertising in 2008, a number which dropped to 410 million by 2015. Digital has shown the steepest growth in recent years, with spend reaching almost 300 million USD in 2015.

Finland's social media usage is high with 83% logging on to YouTube, 75% to Facebook and 59% to WhatsApp. Other popular networks include Instagram, Twitter and LinkedIn.



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.