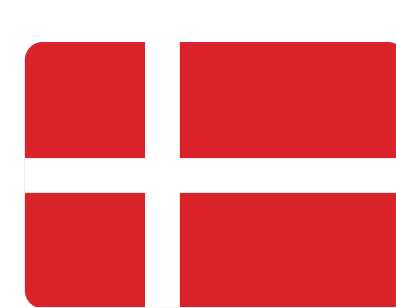


Insights into the growth of Danish eCommerce

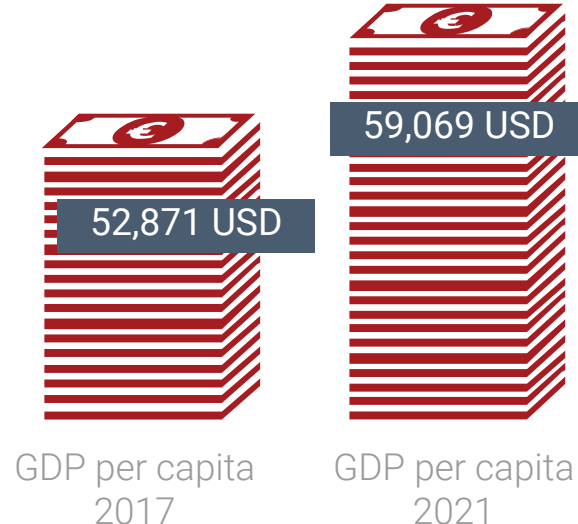
Economy, online shopper profiles, logistics, payment methods and marketing



Economy

Home to 5.73 million people with a total GDP of 306.14 billion USD.

GDP per capita is currently 52,871 USD and expected to reach 59,069 USD by 2021.

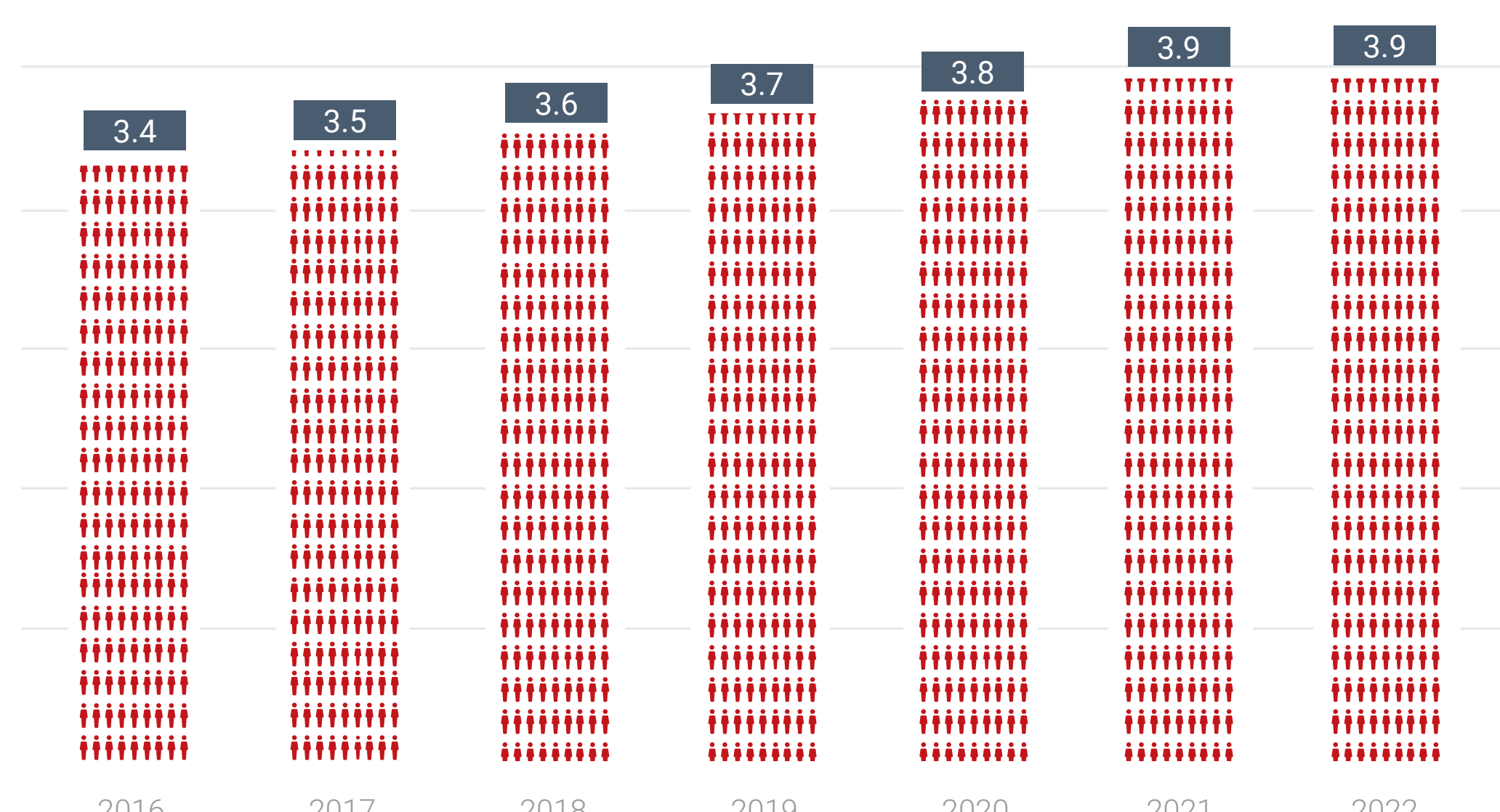


DENMARK IS RANKED AS THE 59TH RICHEST COUNTRY BY THE WORLD BANK GDP PER CAPITA RANKINGS

User Insights

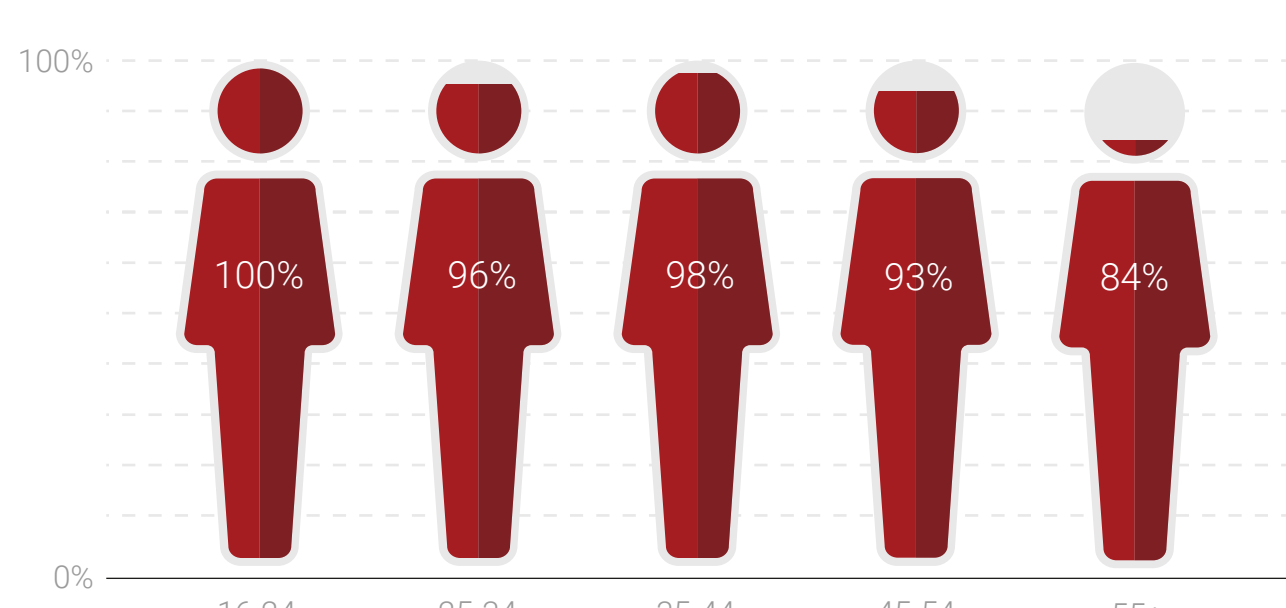
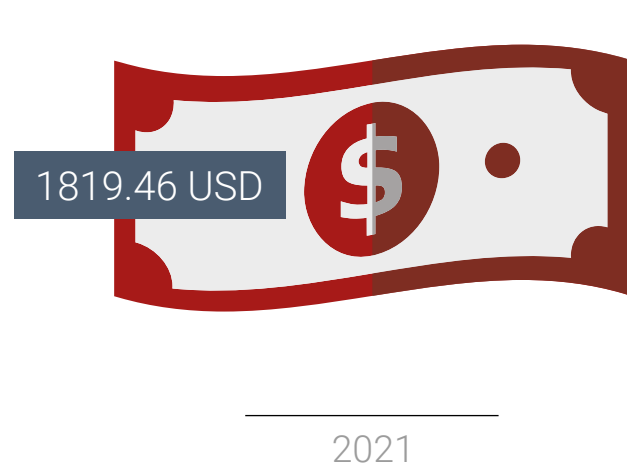
There are currently 3.5 million eCommerce users in Denmark, with an additional 350,000 users to be shopping online by 2021.

NUMBER OF ONLINE SHOPPERS (IN MILLIONS)



THE AVERAGE USER SPENDS ONLINE

DAILY INTERNET USAGE RATE IN 2017



Shopping Categories

Total eCommerce revenue across all product categories is 4.96 billion USD, expected to reach 7.01 billion USD by 2021.

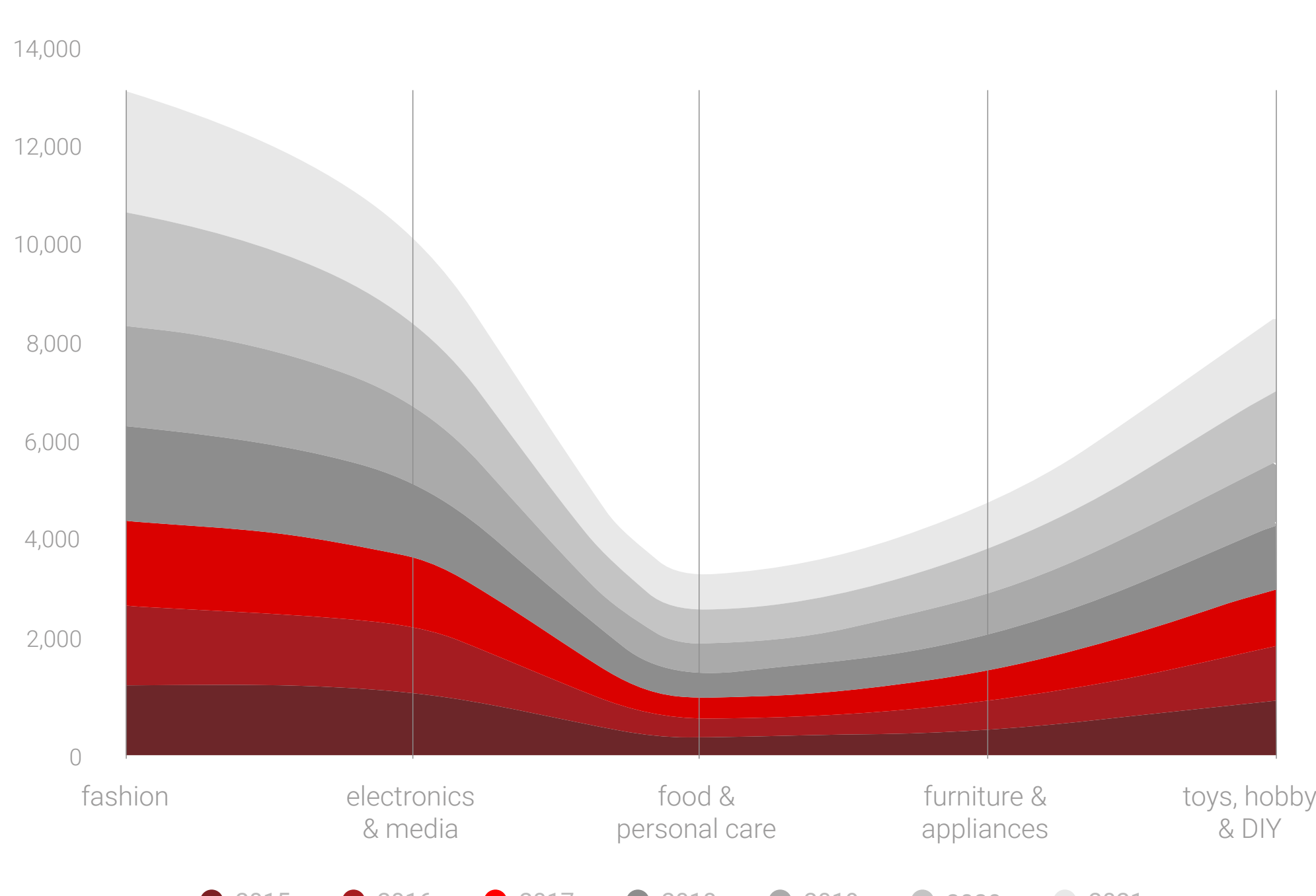


Fashion is currently the leading product category, accounting for 1.57 billion USD market share.



Electronics & Media is second, accounting for 1.34 billion USD.

PROJECTED ECOMMERCE REVENUE PER YEAR BY MARKET SEGMENT (IN MILLIONS USD)



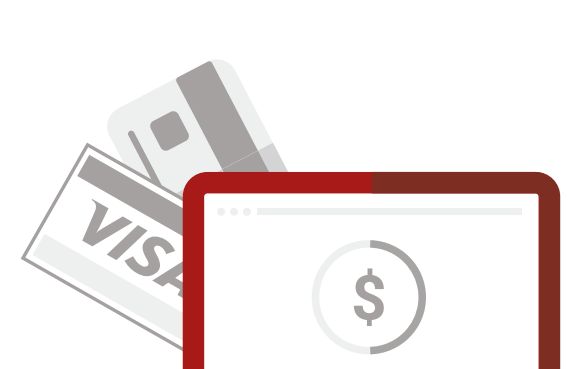
Logistics & Infrastructure



In 2016, Denmark was ranked 17th in the World Bank Logistics ranking.

Preferred Online Payment Methods

81% shoppers like to pay with debit or credit card when shopping online.



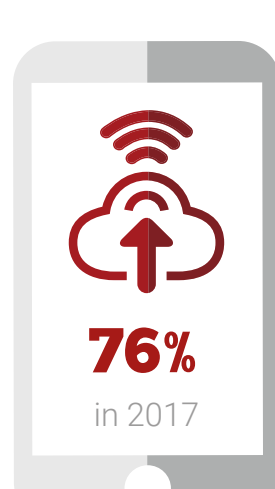
Where does Denmark buy from?

Germany supplies Denmark with 20.4 billion USD in imports. Other key import partners are Sweden (\$9.7 billion), the Netherlands (\$6.3 billion), China (\$5.4 billion) and Norway (\$3.57 billion).



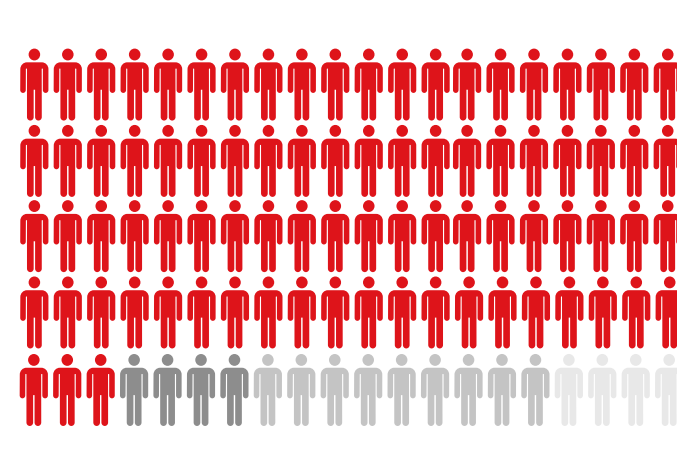
Device Usage

DEVICES USED FOR MOST RECENT ONLINE PURCHASE



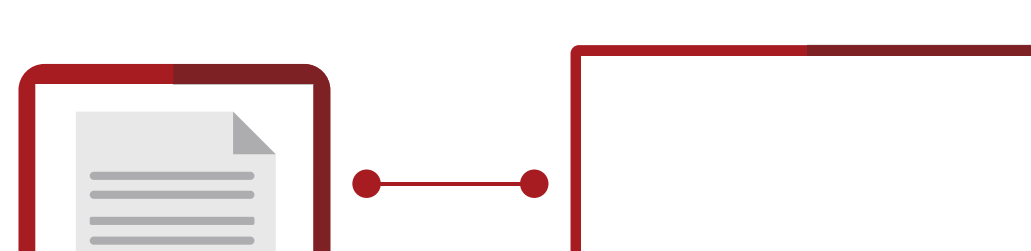
Internet penetration is currently at 81.7%, and should reach 82.4% by 2021.

Smartphone penetration is 76% and is projected to grow to 87.6% by 2021.



Marketing

In 2017, 15% of advertising spend will be spent on TV in Denmark.



74% of Denmark's population are monthly active social network users, thanks to Facebook, Pinterest, Twitter and Reddit, which are the leading social networks.

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.