

# Insights into the growth of Finnish eCommerce

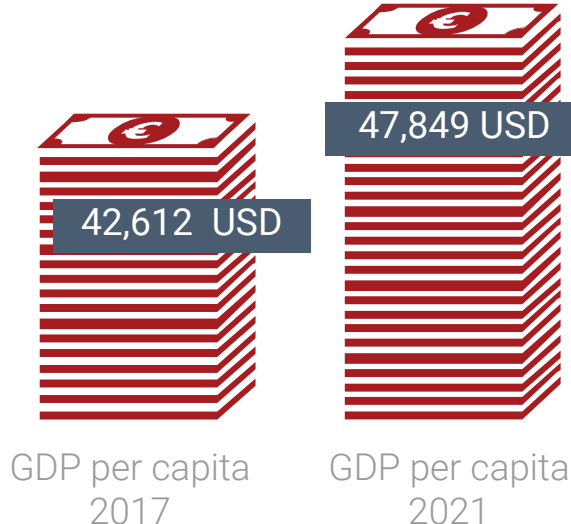
Economy, online shopper profiles, logistics, payment methods and marketing



## Economy

Home to 5.5 million people with a total GDP of 236.79 billion USD.

GDP per capita is currently 42,612 USD and expected to reach 47,849 USD by 2021.



## User Insights

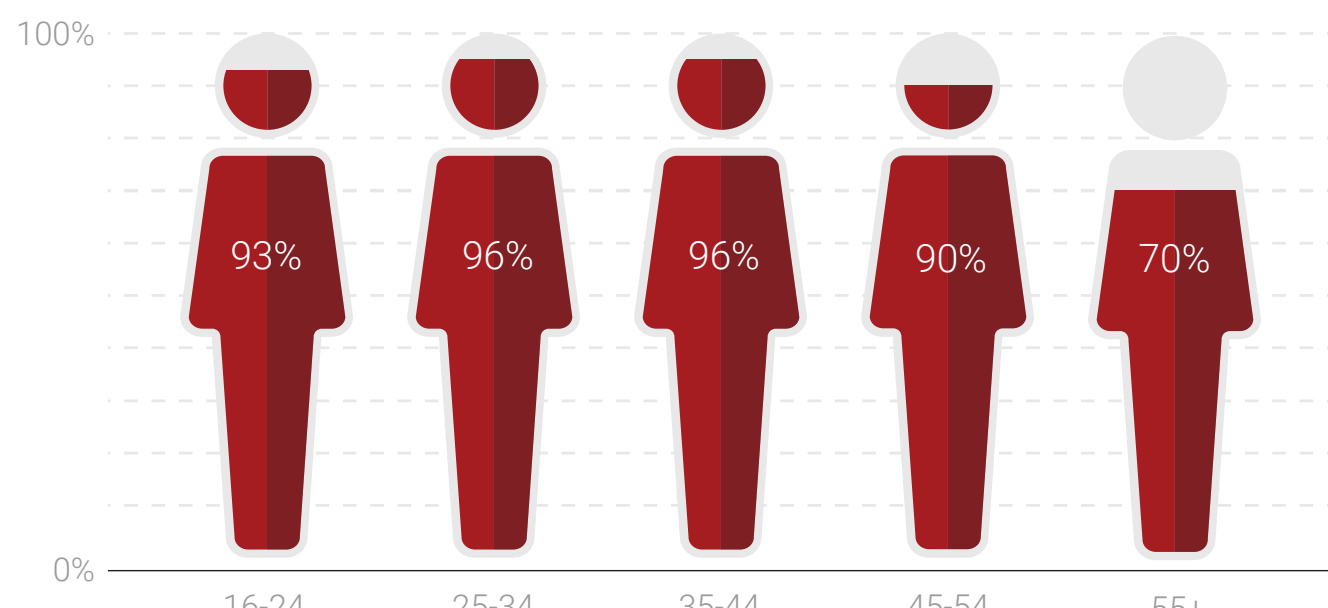
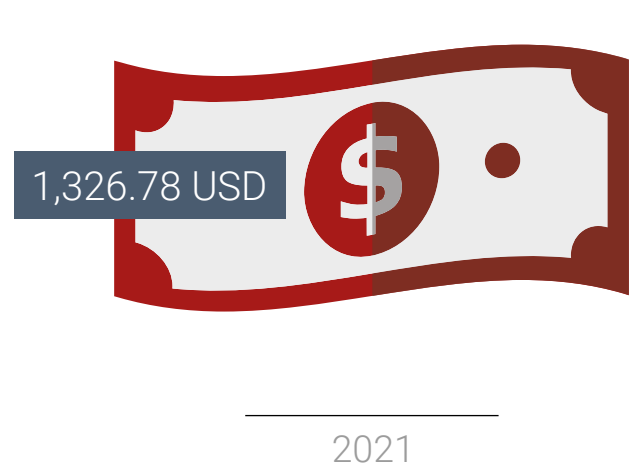
There are currently 3.32 million eCommerce users in Finland, with an additional 530,000 users to be shopping online by 2021.

NUMBER OF ONLINE SHOPPERS (IN THOUSANDS)



THE AVERAGE USER SPENDS ONLINE

DAILY INTERNET USAGE RATE IN 2017



## Shopping Categories

Total eCommerce revenue across all product categories is 4.4 billion USD, expected to reach 6.12 billion USD by 2021.

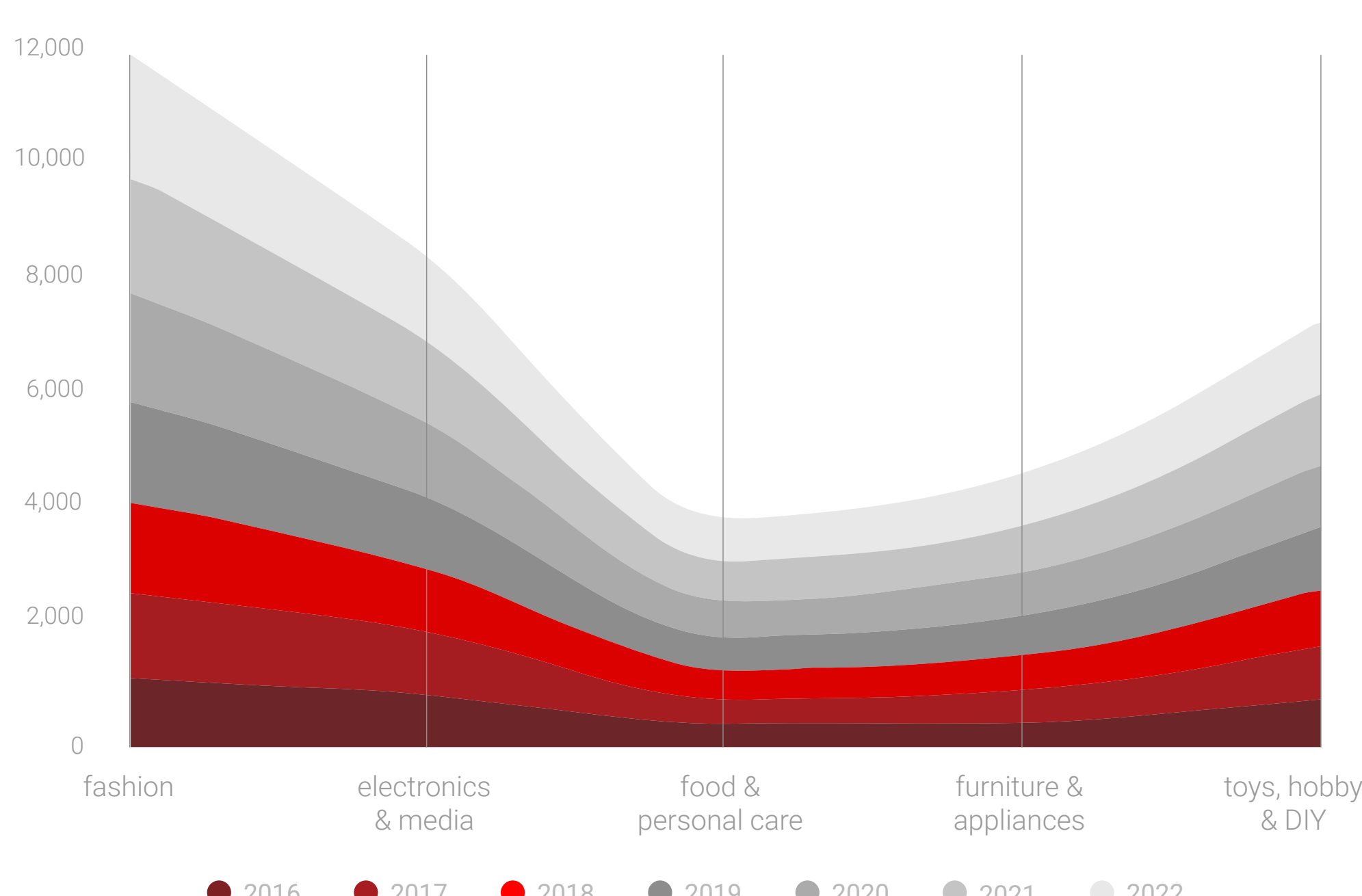


Fashion is currently the leading product category, accounting for 1.42 billion USD market share.



Electronics & Media is second, accounting for 1.04 billion USD.

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



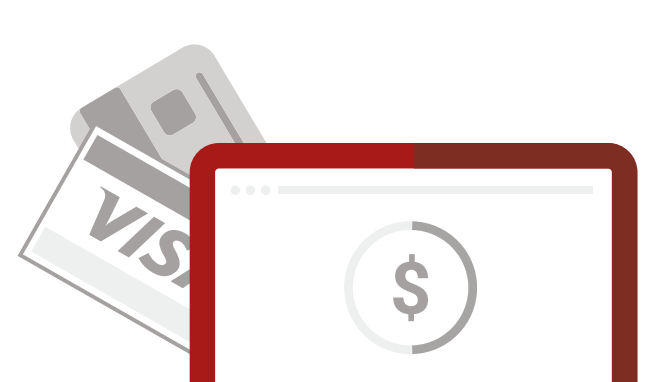
## Logistics & Infrastructure



In 2016, Finland was ranked 15<sup>th</sup> in the World Bank Logistics ranking.

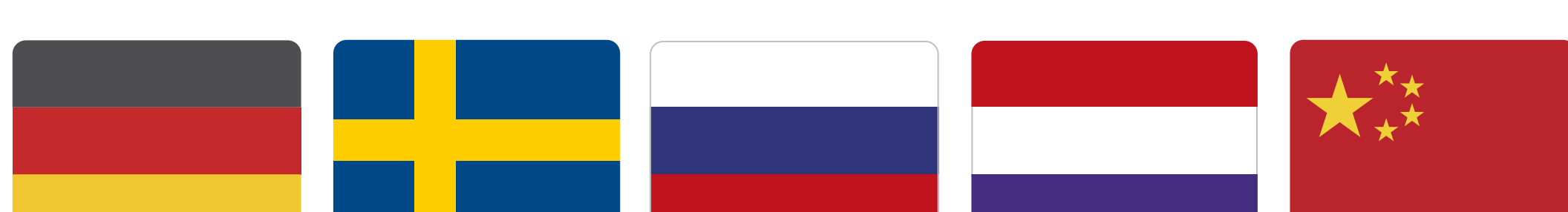
## Preferred Online Payment Methods

31% of Finnish shoppers like to pay via debit or credit card when shopping online.



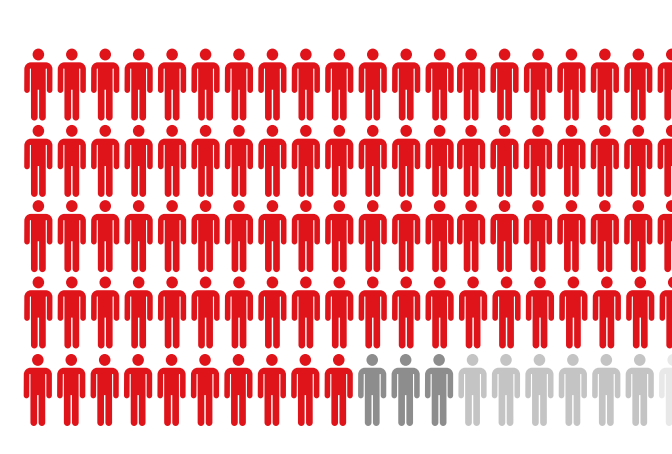
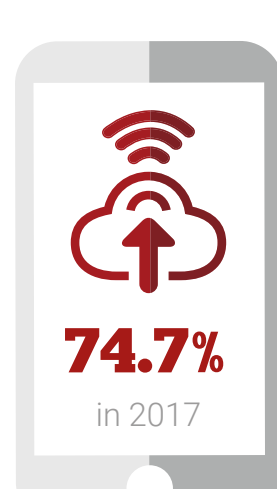
## Where does Finland buy from?

Germany supplies Finland with 10.3 billion USD in imports. Other key import partners are Sweden (\$9.4 billion), Russia (\$6.54 billion), the Netherlands (\$4.54 billion) and China (\$2.88 billion).



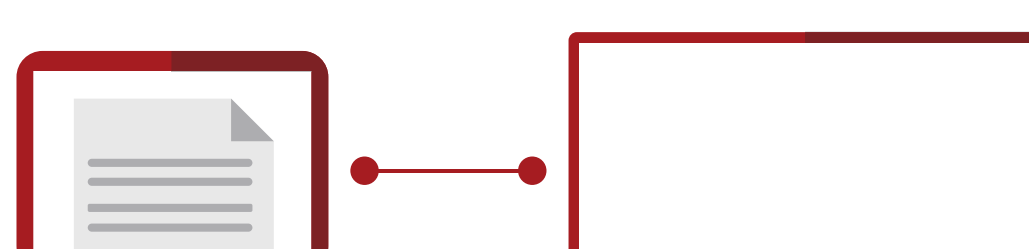
## Device Usage

DEVICES USED FOR MOST RECENT ONLINE PURCHASE



## Marketing

In 2016, 398.12 million USD was spent on newspaper advertising.



48% of Finland's population are monthly active social network users, thanks to WhatsApp, YouTube, Facebook and Instagram, 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.