

Danish

eCommerce Report
2021



Danish eCommerce Report 2021

There's never been a better year to have a webshop in Denmark. Whether you sell products, services, or travel experiences, you were likely to see success in 2021.

In fact, out of all the countries we surveyed, Denmark showed consistent growth across every major sector while still having relatively low competition from foreign eCommerce or marketplaces like Amazon.

Having said that, there have been some big swings in Danish eCommerce this year, with dips in the alcohol and insurance industries while ticket sales for events and flight bookings surged. It's clear that Danes are spending more money online, and the trends indicate that this won't slow down in the near future.

With so much potential, Danish eCommerce stores need to stay alert to opportunities to satisfy customers. It will be the key difference between competitors now and in the future. This is where our 2021 Danish eCommerce Report comes in.

The information presented in this eCommerce report will serve as a guide for local eCommerce stores to thrive and succeed in the face of these uncertain times. It indicates the buying habits of local consumers, the strategies of international competitors and the intra-industry opportunity for growth or adaptation.

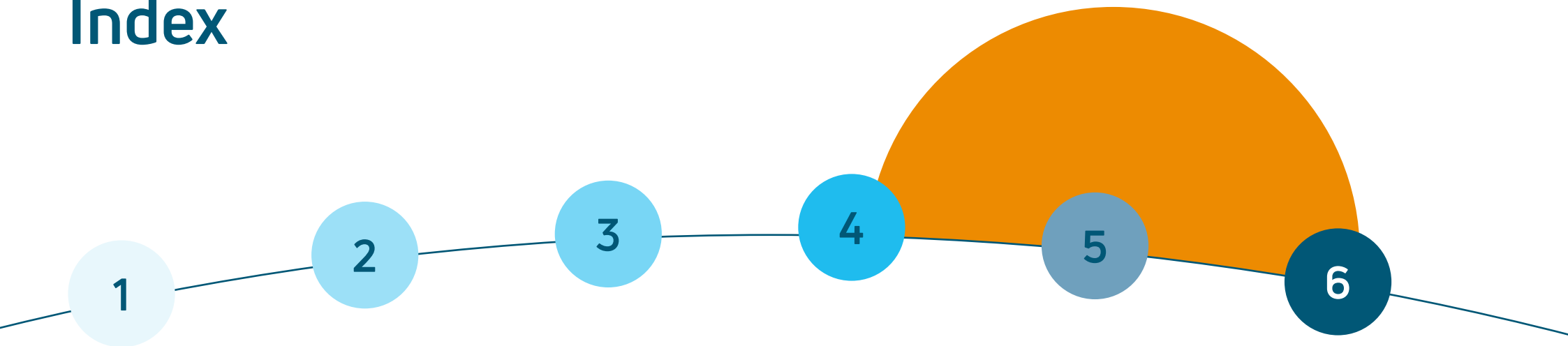
For those of you looking to expand your footprint to new markets in Europe we also have reports for other countries, available on our website.

As always, Nets is here to assist you in making the most of any region or opportunity. We hope you find the report informative and our insights helpful as you enter a new year of potential for your business.

- Henriette Dunkjær Andersen, Head of Sales, Nets



Index



1		2		3		4		5		6	
Market overview		Consumer preferences		Checkout experience		How to grow your business		Marketplaces		Conclusion	
Danish Commerce Report 2021	2	Make it easy, and they'll make you rich	19	Consumers have a growing need for speed	23	New markets abroad: international competition	34	Nothing to go to space about	42	An online world of potential	46
Remarkable Denmark	5	Top recommendations for eCommerce stores	21	Preference at a premium - the most preferred payment methods of 2021	24	Why consumers shop internationally	35	Amazon is curiosity not a habit	43	About Nets Easy	47
It's still good to sell...goods	6			Payments: common currency - the most used payment methods of 2021	25	Defending your pond - keeping local shoppers	36				
eCommerce at your service	10			Paying with value - why payment methods are valued	27	Fishing in the sea - selling internationally	37				
You like to move it, move it	14			Saved cards	28	New business models - subscriptions	38				
				Abandoned carts: be simple, be flexible – be a winner	29						
				The age of abandonment - cart abandonment by age	30						

Market overview

1



Remarkable Denmark

After the infamous 2020 had rolled by, many expected 2021 to be more of the same. However, with fewer restrictions came more potential for the success of travel and events. While this rang true, it doesn't seem to have been to the detriment of online product shopping. Danish eCommerce has seen increases across the board and in every major sector.

Whether it's the pent-up frustration of being confined or the rebellious spirit of the Vikings flaring up, in 2021 Danes weren't content to simply sit at home and binge Netflix. Travel, cultural and sporting events have made a dramatic comeback since 2020, and Danes have discovered that the jogging pants they had worked in from home just won't cut it in the office. Shoe spending has surged by 64% with clothes being the big winner this year at over 10.6 billion spent.

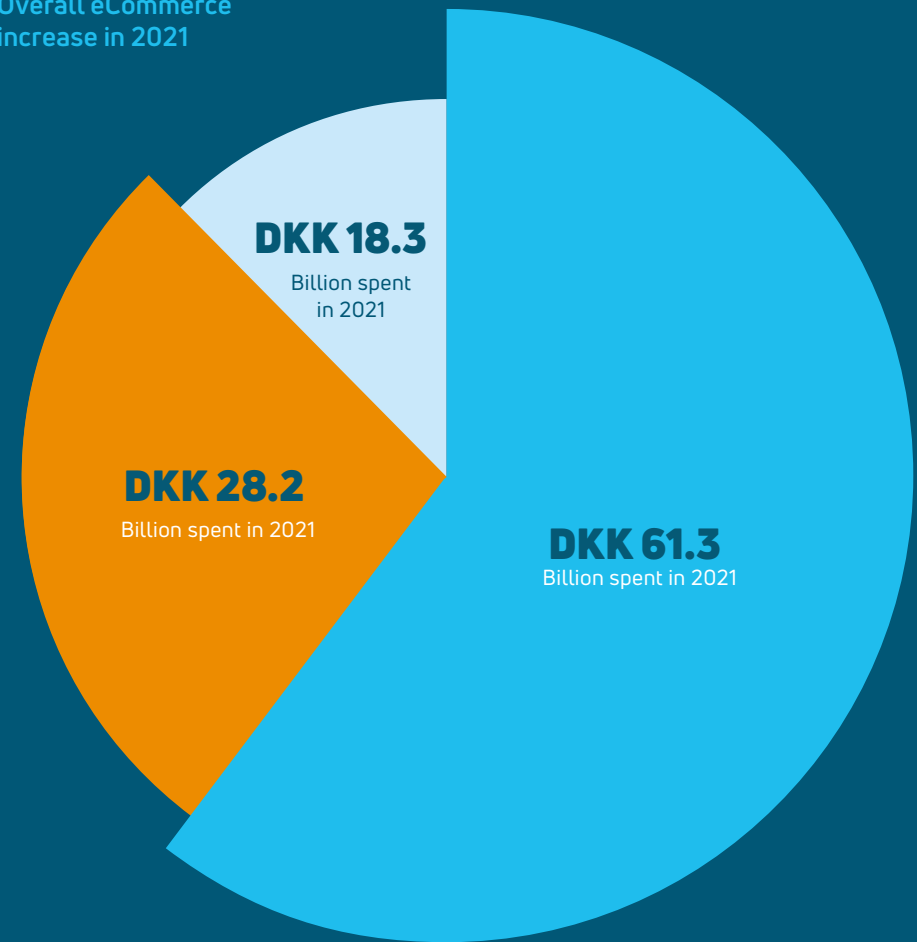
All in all, it was a good year for eCommerce – showing gains across the board over the monumental year that was 2020.

The purchasing of online goods continued to grow by 7%, but travel and services refused to be upstaged with respectable gains of 25% and 5% from last year. It's clear that the consumerism of 2020 continued to grow well throughout 2021, and people are becoming more interested in services, travel, and experiences as the world opens up.

Either way, people are spending more money online, and eCommerce shops continue to benefit.

▲ **11%**

Overall eCommerce increase in 2021



▲ **25%**

Travel services increase in 2021

▲ **5%**

Services increase in 2021

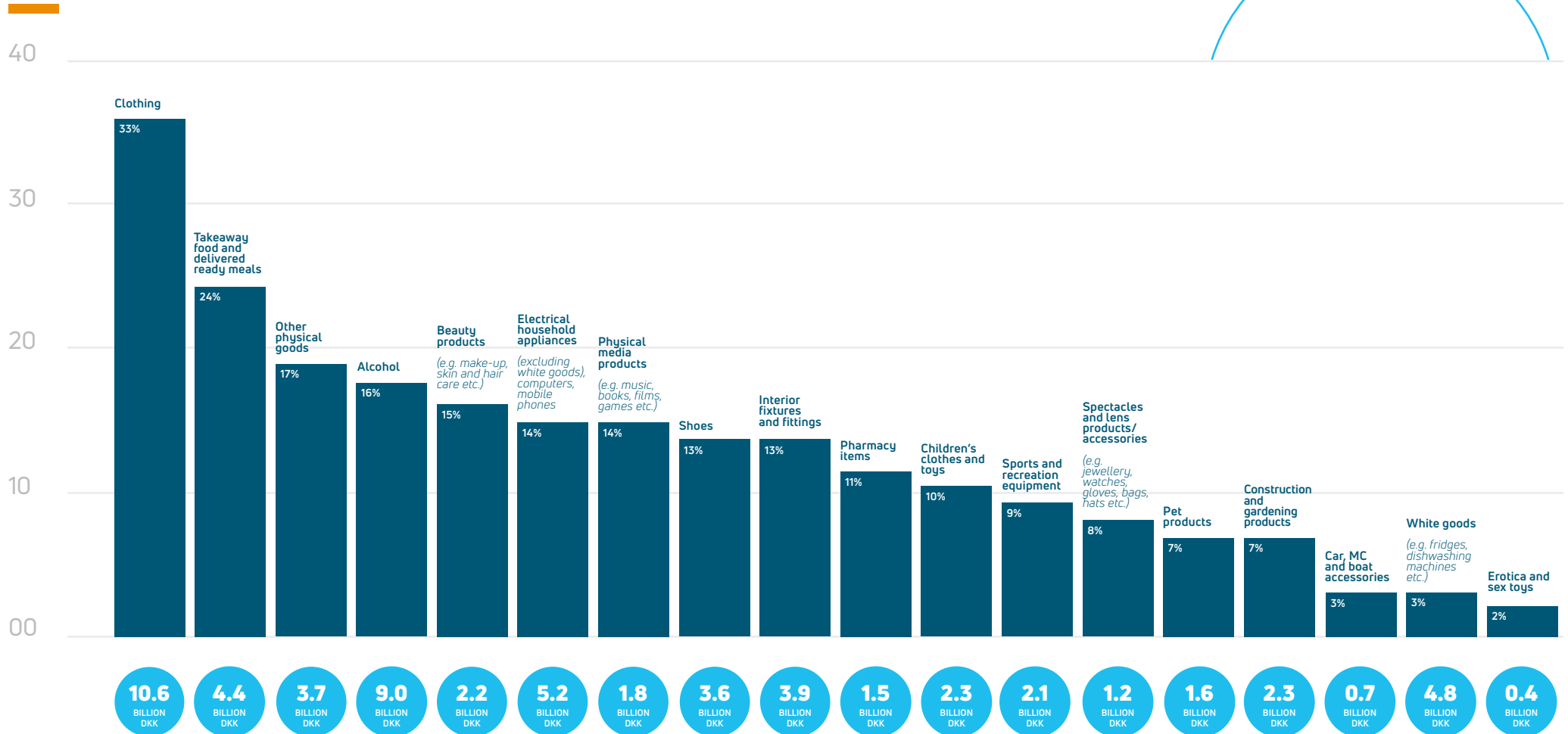
▲ **7%**

Purchased goods increase in 2021

It's still good to sell... goods.

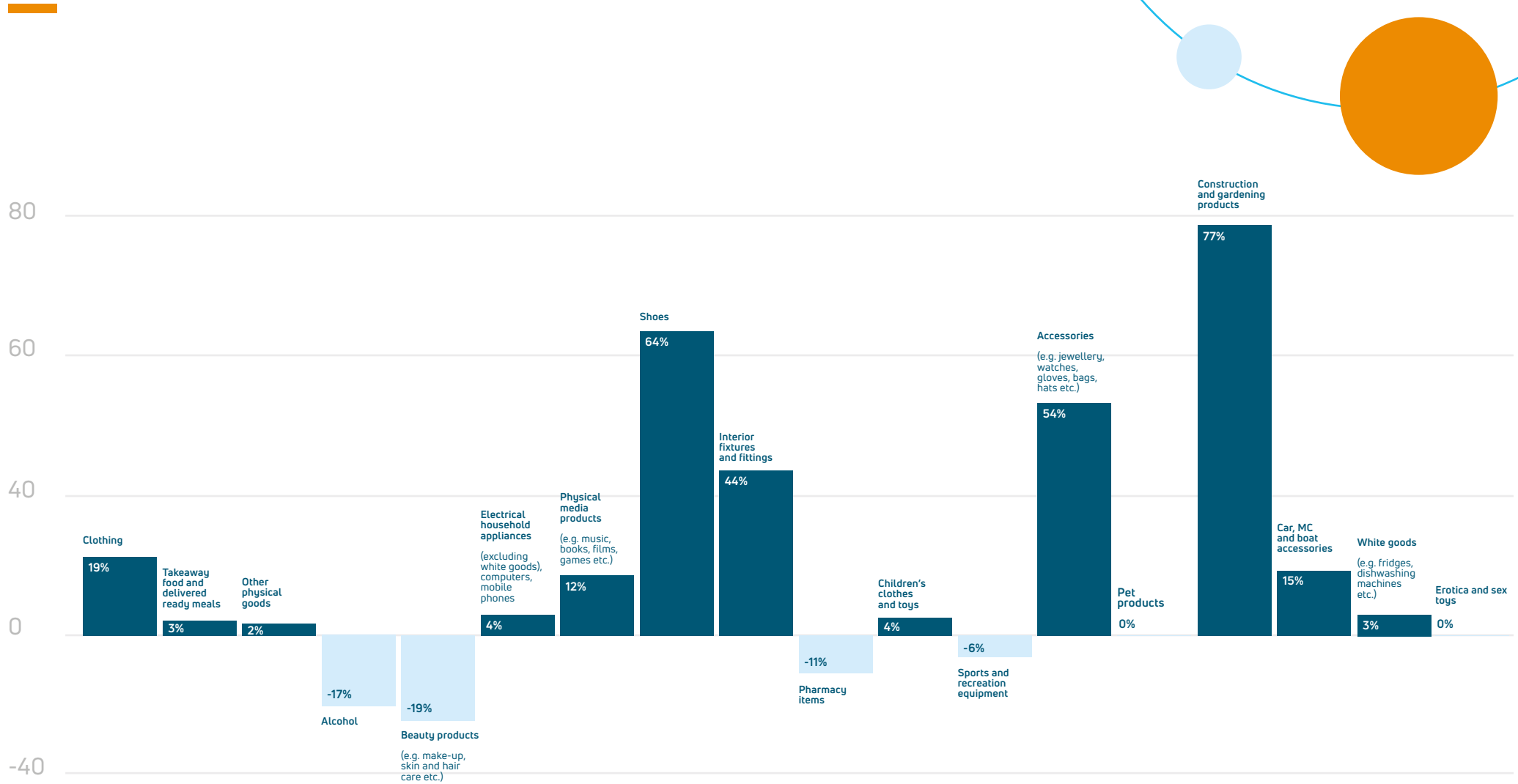
Overall, sales of goods continued to grow during the second year of the pandemic, but behind the 7% growth, there are both winners and losers.

Percentage of consumers who have shopped online from each category in the past 28 days / Consumer spending by category



*These numbers are estimates based on median values. They should be thought of as a comparison between categories.

Percentage change from 2020-2021 in value of industry



*These numbers are estimates based on median values. They should be thought of as a comparison between categories.

The winners



 **64%**

Shoes

New clothes, new shoes, new me. At least the Danes think so, with shoe spending growing by 64% from 2020. No outfit is complete without a good pair of shoes, right?

 **44%**

Interior fixtures and fittings

"Is it on yet?" is a term being heard all around Denmark as Danes seek to repair or replace interior fixtures and fittings – which saw a 44% increase in spending.

 **19%**

Clothing

As Danes emerged from their homes and their PJs, it seems they found their style was two years out of date and sought to correct this crime against fashion. Clothing has become a clear winner in terms of eCommerce goods sold, seeing a massive influx of 10.6 billion DKK.

The losers



 **0%**

Erotica and sex toys

The Danes seem to prefer other forms of home entertainment. Danish spending on erotica and sex toys saw no changes in 2021.

 **-17%**

Alcohol

2020s focus on health may be influencing the Danes, who are opting for a healthier lifestyle. Alcohol has lost nearly 2 billion DKK in 2021, being replaced from the top spot in 2020 by fashion.

The decreased spending on alcohol may be related to the pandemic and the lifting of restrictions, where people have returned to other interests – like not drinking when their webcam is off.

 **-19%**

Beauty products

Beauty products have fallen out of favour, dropping by 19%. It seems easier to just use filters for that Insta-selfie look.

The runner-ups

Other categories with large percentage changes that indicate how we spent in 2021 are:



Construction and gardening products



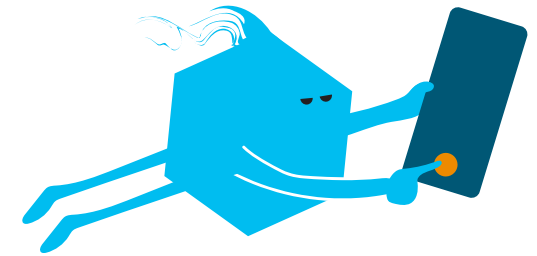
Accessories, spectacles, and lens products



Electrical appliances



The takeaway



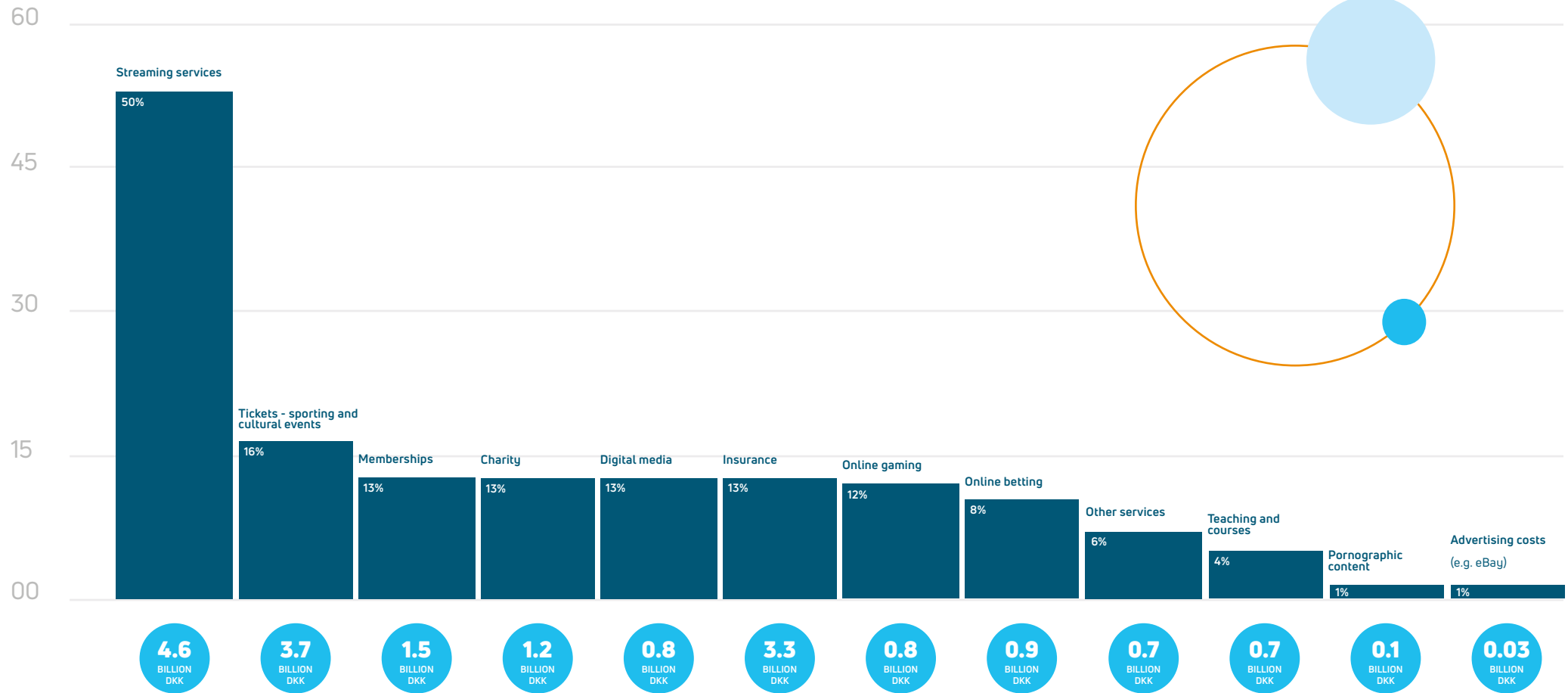
It seems that eCommerce for goods is continuing to provide a valuable option for people to buy goods online. As the world slowly opens up, the 7% increase in purchases is surprising, considering the return of physical stores and the exceptional growth the previous year.

eCommerce shops that want to benefit from the trends of 2021 should look out for opportunities to capitalize on making working from home easier as well as the items that may have been neglected from extended periods at home, like clothing. Furthermore, large purchases made in 2020 like construction and home electronics are continuing to increase in 2021. This is likely because of higher disposable income and home-time brought on by the working from home trend. However, smaller, less expensive options are also gaining popularity - creating an opportunity for eCommerce stores that offer a variety of items.

eCommerce at your service

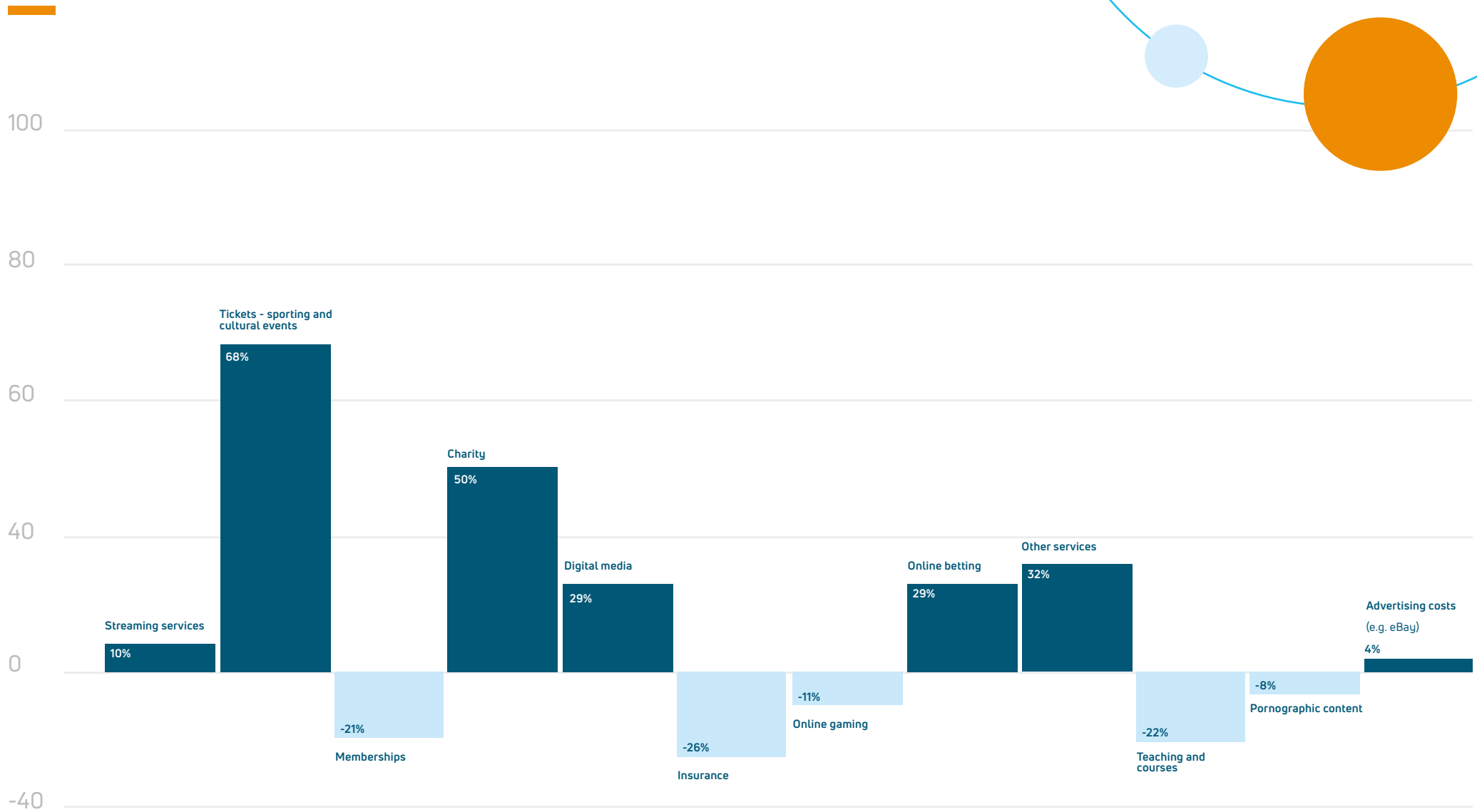
Percentage of consumers who have shopped online from each category in the past 28 days / Consumer spending by category

Sales of services via eCommerce increased by as much as 5% from 2020 in Denmark. When the restrictions for events were removed, we saw an explosion of events, coinciding with the fall of insurance.



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Percentage change from 2020-2021 in value of industry



*These numbers are estimates based on median values. They should be thought of as a comparison between categories.

The winners



▲ **68%**

Tickets - sporting and cultural events

You don't know what you have got till it's gone. Danes embraced the return of events by buying tickets 68% more than the previous year. The combination of fewer restrictions and cabin fever is expected to continue to fuel ticket sales well into 2022.

▲ **50%**

Charity

Being nice costs nothing. But charity does – to the tune of 0.4 billion DKK and a 50% increase from last year. This is especially interesting considering how many people were laid off during the pandemic.

▲ **10%**

Streaming services

The streampocalypse continues in 2021. With 10% growth and over half of Danes subscribed to Netflix, will we ever return to watching hours of adverts on TV? Probably not.

The losers



▼ **-21%**

Memberships

Who needs to be part of a club when you have the great outdoors? Danes are starting a mass exodus from gyms, sports organizations and others, representing a 21% loss in just 2021 alone.

▼ **-22%**

Teaching and courses

It's graduation day – and many Danes are finishing up their short self-improvement courses from 2020. However, this means that online teaching and courses lost 22% of spending from 2020.

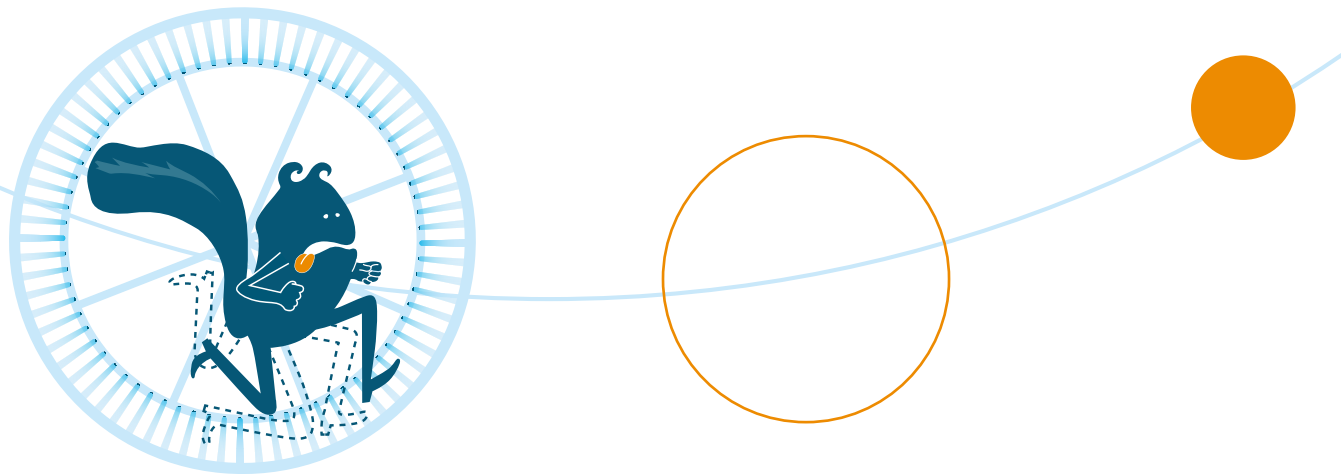
▼ **-26%**

Insurance

With Danes overcoming the pandemic in 2020, apparently not much scares them. Not even insurance salesmen. As the biggest loser, online insurance lost 1.2 billion DKK in the last year. Reasons for this include having no need for car insurance when working from home, or travel insurance during staycations.

The runner-ups

Other categories with large percentage changes that indicate how we spent in 2021 are:



The takeaway



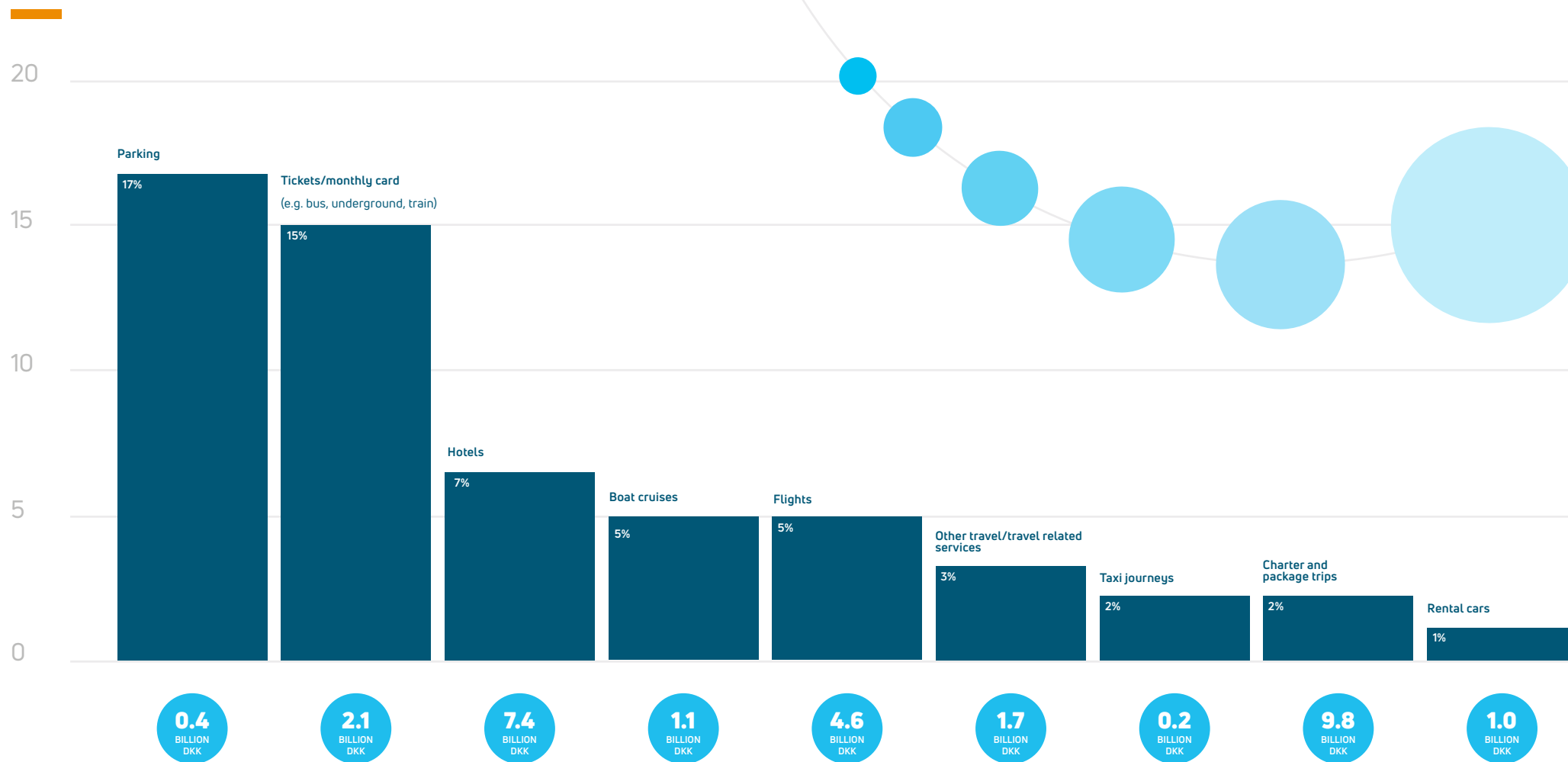
While services grew by 5% this year, there's a clear trend indicating a growing desire for real-life experiences – but that doesn't mean that spending has slowed down for the online world. Across the board, except for gaming and teaching, online activities rose alongside services that offer a physical, tangible element grew.

This trend indicates that Danes are far from rejecting the online world they were forced into by the pandemic and the lockdowns, but in fact choose to maintain a higher level of online activity. The drop of insurance may be the aftermath of 2020's atmosphere of uncertainty.

eCommerce shops that want to benefit from the service trends should embrace services that offer a return to the pre-Covid way of life, with events taking centre stage. Another opportunity lies in providing for those who found new hobbies and interests during time at home, as seen from the increase of online activities.

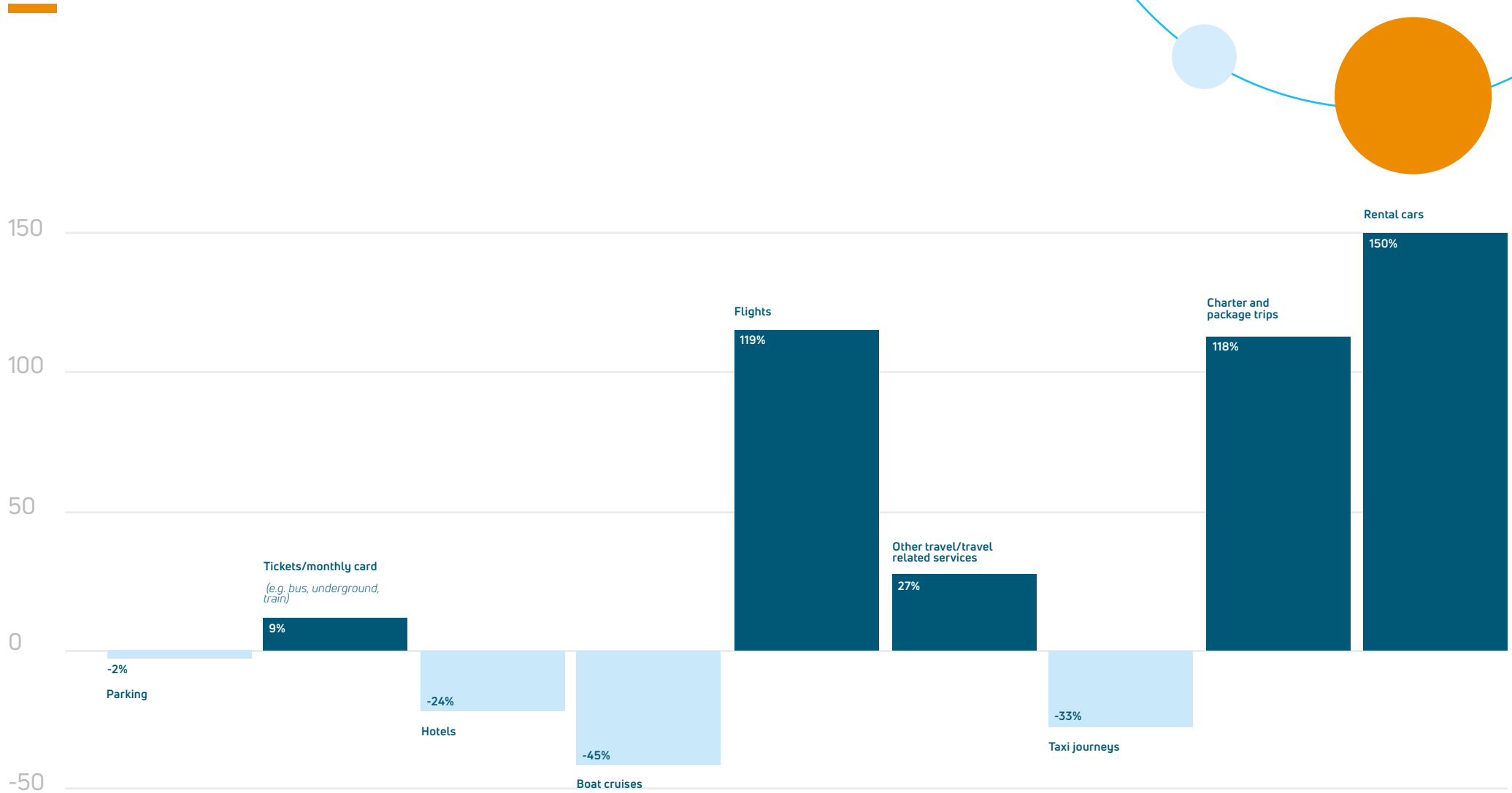
You like to move it, move it

Percentage of consumers who have shopped online from each category in the past 28 days / Consumer spending by category



2021 was the year of the Ox according to the Chinese Zodiac - but we like to call it the year of travel. It's comeback time for the travel sector, with charter trips, flights and rental car services more than doubling in 2021.

Percentage change from 2020-2021 in value of industry



*These numbers are estimates based on median values. They should be thought of as a comparison between categories.

The winners



▲ 150%

Rental cars

Rental cars showed an increased spend of 150% from 2020 - it was obviously not only the air, but the road that called to the Danes in 2021.

▲ 119%

Flights

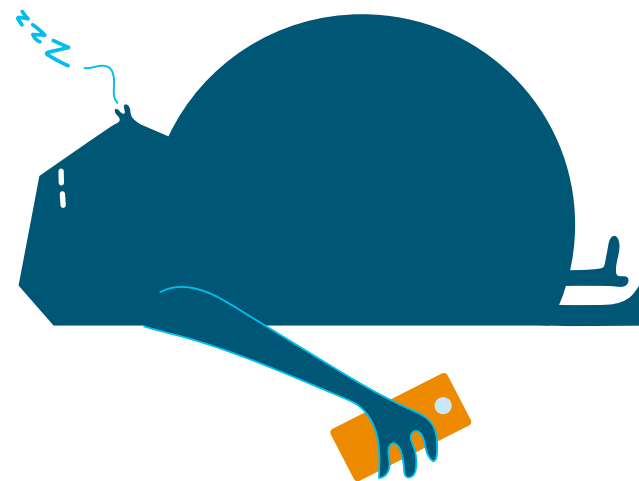
We're getting our wings back! With offers of air travel back online and countries opening their borders again, Danes were rediscovering the freedom of flight. Bookings increased by 119% earning 2.5 billion more than the all-time low sales of 2020.

▲ 118%

Charter and package trips

Charters and package trips grew by 118%, with most bookings taking place when restrictions were lifted. You can only watch Friends reruns so many times, after all.

The losers



▼ -33%

Taxi Journeys

The taxi industry had a rough ride in 2021, reporting a rolling 33% decrease in taxi fares.

▼ -24%

Hotels

Danes don't seem to mind staying at home. Hotel spending dropped by 2.3 billion DKK from an already record low level, possibly due to the increasingly uncomfortable Covid measures still in place.

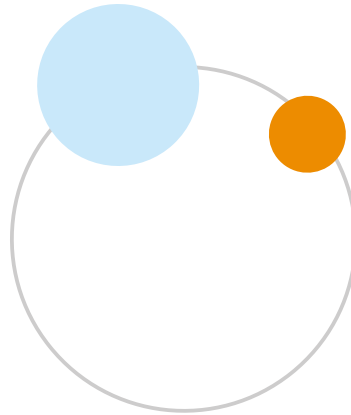
▼ -45%

Boat cruises

Danes are abandoning ship in large numbers. Spending on boat cruises fell by a whopping 45% in 2021 - probably due to local outbreaks on cruises gaining media attention and many forced cancellations in 2020.

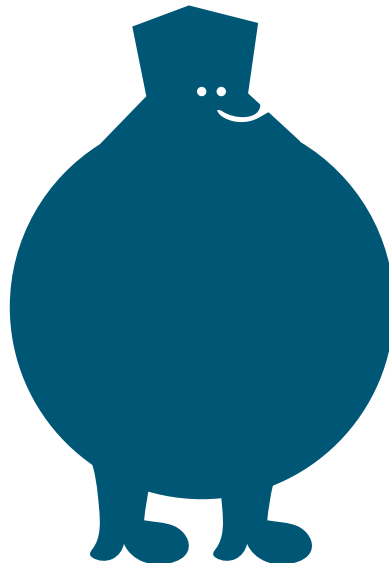
The runner-ups

Other categories with large percentage changes that indicate how we spent in 2021 are:



 **9%**

*Tickets/monthly card
(e.g. bus, underground, train)*



The takeaway

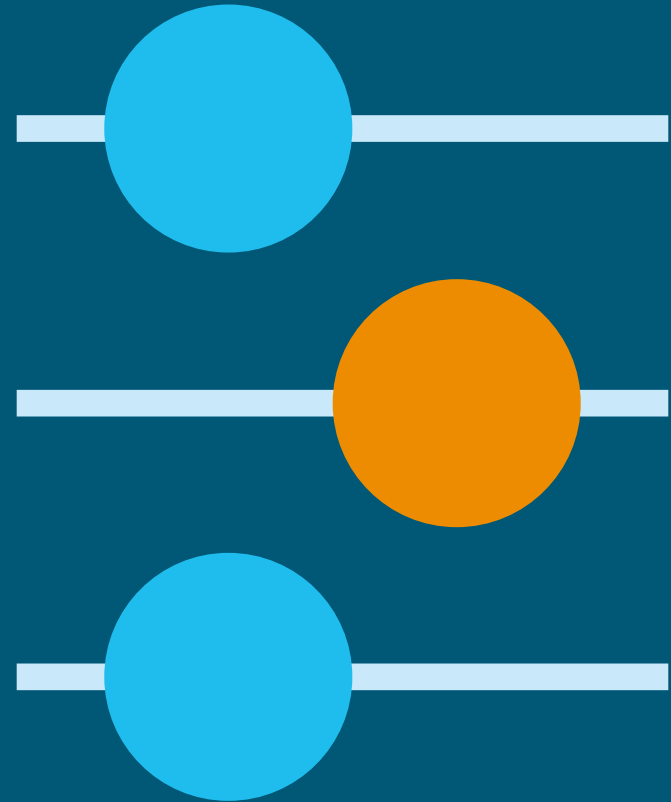


Travel was the most successful of the 2021 eCommerce categories, experiencing an overall increase of 25%. Air travel has the largest increase in spending among all categories in this report, however, it may be worth noting that the travel sector is still far from the global peak of 2019. Globally, we need to see more than double the sales of 2021 levels to get there. Most industries within travel seem to be growing except the cruise ship industry, rental car and hotel industries, losing nearly half its income from the already poor performance of 2020. This may be due to the media coverage of the 'Covid ships', but it isn't clear how long this impression may last, or if the industry will be able to recover.

Despite this, the promising signs of growth indicate that Danish consumers are ready for travel again. This should come as a relief for travel eCommerce services worried that Covid might have an impact on future travel decisions. The increased interest in travel indicates that travel eCommerce services need not drastically change their approach and should instead prepare for a surge of interest and customers.

Consumer preferences

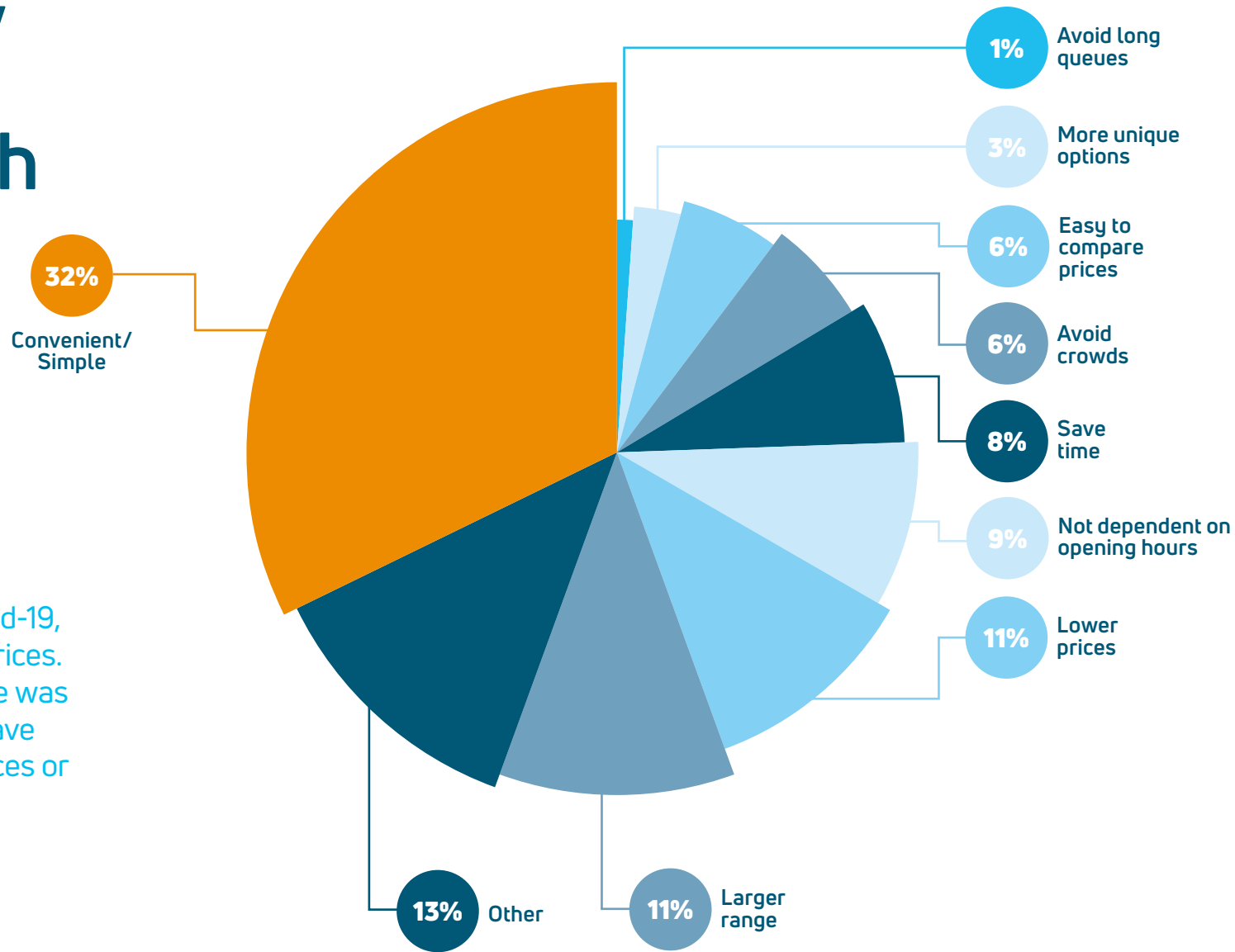
2



Make it easy, and they'll make you rich

Consumers' reason for shopping online

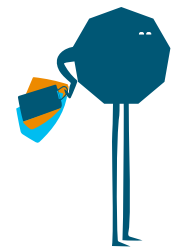
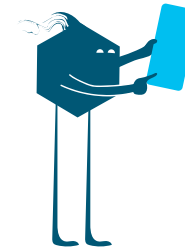
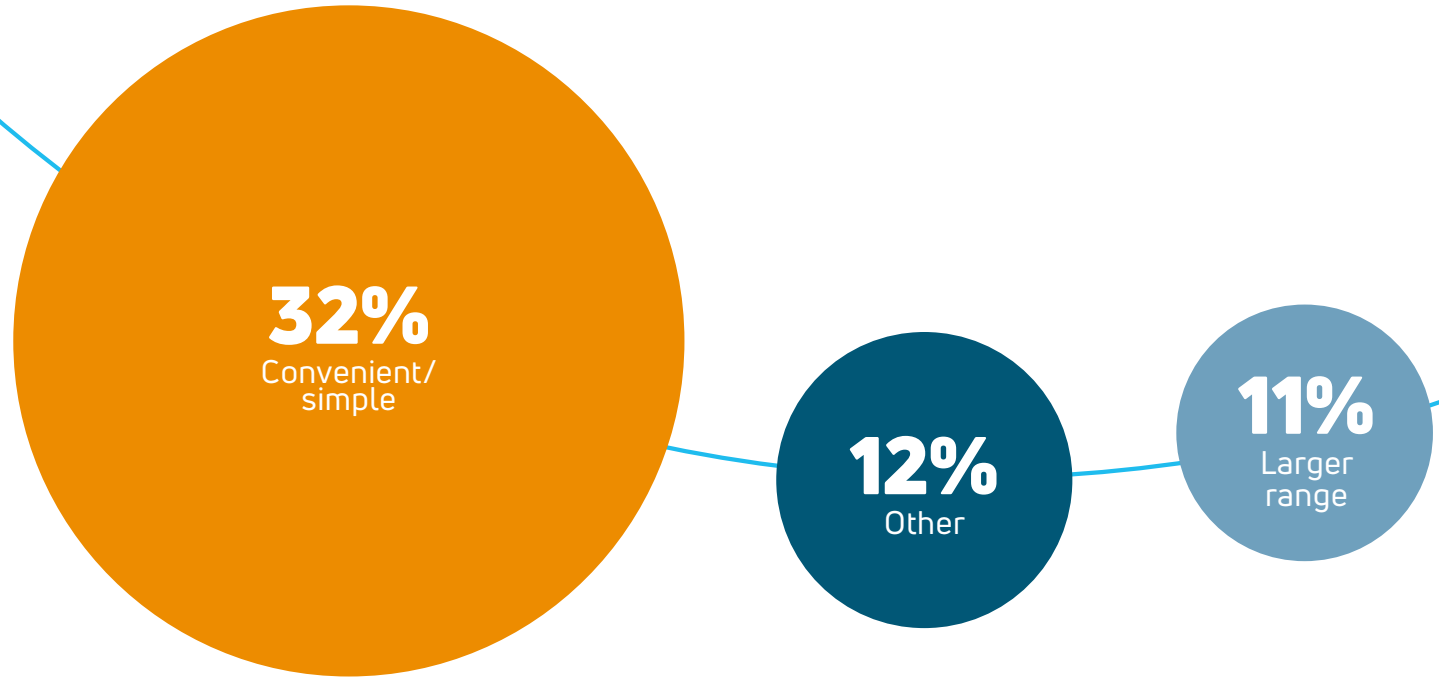
Since the pandemic, consumers' motives for shopping online have changed dramatically. Before Covid-19, most shoppers were after lower prices. In 2019, the decision to shop online was primarily driven by the ability to save money, either by finding lower prices or the simplicity of comparing costs.



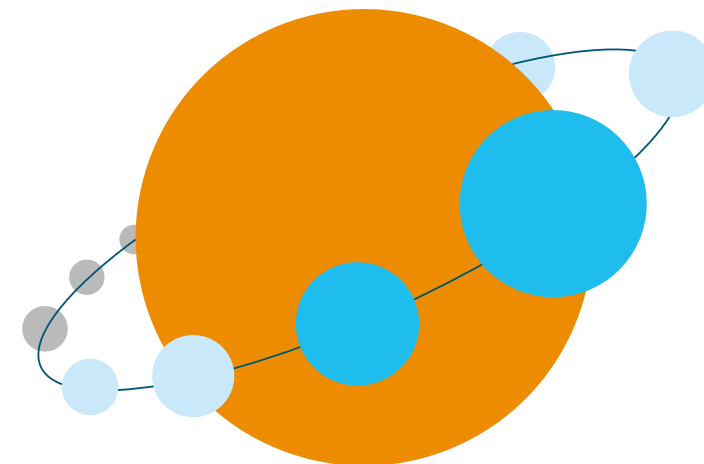
Essential eCommerce preferences

Today, we find ourselves in a very different landscape. The importance of finding the best price has dropped across all age groups and has been replaced by the desire for convenience. Respondents from every age group and both genders ranked convenience higher than price considerations. Comfort and convenience have become the tenets of online shopping, and the main reason people decide to digitally shop.

The pandemic has thus redrawn the map when it comes to the reasons for shopping online. Admittedly, some of the convenience factors have been imposed when restrictions have affected our ability to shop in physical stores, but it still seems that eCommerce has reached a more mature phase where it is not the price that is the main reason for shopping online. Instead, it is the opportunity to shop around the clock, avoid crowds and save time when the delivery comes home, which are more important reasons for the Danes.



Top recommendations for eCommerce stores



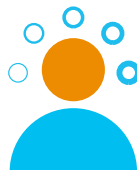
Make checkout seamless

Every step towards improving your checkout process is a step towards boosting revenue. Make it easy for your customers to spend money, and they'll spend more.



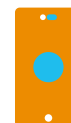
Use pre-populated forms

Don't slow down the purchasing process by forcing buyers to find their credit card details.



Build your website for experience

Focus on what your customers want and make sure that there are as few steps as possible in the process of finding and buying it. Try to remove unnecessary steps or distractions wherever possible.



Optimise for mobile

Many of your customers shop via mobile devices - so don't force them to scroll in four directions. Optimise your shopping experience for mobile viewers to boost their comfort as well as your potential sales.

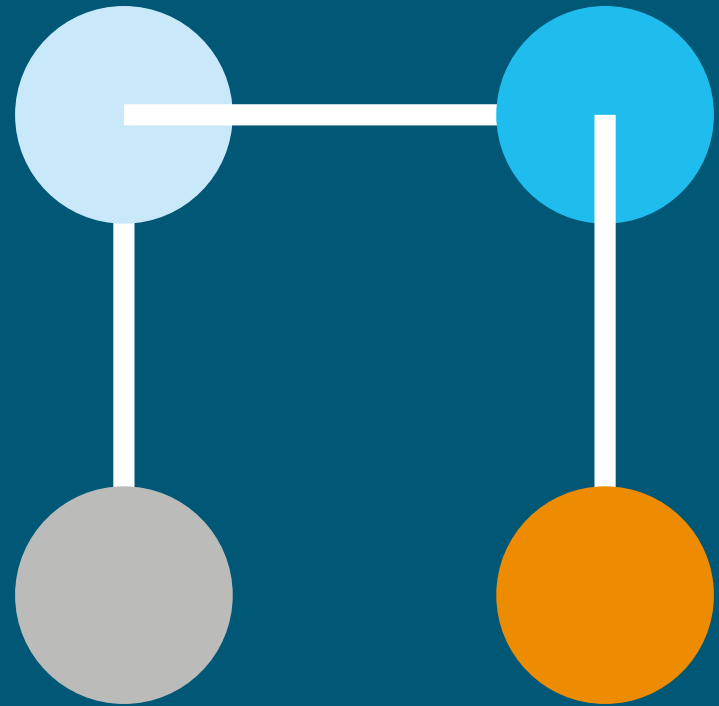


Make comparing simple

The ability to compare items quickly combines the effectiveness of convenience with the practicality of finding the best deal. The easier you make this, the faster your customers will buy.

Checkout experience

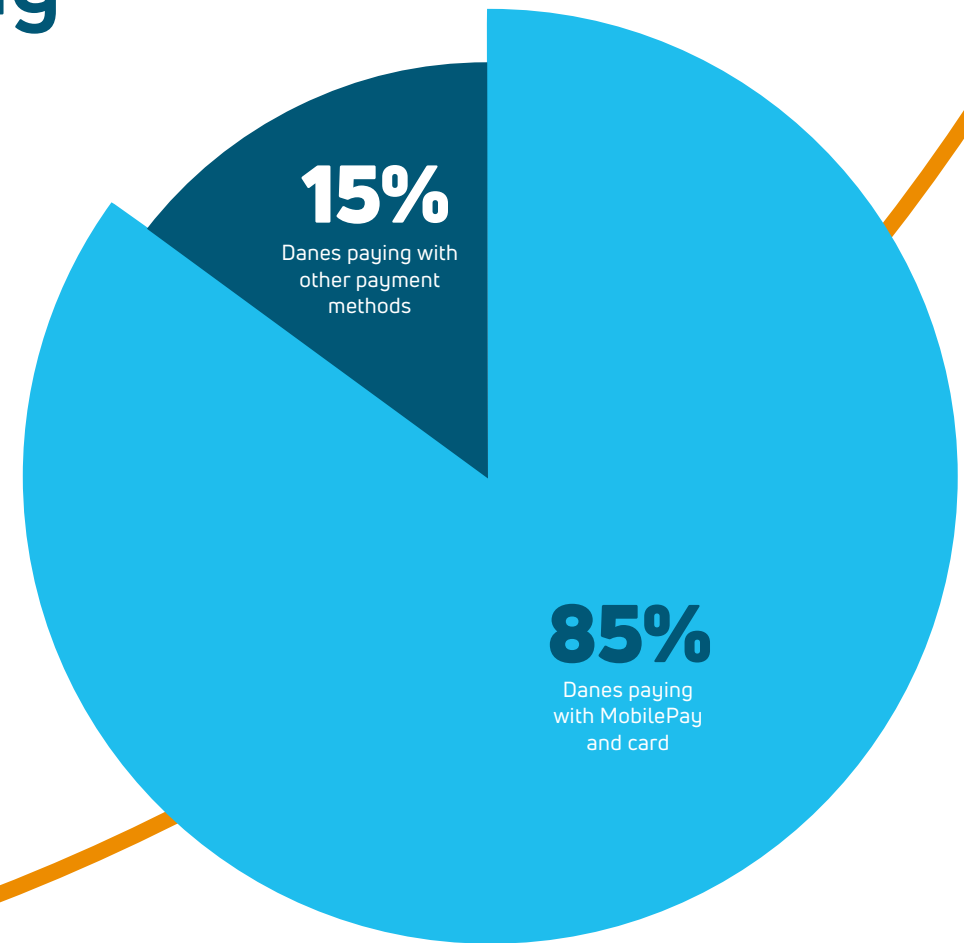
3



Consumers have a growing need for speed

The demand for fast and easy shopping experiences extends to the checkout stage of making an online purchase. While cards continue to be the most widely used payment method, this dominance is being challenged by faster and easier methods.

MobilePay is growing at a rapid pace year-on-year, and it's consistently eating into the dominance largely held by cards as a payment method in Denmark. When you offer both, you cater for the majority of the Danish audience - MobilePay when combined with cards is preferred by 85% of Danes.



MobilePay combined with cards is still preferred by 85% of Danes

Preference at a premium - the most preferred payment methods of 2021

What people say and what they do is often very different. The available options, what resources they have on hand and what they feel is best for the particular purchase, all contribute to which payment method people feel most comfortable with. eCommerce providers can either choose to enable options for consumers or go with a “do as they do, not as they say” approach.



Paying by card - for those who take it slow and simple

51%

Cards remain in first place thanks to force of habit and security.



MobilePay - for those who like it fast and easy

34%

MobilePay comes in at second, rated the best for easy and quick payments, but quite low in terms of habitual use.



PayPal - for those who need security

5%

PayPal represents the highest perceived security available, but scores poorly for speed and habit, placing it in third position.



Direct payment via Internet banking - for the all-round nice guy

2%

At fourth, online banking scored evenly across the board, being average at security, ease of use, speed and habit.



Apple Pay - for THAT guy

2%

Apple Pay was rated for its simplicity and speed, but had a dubious record for security and habit – it still won't win you any points at a party, though.



Invoice - for the safe bet

1%

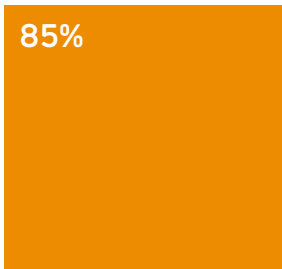
When Danish consumers are asked what payment method they like most, the invoice wasn't even thought of, according to our study. This may be due to how expensive it can be alongside the complications it can cause.

Payments: common currency - the most used payment methods of 2021

Cards continue to be the most used payment method in a trend established since the early 2000s. However, that doesn't tell the whole story. The growth statistics of alternative solutions like MobilePay indicates that cards are slowly becoming less popular.



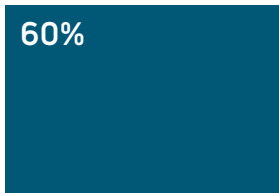
Paying by card



Cards continue to be the most widely used payment method for Danish consumers when shopping online. However, its lead over other payment methods is decreasing.



MobilePay



Coming in as the second most used payment option is MobilePay. Likely due to how quick and easy it is to use. MobilePay enables you to skip the two-factor authentication with NemId required to process any online card payment, making it a crowd pleaser. These factors, combined with the fact that all card payments need two-factor authentication lets MobilePay capture the Danish market, eating into Card-payment dominance.



PayPal



PayPal retained its relevance in 2021. This is likely due to the increased focus on convenience.



Direct payment via Internet banking



Direct payment via Internet banking has never gained a lot of traction with Danish consumers due to the effort and time involved when compared to other methods. This further indicates a need for ease of use and speed being a priority.



Apple Pay



Apple Pay continues to lead a dwindling existence as a payment method in the Danish region. The breakthrough seems to be delayed, among other things, due to the fact that few payment providers offer it as standard - and no-one wants to be that guy at a party.

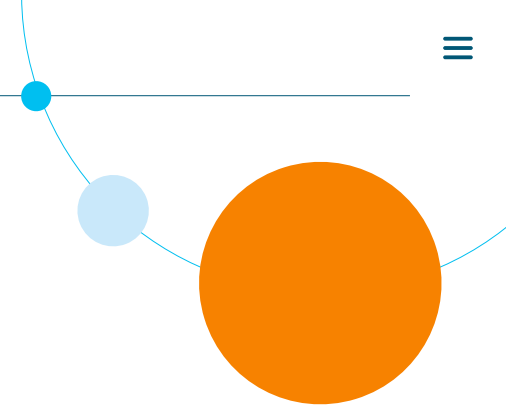


Invoice



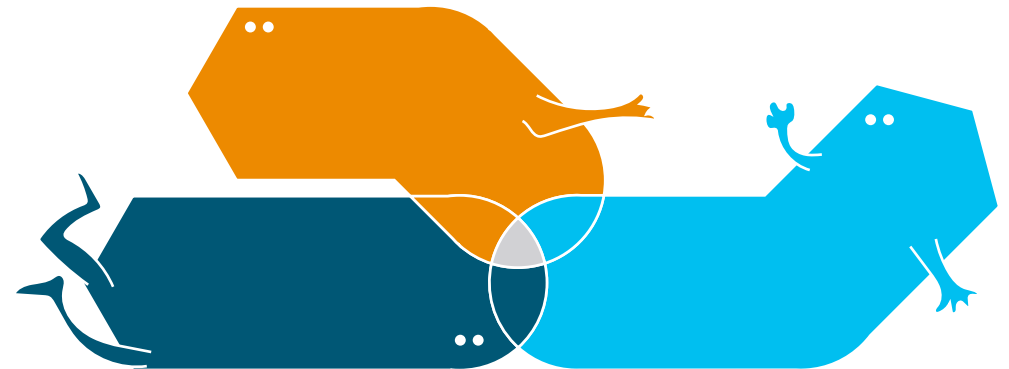
Invoicing has fallen by the wayside when it comes to payment methods. It's slow, inconvenient and is typically a relic of the past. - much like your 4th grade maths teacher.

Paying with value - why payment methods are valued



There are many reasons why a particular payment method is preferred by consumers. The most common ones are that it is easy, fast, perceived as secure, or is just a habit. But there are big differences between the payment methods.

We asked the respondents for the reason why they preferred a certain payment method. Their reasons were based on security, ease of use, speed or simply habit.

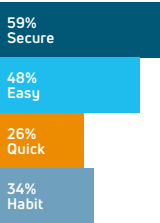


Paying with value - why payment methods are valued

There are clear reasons why consumers have different behaviours when it comes to choosing payment methods. The best approach for eCommerce stores is to remain flexible, offering all the most popular payment methods for your specific market.



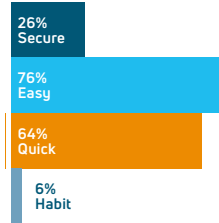
Paying by card



Customers who prefer to use cards think that it is above all secure. They are also the ones who, to the greatest extent, reference habit as their reason for using their favourite payment method.



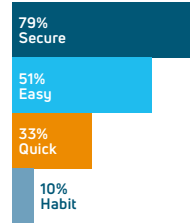
Mobile Pay



Showing an overall strong performance, MobilePay typically loses out when it comes to habit and security. However, it is rated as the fourth most secure option.



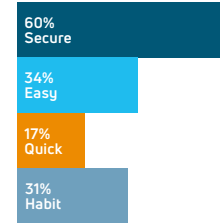
PayPal



PayPal represents the highest perceived security available, and scores surprisingly high for ease of use and speed. However, Danes don't seem to think of it when it comes to paying for an item, scoring low on habit.



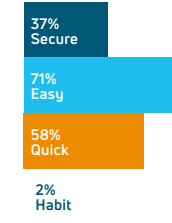
Direct payment via Internet banking



Direct payments are valued mostly for their security, coming second only to PayPal. They also score quite high on habit when compared to other payment solutions.



Apple Pay



When it comes to convenience, Apple Pay reigns supreme for the few Danes that use it. It's also perceived as very quick and relatively secure. However, even those who do occasionally use it don't do so out of habit. This is interesting considering the growing need for an eCommerce experience that is fast and convenient.



Invoice



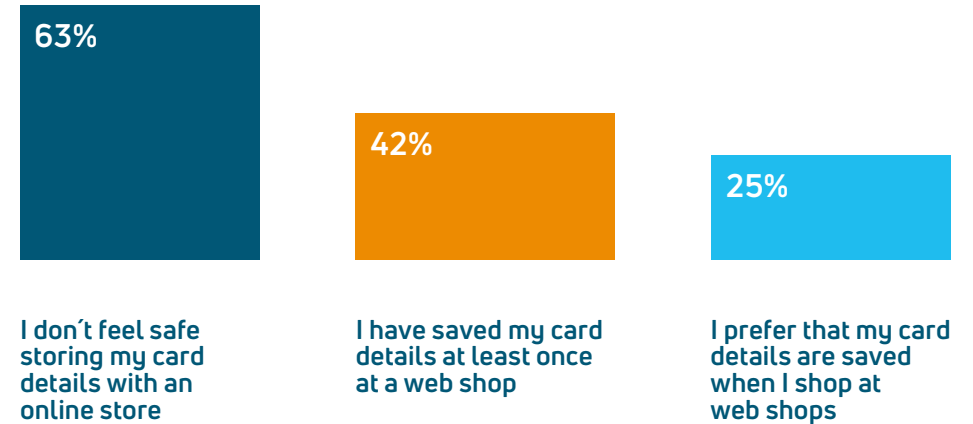
Invoicing doesn't seem to be popular for any mainstream reason. Not even one respondent rated it as a quick payment solution. However, interestingly enough, it rated the highest in terms of 'other' reasons and for its ability to let you pay later – possibly being a strong option for those buying clothes.

Saved cards

“I’m sorry Dave,
I’m afraid I can’t
let you buy that”

Trusting a computer system to save your credit card details feels risky, and it’s always a little unnerving when they’re filled in before you finish typing. This sentiment is reflected in many markets we surveyed, including Denmark.

Consumer trust



63% - The vast majority of Danes don't feel safe storing their card details with an online store. However, interestingly enough, quite a few Danes have saved their details at a web store already and this number is growing year on year.

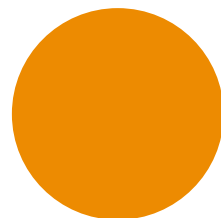
This means that consumers are increasingly choosing to save their data even though they may feel insecure about it

This may be due to being forced into it, for example, with streaming subscriptions. However, our data points to consumers being willing to pay the price of feeling a little anxious to have a simpler, more convenient life where you do not have to put in your card number each time. Time is money, and none of us are getting any younger, right?

Abandoned carts: be simple, be flexible – be a winner

Abandoned carts are one of the saddest sights in the eCommerce world. There's just something lonely about the missed opportunity they represent. We don't want that, you don't want that and, believe it or not, most of your customers don't want that either.

When we asked consumers about the last time they abandoned a cart online and their main reason for doing so, we uncovered what we think is the super trio of ensuring your carts are never left alone and abandoned again - simplicity, flexibility and...shipping.



Shipping - 28%

The number one reason for leaving a cart abandoned was that the price including shipping was too high. This is both a logistical and transparency issue, with eCommerce shops hiding shipping until the last moment in the purchasing process. Unfortunately, there isn't a lot anyone can do about shipping costs - but eCommerce shops should include shipping information early in the buying process to stop giving a nasty surprise to would-be shoppers.



Flexibility - 17%

A lot of shoppers said they didn't finish the deal because the shop was inflexible. The payment option they wanted to use was not available, the delivery options weren't there, or the shop was just being stubborn - and we're not just talking about the Apple Pay guy complaining here! eCommerce websites need to be flexible in their approach and accept as many payment methods as possible to appeal to a variety of modern shoppers.



Simplicity - 14%

Shoppers who experienced complications when ordering off eCommerce websites are more likely to say 'no-deal' at the decisive checkout moment. 14% of respondents said they left their shopping cart abandoned due to difficulties registering personal data, understanding the process or simply being unable to make the process work. eCommerce websites should make the process as simple and seamless as possible for shoppers so that they don't have to think in order to buy.

The other reasons...

Other reasons - **23%**

Technical problems - **9%**

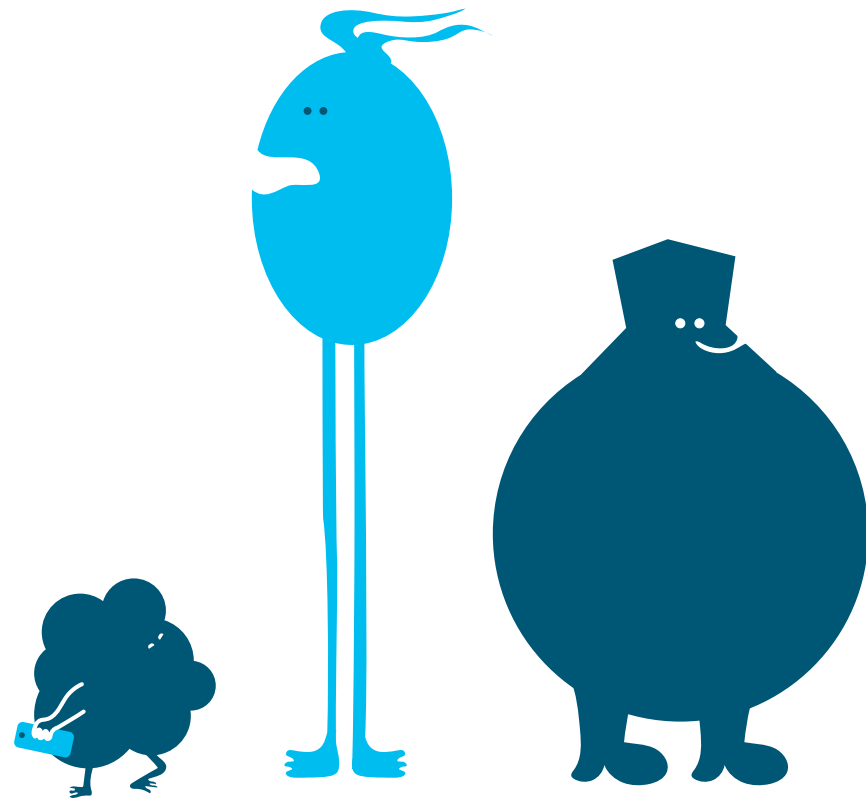
Lack of trust for the workshop - **7%**

Respondent was unsure why - **2%**

The age of abandonment - cart abandonment by age

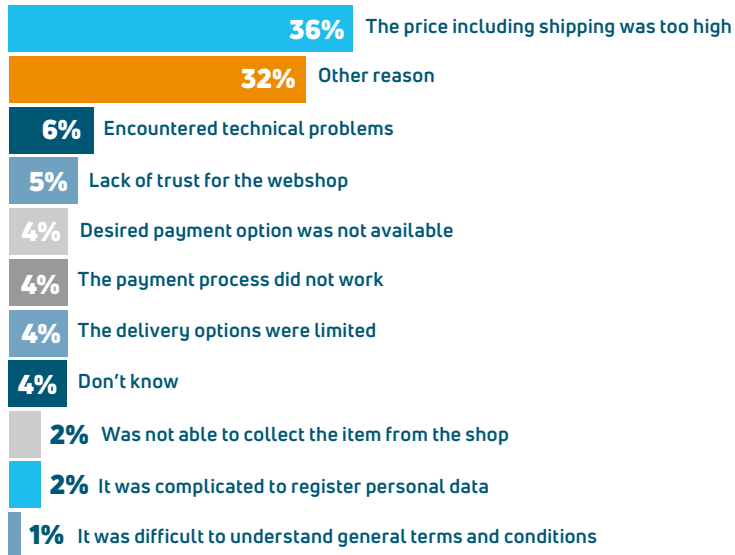
50% of consumers across the board wanted to return goods but felt it was just too complicated. This number only increased with age, with older consumers not being bothered for a refund.

Different ages have also indicated the reasons why they tend to cancel an online purchase before it arrives. The most common reasons for each age group are as follows:

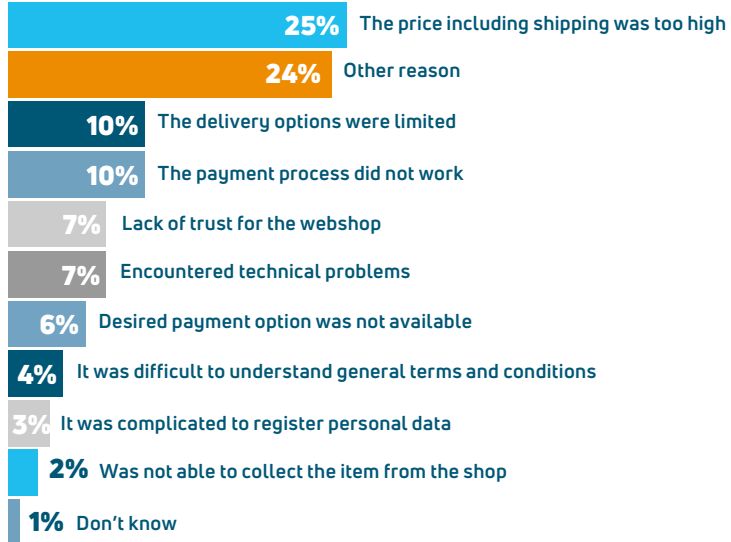


Reasons to abandon cart

18-29 age group



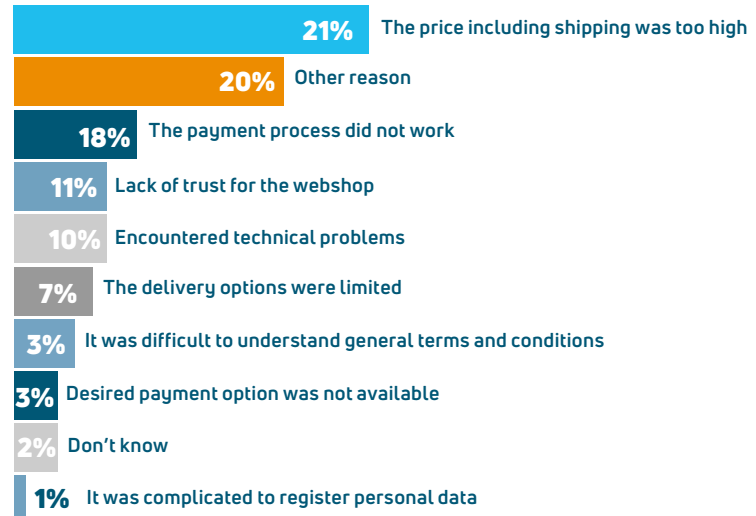
30-49 age group



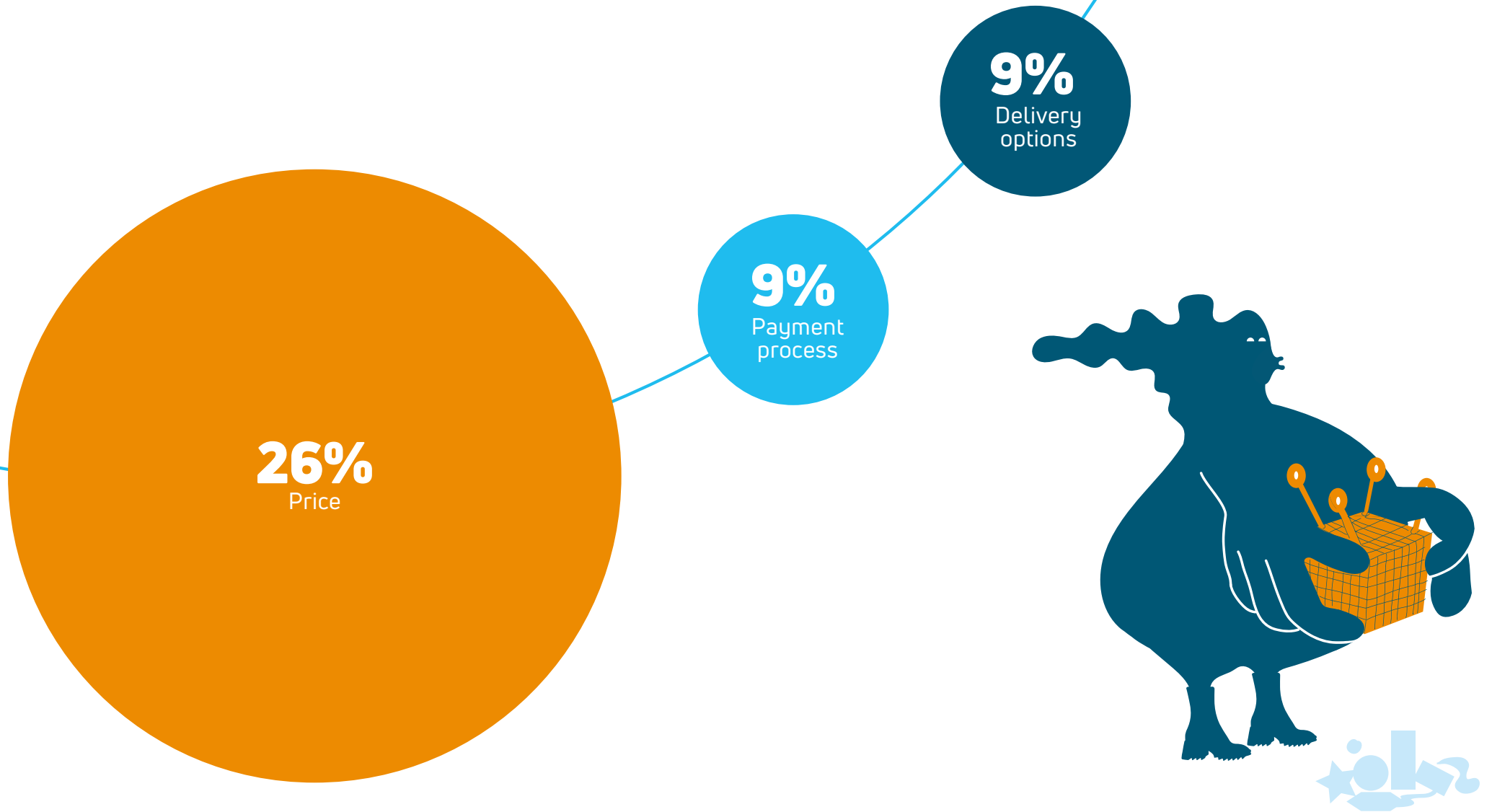
50-64 age group



65-79 age group

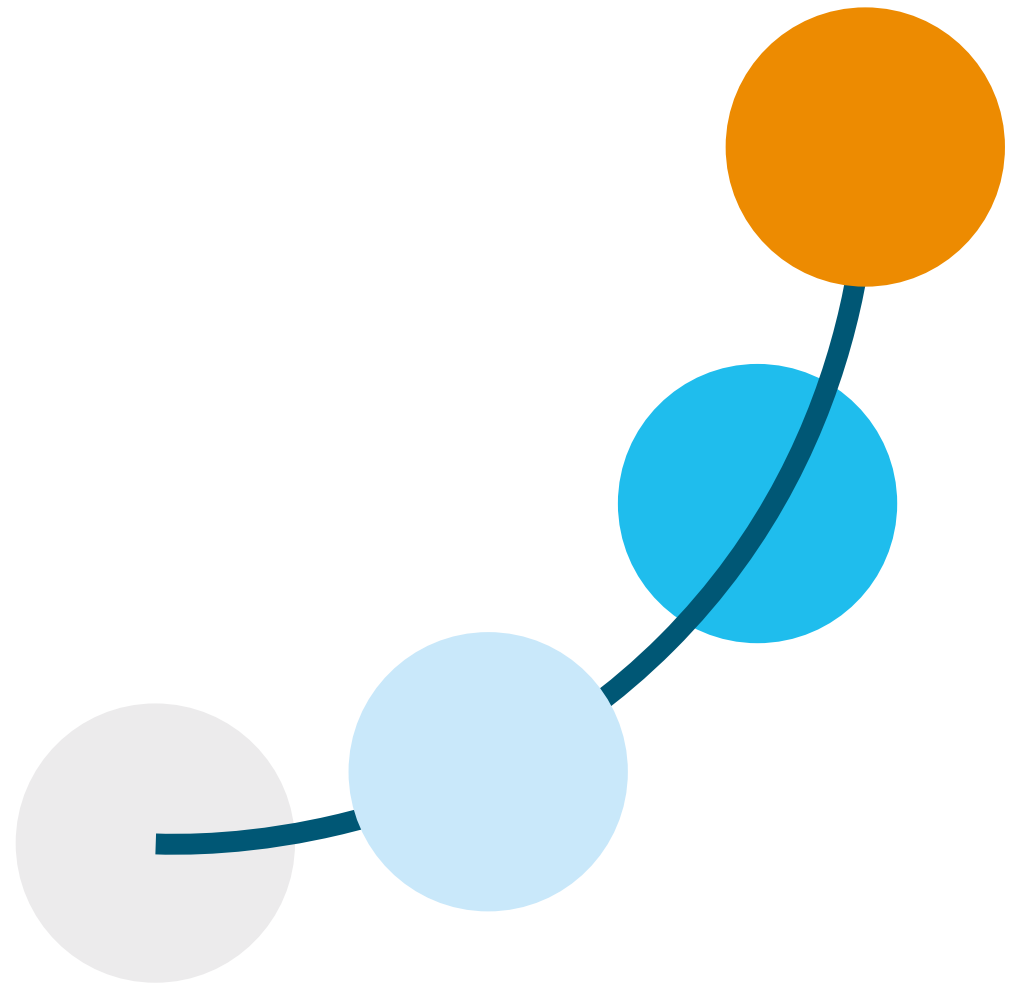


Three primary culprits for cart abandonment



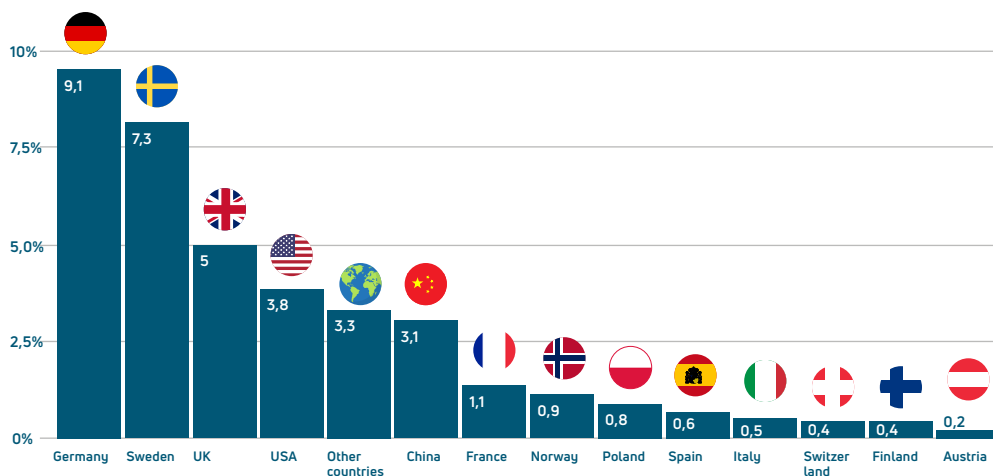
How to grow your business

4



There are always more fish in the sea - so stop fishing in the pond.

Percentage of consumers who have shopped from webshops in the following countries



One of the great advantages of eCommerce is the ability to access entirely new markets.

However, while this may be an opportunity for some, it's a threat for every local business. Foreign stores are continuing to snatch up Danish shoppers for multiple reasons - but this doesn't stop you from thwarting their attempts and even encroaching on their territories. Hey - all's fair in love and eCommerce!

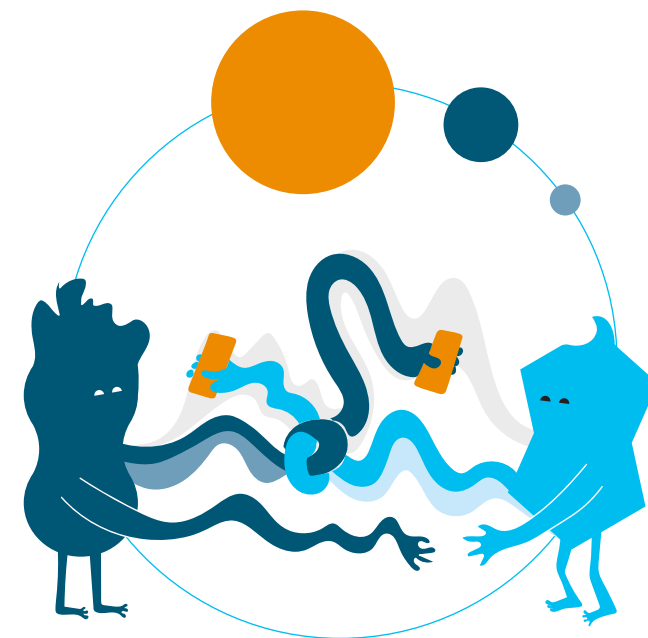
While the majority of Danes haven't bought from foreign websites, the leading countries appealing to those that do are Germany, Sweden, UK, USA, and China. The main reason is due to the fact that these countries sell products that simply aren't available domestically.

New markets abroad: international competition

Shopping at foreign webshops is still important for consumers in Denmark. There is a linear trend where about 30% of 18-29 year old Danes purchased from foreign websites, with the figure going down to 11% for the 65-79 year old Danes. However, international competition will continue to be a reality for Danish online stores as they ramp up their efforts to claim more local customers. It's also worth noting that estimates of 21% of Danes shopping internationally are likely conservative. Many consumers do not always know that they shop from a foreign online store because it appears to be Danish. Good translations, local payment and delivery methods and cultural customisation can fool anyone.

The most likely culprit of claiming Danish online shoppers is Germany, followed by Sweden, UK, China and USA. Brexit has led all age groups to reduce their shopping in the UK, which means that the country is losing its pre-Brexit grip on international trade. Instead, it is Germany that takes first place, with stores like Zalando

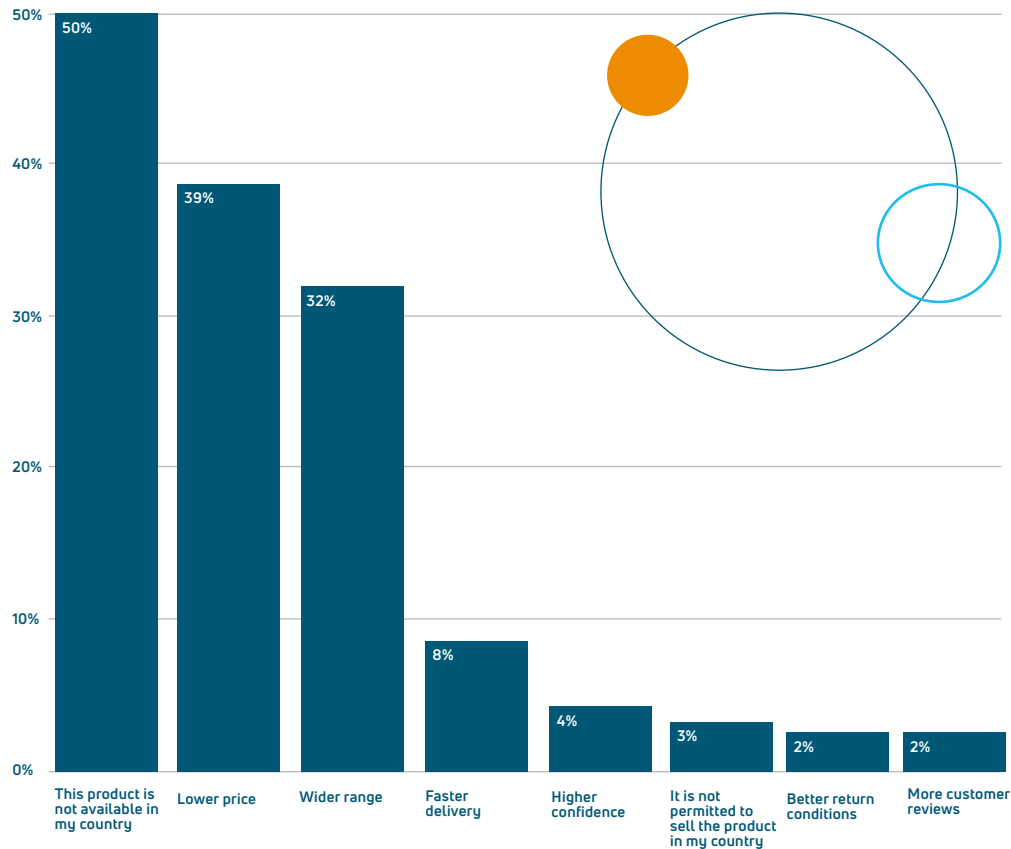
and Amazon.de representing the most popular options for Danes. China continues to lose popularity and now ends up in fourth place. Increased costs in the form of customs duties and taxes, and possibly increased environmental awareness may be the reasons.



Why consumers shop internationally

There are many barriers to shopping internationally, including a slower delivery time, higher taxes, products of questionable quality. However, there are valid reasons consumers have cited as to why they commit eCommerce treason.

Reasons why Danes shop internationally



Here are the top 3:



The product is not available in my country - 50%

Half of the Danish respondents said the reason they shop internationally was to buy items that were not available in Denmark. This highlights the need for choice and variety when it comes to online shopping.

Lower price - 39%

Lower prices are becoming less important in all age groups, but it still ranks quite high as a reason for shopping internationally. Over a third of Danes shop abroad to save money.

Wider range - 32%

32% of Danes say that the main reason they shop on foreign websites is due to the wider range of options they provide. This could also be due to certain regulations preventing the sale of certain items in Denmark.

Defending your pond - keeping local shoppers

While international competition may be taking local shoppers from your shores, that doesn't mean you have to sit and take it.

Here are a few ways local eCommerce stores can deter international competition.

Diversify your product offering

Offering a diverse range of products is the number one way you can combat international interference with your customers. Note the items that your target market is turning to international waters for and offer them yourself.

Offer a better experience

As the previous findings have pointed out, offering a more streamlined and convenient shopping experience sways most consumers. If your experience is easier, faster and better than that of foreign websites, you're more likely to hang on to local shoppers.

Play on their weaknesses

Not even companies named after the largest rainforest in the world are flawless. The majority of overseas companies take time to deliver, offer generic items, include risk of damage when shipping and charge a high price for delivery. You can use this to your advantage by being the complete opposite of this - be fast with delivery, offer unique items, and ensure your shipping is secure and cheap.



Fishing in the sea - selling internationally

eCommerce stores have the ability to sell internationally. If you're considering this, you may want to keep the following insights in mind:

Differing payment habits

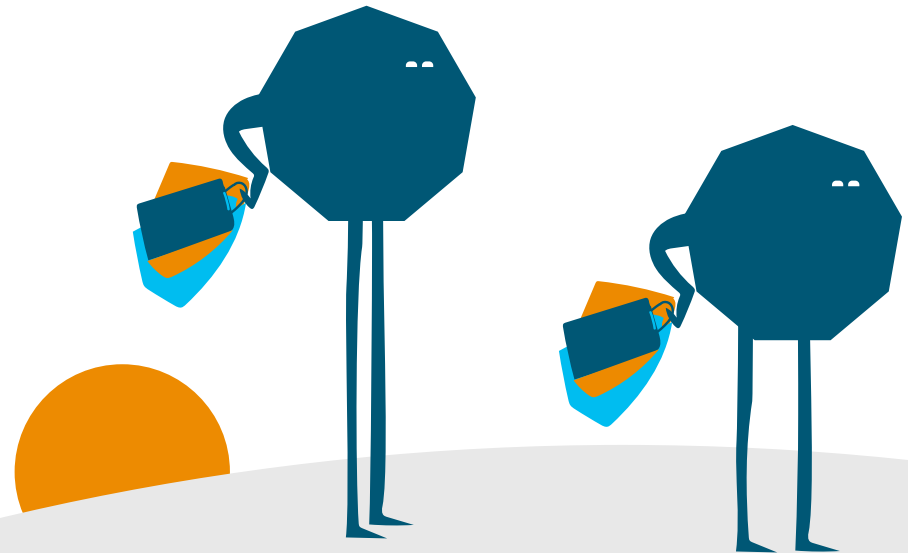
For those who want to sell to other countries, it is important to remember that most countries have payment habits that differ from the Danish ones. We just need to turn to our neighbours to see quite dramatic differences. In Austria, invoices are currently the most preferred, while Germans are veering more towards E-wallets every day.

Customised checkout

There are also local payment methods that are important in many countries. For example, Sweden's Swish and Norway's mobile wallet Vipps, can most easily be described as an equivalent to Denmark's MobilePay. To avoid abandoned carts, we recommend that you customise your checkout to local conditions. It is important for your customers that you offer payment methods that they prefer.

Make the process feel like home

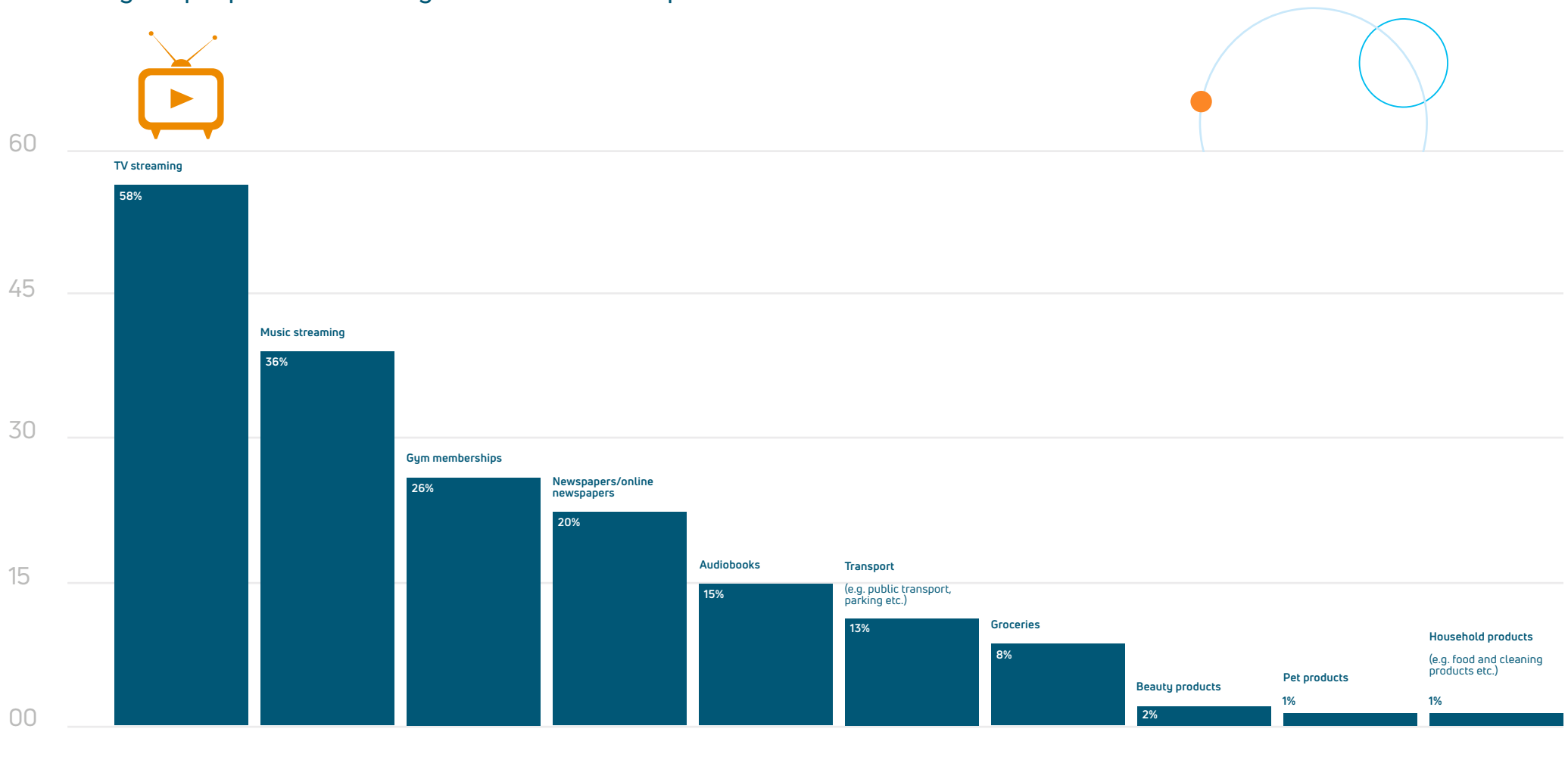
The more comfortable and at ease you make international shoppers feel, the more likely you are to secure international sales. Good translations, local payment and delivery methods, and cultural customisation go a long way.



New business models - subscriptions

Remember to like and subscribe

Percentage of people who have registered for a subscription



TV and music streaming subscriptions are both growing in popularity across Denmark. Today, more than half of Denmark's population own such a subscription, but there are a few interesting new trends to note when it comes to subscriptions.

The winners



Audiobooks

Audiobook subscriptions have increased by 25% since 2020, with women twice as likely as men to subscribe. 15% of the Danish population today listen to audiobooks.



Music streaming

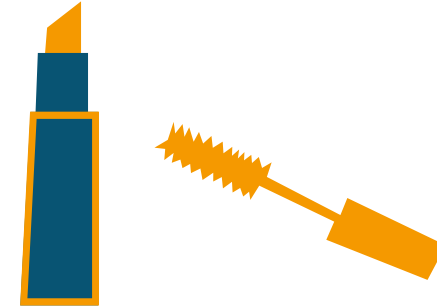
While interest in music streaming increased by 9% from 2020, it still holds a substantial market post 2020 – only behind TV streaming. While an increase of 9% may sound disappointing, it should be noted how large the industry is and how much it's worth.



TV streaming

An increase of 5% from 2020 has been noted for TV streaming services, showing a stronger interest among men than women – but perhaps the primary reason for the growth of TV streaming in Denmark is the adoption of silver surfers – those in the age group of 65-79 have increased their interest by 19% from 2020.

The losers



Transport

Transport subscriptions have seen a 7% drop throughout 2021. While the service includes public transport, it also includes parking. With the world being more open post-lockdown, we suspect that most people no longer need long-term parking.



Gym memberships

Does refusing to go to the gym count as resistance training? It might in Denmark, as gyms lost 21% of their monthly recurring fees.

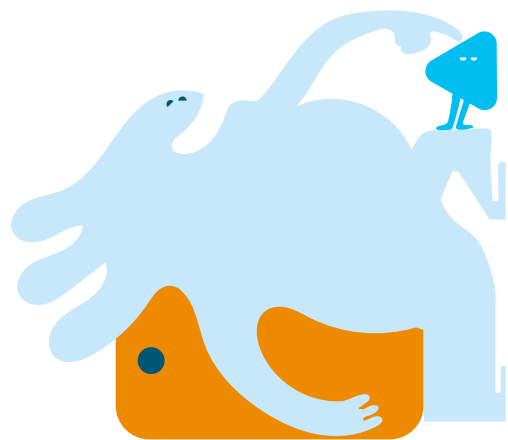


Beauty products

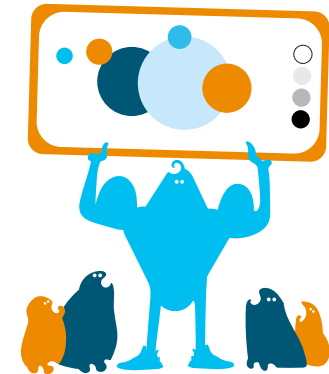
Buying online beauty products via subscription dropped by a third (33%) in 2021. We don't think the beauty industry is going anywhere and are pretty sure some people are more likely to try before they buy when it comes to beauty. Thus, consumers are instead visiting physical stores – or using more insta-filters. Regardless, once they're happy with their products, they may attempt to refill online, creating further eCommerce opportunity down the road.

The runner-ups

Other categories with percentage changes that indicate how we spent in 2021 are:



The takeaway



Subscription services tend to work well with intangible products that offer a variety of uses or products. When a person subscribes to music streaming, they're gaining access to thousands of songs. For TV subscriptions, they get new content on a daily basis. For products that don't need to be bought regularly or offer very limited potential, we witnessed a drop in interest. Additionally, accessibility may play a role. You can stream content from anywhere you wish and get instant access, while other services require delivery and have limited use.

For eCommerce purposes, value added services with instant accessibility and unlimited potential should be considered for subscription. Regular delivery of specific items with specific purposes may experience difficulties in today's market.

Marketplaces

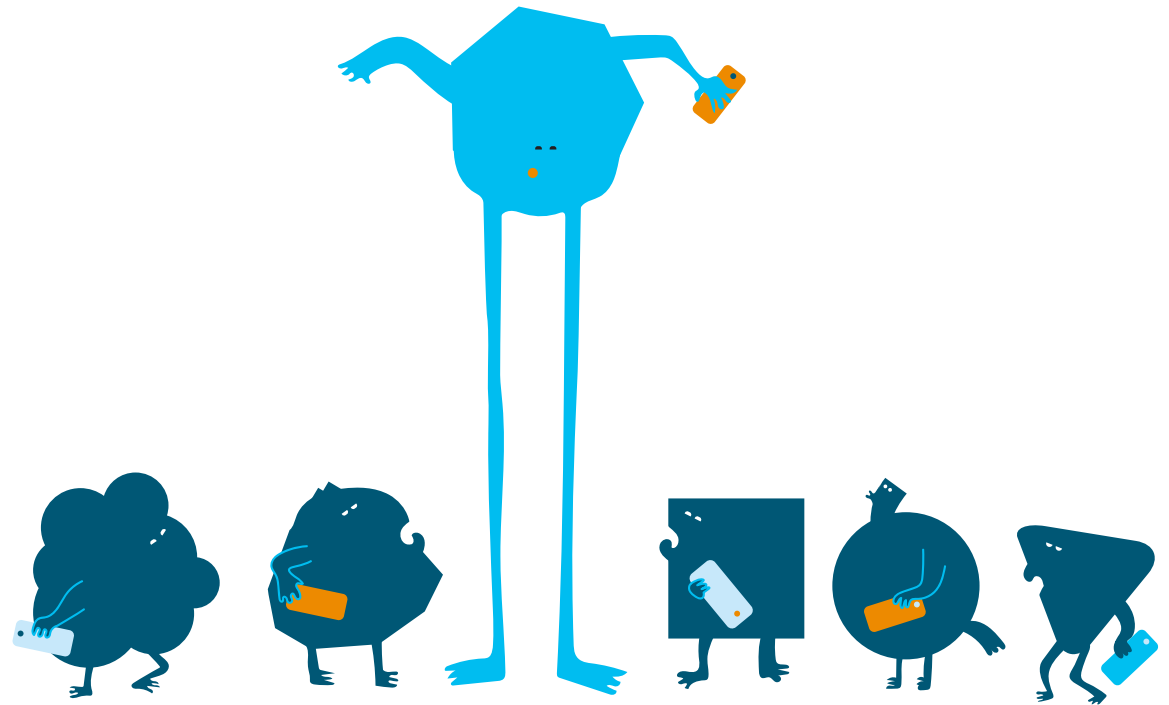
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Nothing to go to space about.

Danes have had access to eCommerce marketplaces for a long time, so local consumers are relatively accustomed to the concept. The consumers who use them do so to access a wide range of products at a good price.

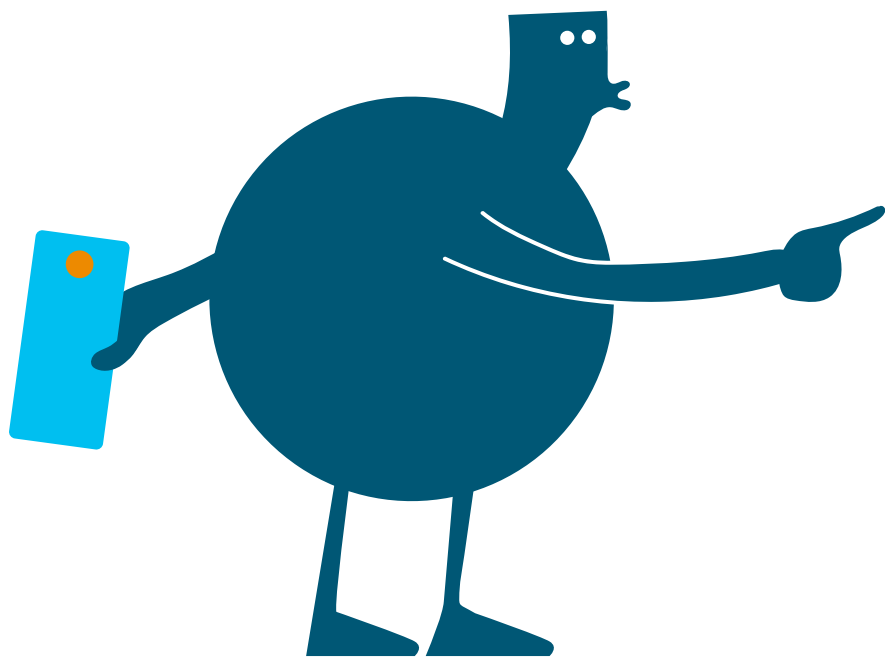
However, the incursion of certain international conglomerates still threatens local eCommerce stores. Let's highlight some of the facts to take note of.



Marketplaces are playing from behind

Marketplaces have a lot to compete with when it comes to securing Danish customers. One in two Danes have stated that it feels good to support small or local businesses, and one in three believe that it feels more personal to do so. All in all, 30% of Danes have also said that the main reason they're hesitant to buy from foreign marketplaces is because they prefer to support local webshops. All of these factors create the potential for local webshops to capitalise on and provide a better experience for shoppers and to keep their customers.

Here are some important insights to keep in mind:



23% of Danes state they never buy from a marketplace

This is a great indicator for local eCommerce stores. Danes seem to have a sense of local pride which can be used to the advantage of local webshops. This doesn't mean it will remain this way forever, though. Amazon may launch a local store as they did in Sweden during 2020.

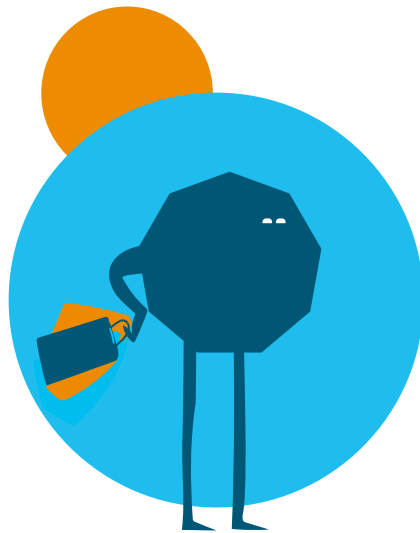
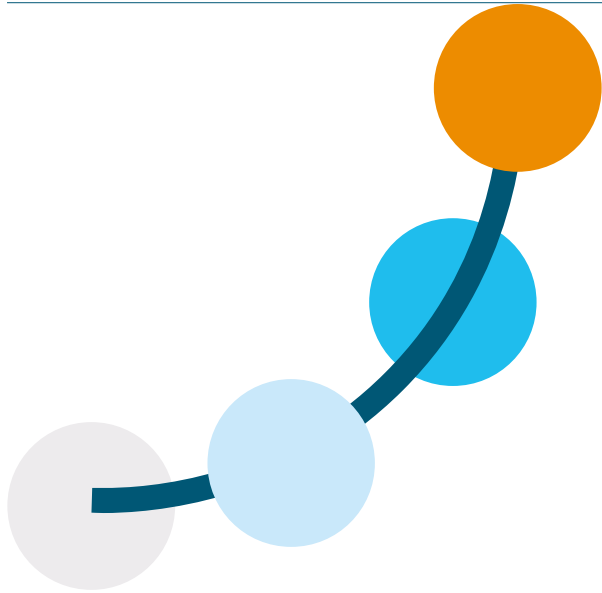
The two biggest advantages of marketplaces are the range of products, and low prices

When shoppers decided to shop at a marketplace, they cited the variety of products and low prices as the best part. Most marketplaces rely upon cheap items that must be sold at high margins to cover costs. With many Danes deciding to abstain from marketplaces, it may simply be a matter of waiting out the competition for local eCommerce stores.

Shoppers are skeptical of marketplaces due to concerns around quality and lack of contact

Quality is important to Danes - and so is having someone to talk to if things go wrong. The main reasons for Danes to be hesitant about marketplace shopping was due to quality, according to 27% of respondents. Additionally, concerns over being unable to return items efficiently and the lack of a single point of contact was a primary reason for 22% of Danes.

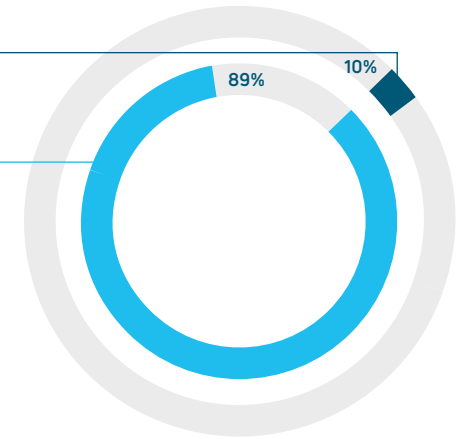
Local eCommerce stores can capitalise on these elements, providing personalised service and quality products to keep their customers away from marketplaces. In order to capture the younger generation, sustainable packaging, supporting worthy causes, and paying workers more than a plate of wood chips would go a long way.



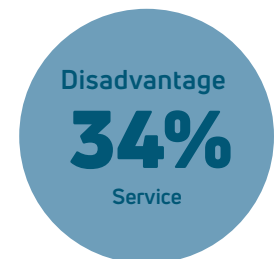
Amazon

We asked all Danish interviewees whether they had bought anything from Amazon in the last 6 months - 10% said yes.

89% of these customers would buy again from Amazon

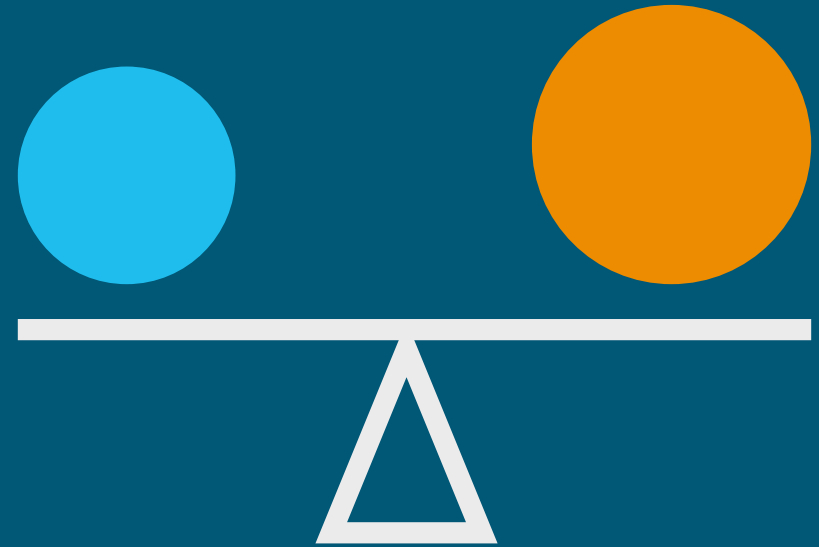


Online marketplaces

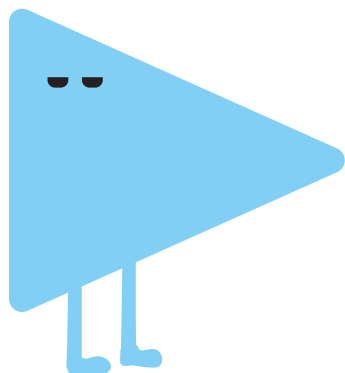


Conclusion

06



An online world of potential



If one thing is clear from 2021, it's that Denmark performed well in terms of eCommerce. While this may be good news for many, it also means that competition in the eCommerce environment will be fierce. To stay relevant, local webshops need to adapt to Danish expectations and needs. Staying simple and flexible when it comes to shopping, paying and shipping will be key for the future of Danish eCommerce.

Popular payment methods throughout Denmark are remaining in place thanks to habit, but others are growing due to the ease of use and speed they offer. Webshops did adapt and extend the payment methods they accept will not only be able to retain their current customers, but attract new ones.

For many Danes, it seems that marketplaces and foreign eCommerce are not a primary threat to the local economy. If Danish online stores focus on delivering quality service and products, they can secure their lead on marketplaces and keep their local customers at local stores.

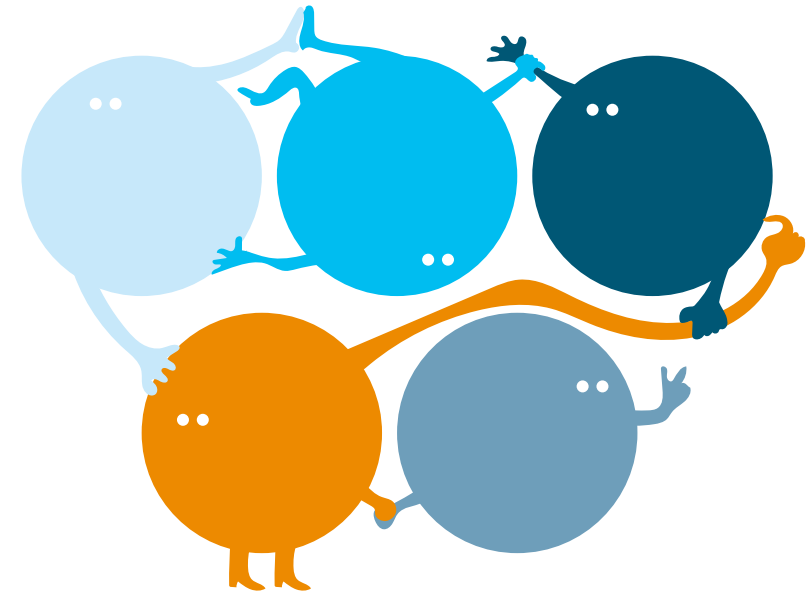
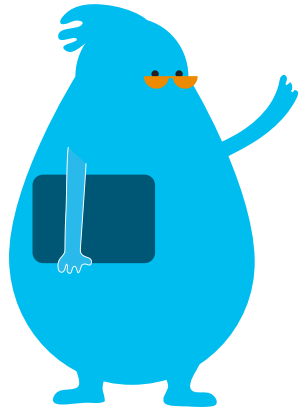
How do you do that?

While our eCommerce report is filled with insight, it's not enough to just know. Knowledge without action is like a bicycle without wheels or trying to sell NFTs on a first date. It's not going to work. You need to do something with it and shake up your current approach. If you're an eCommerce provider, see how the insights in this report apply to you and get in touch with an expert for advice - and wouldn't you know it, we're just the people to talk to!

Contact us today, and let's get to work on your online success, together.



About Nets Easy



Let customers pay as they please

You lose out on customers every time you don't let them pay the way they want to.

Nets Easy offers your customers the most popular local payment methods - including card, invoice, instalment payment and MobilePay.

Welcome all shoppers

You probably already have followers from other countries on social media - now it's time to turn them into customers!

Nets Easy offers currencies and payment methods that customers know.

Give customers a safe payment experience

Strange pop-up windows and pages? Changes in appearance? There are many small things that make customers nervous.

Nets Easy checkout solutions blend in with your page and can be completely adapted to your brand profile.

Simplify the purchase price

Customers expect you to recognise them the next time they visit your website.

Nets Easy remembers your customers' payment and personal information to make it easy for customers to shop from you again.

Become the obvious choice

With Nets Easy you can offer membership and subscription options so you don't have to hunt sales and can focus on the customer experience.

Offer maximum flexibility

Sometimes, your customers need a product directly, but want to pay only after delivery.

Nets Easy has integrated options for invoicing and "buy now - pay later" options, which mean more customers feel confident to make a purchase.

Sell in all channels

Every channel should be used to encourage your customers to complete their purchase.

With Nets Easy Paylink you can text and email links to your customers to complete their purchase.

Methodology



The Nets eCommerce report analyses the challenges, conditions and opportunities for eCommerce in the Nordic and DACH regions. The report is based on results from surveys conducted by Kantar / Sifo on behalf of Nets in the form of 50 weekly interviews among 15 000 internet users. Respondents throughout Norway, Denmark, Finland, Sweden, Switzerland, Germany and Austria participated in the research.

Estimates of total online consumption are based on the median value times the number of people shopping online in each category. The advantage of this method is that the median is less sensitive to extreme fluctuations as to provide a more accurate picture of typical consumer behaviour.

Respondents were taken from each region's local population, in the age group of 18-79 year-olds who have internet access. These respondents were compared to the same age groups based on data taken from internetworldstats.com from June 2021. Each response was weighted by age, gender and region, and takes into account accumulated composition. Habits of each user were based on their activity over the previous 28 days.





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<https://www.nets.eu/da-DK/payments/online>