



KAUPAN LIITTO

E-consumer Finland

- Digital procurement and the online stores most used by Finns

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Excerpts from the survey.

The full report is available to members of the Finnish Commerce Federation in the members' section at [Kauppa.fi](https://www.kauppa.fi) within the Research section.



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Sources

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Definition

- In the report, e-commerce, digital shopping or online shopping means
 - the commerce between consumers and companies, directly through digital channels. The e-commerce data in this section does not include commerce between consumers or second-hand items bought by consumers.
 - A digital purchase is completed via a digital channel on a computer or mobile device (tablet computer or mobile phone).
 - This section only covers the commerce of physical products, so not downloadable products or services, for example.
 - The time, place or method of payment does not define an online purchase. An online purchase may also be paid for in cash when retrieving the item.
 - The transport or pickup method of the product does not define an online purchase. An online purchase can be personally picked up from the shop or the pickup place, or delivered to the customer's doorstep.



In the degree of digitalisation, Finnish commerce is above average

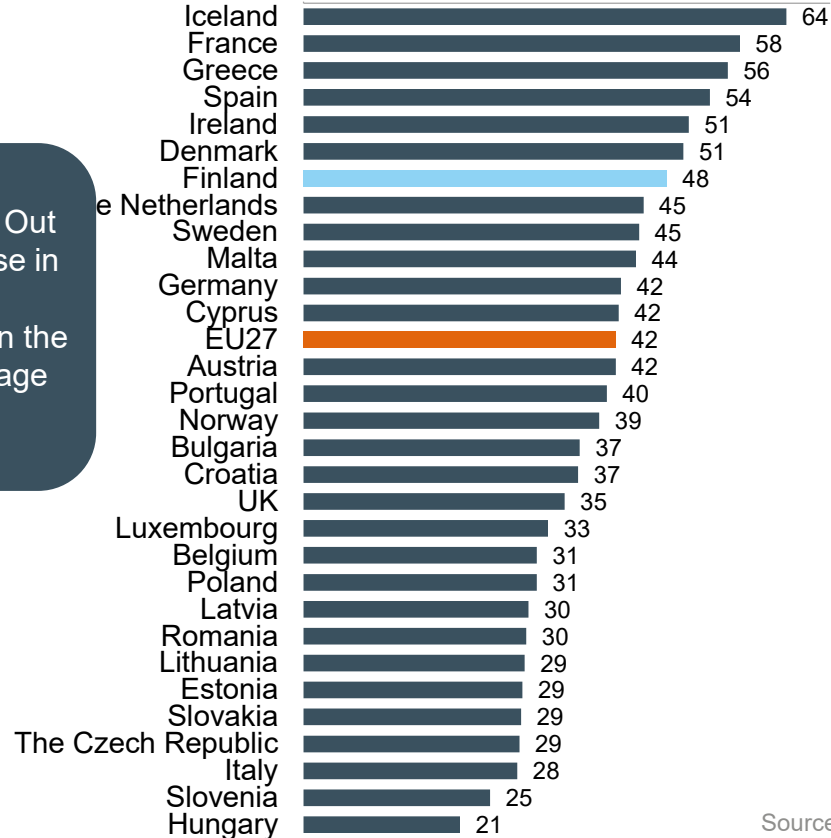
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Finnish retail trade sells digitally

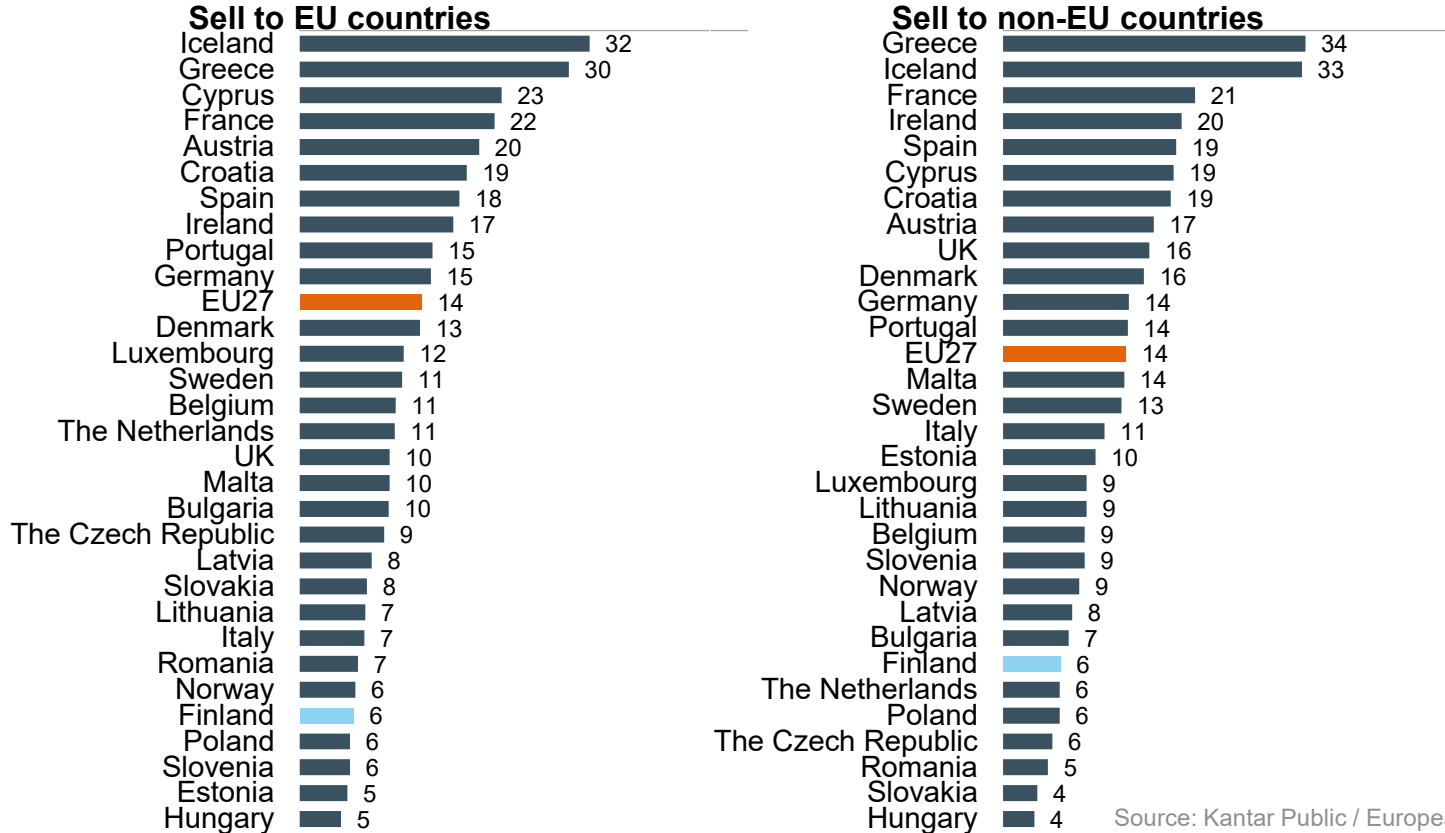
% of retail stores that sell to consumers using digital channels

The digitalisation of the Finnish commerce sector has been rapid. Out of European countries, the increase in the share of retail stores that sell digitally was strongest in Finland in the course of two years, 13.6 percentage points. Growth in Norway and Denmark was nearly as rapid.



Despite digitalisation, still work to be done in internationalisation

% of retail stores that sell to EU or third country consumers



Digital procurement in Finland

Excerpts from the survey.

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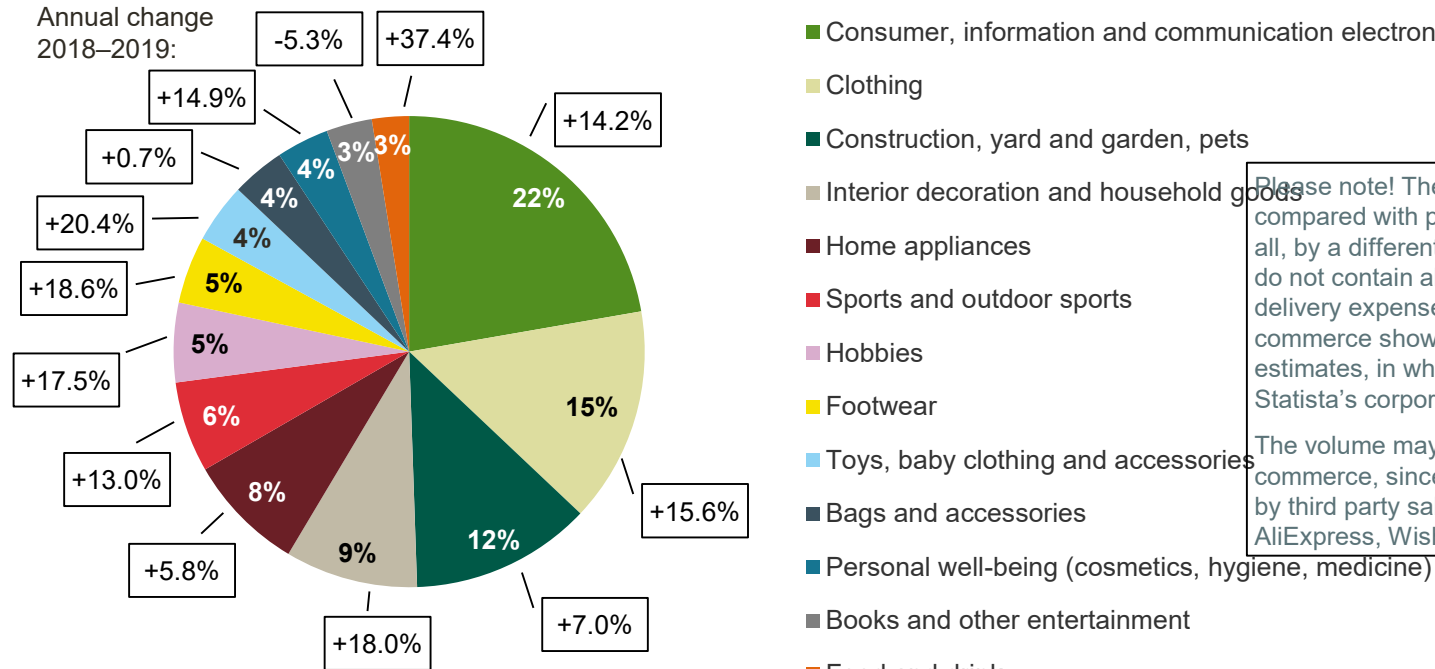


Definitions and background: what and how?

- The main statistical sources used in this chapter are Statista databases and consumer surveys conducted by Kantar TNS in 2017–2019 for the Finnish Commerce Federation.
 - In the consumer study conducted by TNS Kantar, each month, a sample of 1,000 consumers was assembled where the consumers who had purchased anything online made a diary entry of their purchases every two weeks.
- E-commerce, digital shopping or online shopping means:
 - the commerce between consumers and companies, directly through digital channels. The e-commerce data in this section does not include commerce between consumers or second-hand items bought by consumers.
 - A digital purchase is completed via a digital channel on a computer or mobile device (tablet computer or mobile phone).
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Retail sector goods from Finland and abroad purchased online by consumers in 2019

Total EUR 4.5 billion in total, excluding VAT and delivery expenses, growth 12% from 2018, projected growth for 2020 11%



Please note! The current difference, when compared with previous years, is caused, most of all, by a different method and that these numbers do not contain all the previous product groups, delivery expenses or VAT. The volume of e-commerce shown here is based on Statista's estimates, in which one of the sources was also Statista's corporate database.

The volume may represent an underestimate of e-commerce, since the method cannot fully capture by third party sales through platforms, such as AliExpress, Wish, eBay, and Amazon.



The most used and best reviewed online stores and market platforms in Finland

Excerpts from the survey.

The full report is available to members of the Finnish Commerce Federation in the members' section at [Kauppa.fi](https://www.kauppa.fi) within the Research section.

Survey background: what and how?

- The information in this section is based on a consumer study conducted by TNS Kantarin, for the Finnish Commerce Federation, on the most used and best reviewed online stores by Finns.
- Kantar TNS conducted a sample-based consumer survey for 9,952 Finns, of, at least, 18 years of age, of which 6,774 have purchased online during the last month. The consumer survey was conducted in three sample collection rounds, which concentrated on the online stores used and satisfaction in them in April–December 2019.
 - The structure of the sample corresponds to the structure of the population.
 - The survey was implemented as an Internet-assisted GallupForum respondent panel.
 - The questionnaire had 150 online store already listed, in addition to this, consumers named hundreds of other online stores.
- Consumers assessed online stores by answering 11 questions on a scale from 1 to 10:
 - Overall rating: how happy were you with the online store as a whole?
 - Price-quality ratio: was the product or service worth its price?
 - Store functionality: how easy it is to find the store's website, how easy it is to understand the site's content and surf on it, how pleasant and easy it is to visit the site, how easy it is to find a product (product search, filters etc.) and how fast and effortless the payment is (e.g. appropriate payment methods).
 - Procurement process support: satisfaction with delivery speed and delivery place options, satisfaction with alternative delivery methods, satisfaction with online support/chat (usefulness, speed, availability), satisfaction with product/service selection and did it live up to expectations?
- Of all 11 questions, an average was calculated, which is the overall rating for the store.
 - Ratings of 8.5 or above are very good!

Survey background: definitions

- The study focused on consumer satisfaction in online stores where digital purchases or orders leading to purchases were completed.
- The study did not examine online commerce between consumers. Only companies selling to consumers.
- Here, a digital purchase or web purchase is defined (as in previous sections) as a purchase, order or reservation made with a computer, tablet computer or phone. Payment can be made immediately after purchasing, reserving or placing an order or after the product has arrived or when retrieving the product. An online purchase can even be paid for in cash when picking up the product. An online purchase can be personally picked up from the shop or the pickup place, or delivered to the customer's doorstep.

Examined product groups

- Clothing (including sportswear)
 - Women's clothing
 - Men's clothing
 - Children's clothing (0-13 years)
 - Accessories (e.g. handbags, fashion jewellery).
- Footwear (including trainers)
 - Women's footwear
 - Men's footwear
 - Children's footwear (0-13 years).
- Electronics and household technology
 - Large domestic appliances (e.g. washing machines, refrigerators, vacuum cleaners)
 - Small domestic appliances (e.g. coffee makers, electric toothbrushes, juicers, ice cream makers, bread makers)
 - Entertainment electronics (e.g. TVs, gaming consoles, digiboxes)
 - Mobile phones and accessories (e.g. headphones, cases)
 - Computers, tablet computers and their accessories and peripherals (e.g. printers, headphones, display adapters).
- Household goods, interior decoration and gardening products
 - Household goods (tableware, kitchenware and other non-electric household goods)
 - Furniture, rugs, lighting fixtures, interior decoration goods, household textiles (e.g. curtains, tablecloths, sheets, towels)
 - Garden plants, saplings and seed, bouquets, pot plants, etc.
 - Garden furniture, outdoor pools and grills.

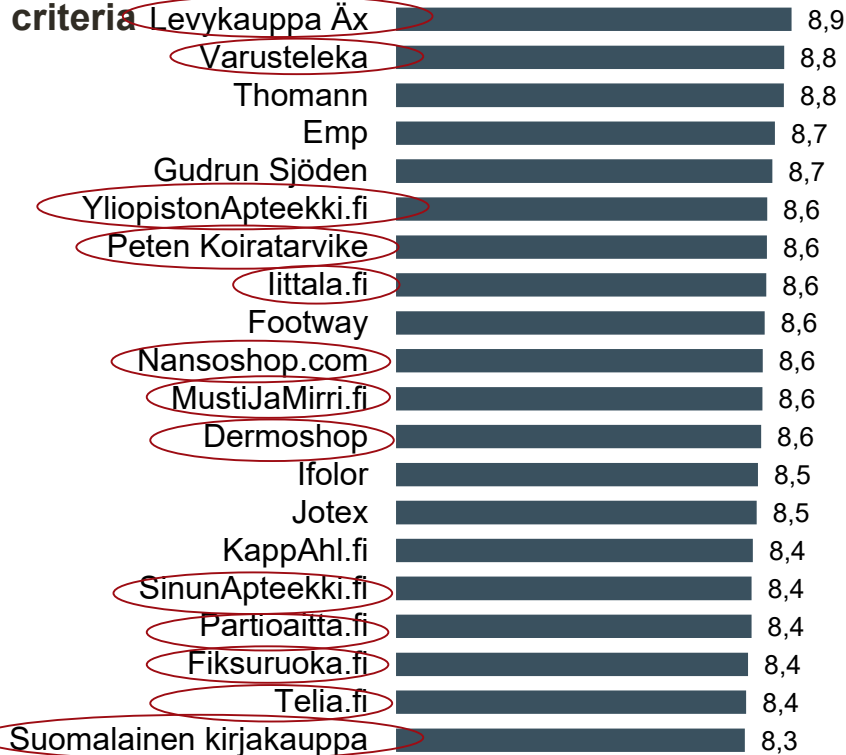
Examined product groups

- **Pets and animal hobbies, hobbies and sportswear**
 - Pets and animal hobbies (incl. pet food and animal sports)
 - Sports hobbies (not animal or motor sports, or clothes and footwear).
 - Other hobbies (e.g. photography, art, music, crafts, etc., excluding animal, car or sport hobbies).
- **Cosmetics**
 - Hair and skin products, makeup, perfumes, etc.
- **Health and natural health products**
 - Natural health products, food supplements, other health products (e.g. plasters, knee and other support, orthopedic footwear)
 - Contact lenses, spectacles, sunglasses.
- **Hardware shop products**
 - Building and repairing (e.g. paint, wallpaper, parquet, tiling, taps, insulation, timber, doors).
- **Books and magazines**
 - Books, e-books, audio books, downloadable teaching materials, issues of magazines (no subscriptions).

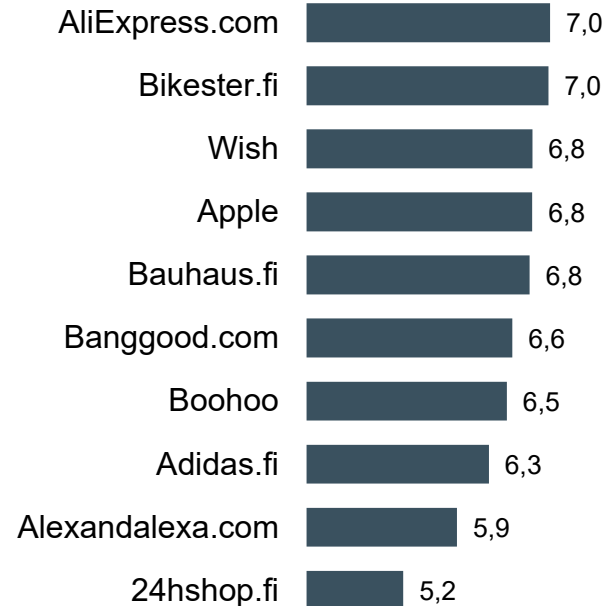
Finnish online stores receive good reviews

Overall rating: Average of 11 evaluation criteria, scale from 1 to 10

Highest averages, average of 11 evaluation criteria



Lowest averages, average of 11 evaluation criteria



Sources

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KantarTNS; Most used and best reviewed online stores in 2018 and 2019.



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