

nexi | nets

DENMARK

Ecommerce Report 2022



Methodology

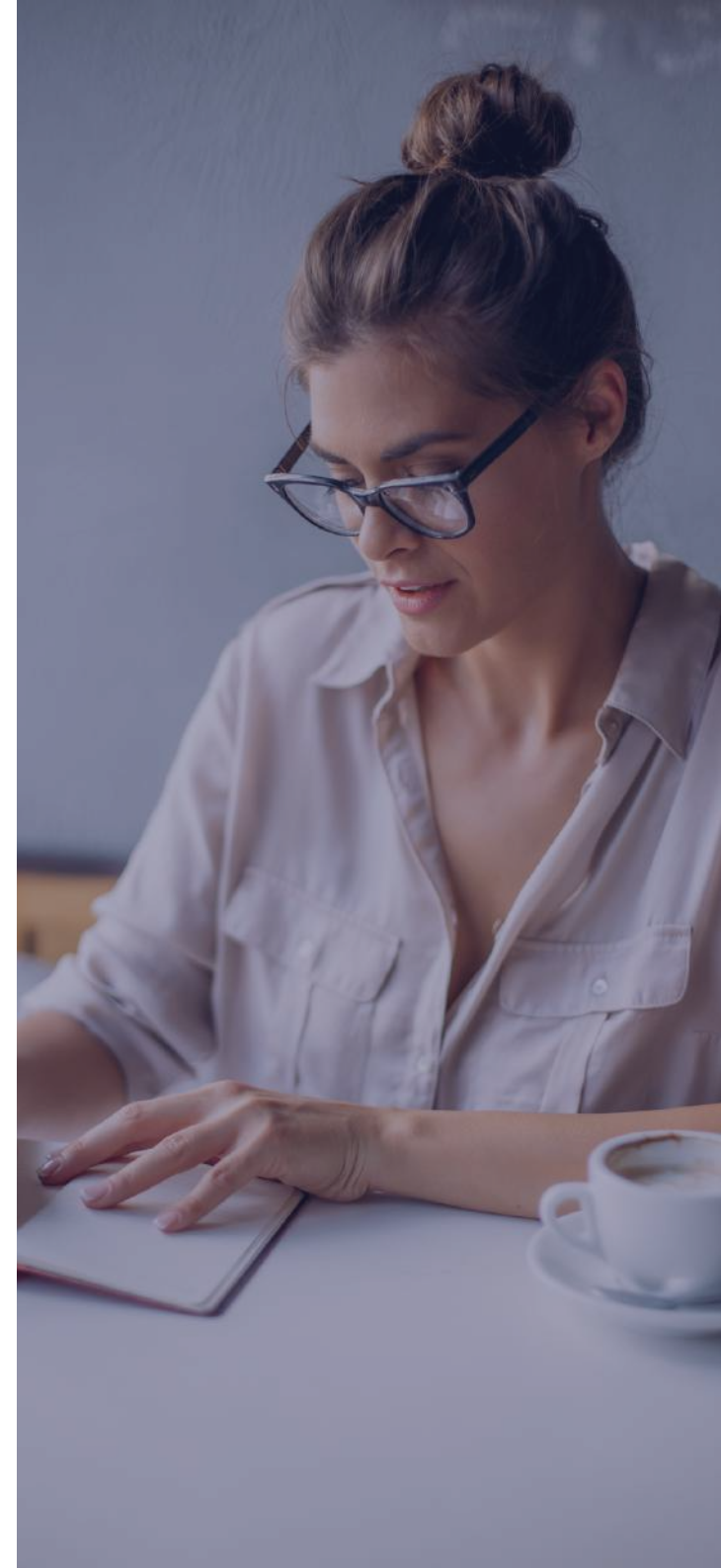
Nets, a part of Nexi group, is proud to present the 2022 Ecommerce report. The Nets e-commerce report analyses the challenges, conditions, and opportunities for Ecommerce in the Nordic and DACH regions, and Italy.

The report is based on results from surveys conducted by Kantar on behalf of Nets in the form of 50 weekly interviews among 10.200 (1.334) internet users during 2022. Respondents throughout Norway, Denmark, Finland, Sweden, Switzerland, Germany, Austria, and Italy participated in the research. Respondents were taken from each region's local population, in the age group of 18–79-year-olds who have internet access. Each response was weighted by age, gender, and region, and takes into account accumulated composition.

The research report is based on two main parameters: spending and habits.

Spending is a parameter based on survey respondent's response on the approximation of money spent on a specific category over the previous 28 days. 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, so it provides a more accurate picture of typical consumer behavior.

Habits of each user were based on their shopping activity over the previous 28 days. Throughout the survey, the majority of questions offered the possibility to choose multiple answers which was then calculated to represent their online shopping habits.



New consumer behaviour emerging

During 2022, our day to day lives, though still affected by Covid-19 early in the year, became more and more normal, more like the world we knew before the pandemic. It was by no means a dull year; it was marked by conflict, inflation, and a potential economic recession. Although we were happy to get our normal back - we went out (finally!), to work out, listen to music, travel, and see the world - we were also made to face other challenges.

How has this affected our behavior online, if at all? Has our online shopping experience changed, has it grown? Or have we ourselves changed?

Are we here in Denmark special in that regard, or is there a similar pattern across Europe? This has always been something I was super curious about. And then there are, of course, the insights we can obtain through our research, the numbers that can benefit our local Ecom merchants to do even better and grow their businesses?

How do their customers, us Danish shoppers, prefer to pay for our goods, services and travel – has that changed, and, if so, how?

This, and much more, is to come in this 2022 Ecom report. Welcome!



Introduction by

**Henriette Dunkjær
Andersen,**

Head of Sales, Nets, Denmark

Denmark in 2022 - Top Highlights

+11%

GROWTH COMPARED TO 2021 (OVERALL) AS INDICATED
BY SURVEY RESPONDENTS

85%

OF PEOPLE INDICATE THEY PAY WITH CARD

+68%

GROWTH IN SPENDING ON TRAVEL COMPARED TO 2021
AS INDICATED BY SURVEY RESPONDENTS

75%

OF PEOPLE INDICATE THEY BUY LOCAL IN DENMARK

+34%

GROWTH IN MEMBERSHIP SPENDING COMPARED TO
2021 AS INDICATED BY SURVEY RESPONDENTS



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1

Do you shop online?

Being online means shopping online, too!

The increase of Internet availability, speed and security together with the decrease in its cost affects behaviour online. More Internet users also means more potential customers, which inevitably leads to more varied offers.

Yes, more and more people do shop online, be it on the go while they commute or from the comfort of their own homes, at a time when it suits them best.

More people shop online

People who have purchased online in the last 28 days in %



82 %



18 %

Who likes to shop more?

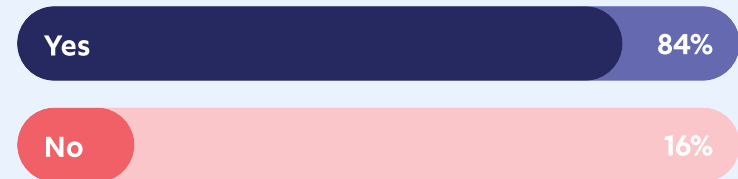
It is a tale as old time – women love to shop. And yes, this holds true for online shopping too! Women are definitely leading the way in the Ecommerce boom in Denmark. But, the men are not as far behind as that old tale would have us think!

The numbers, after all, do tell their own tale and they are pretty high for Denmark.

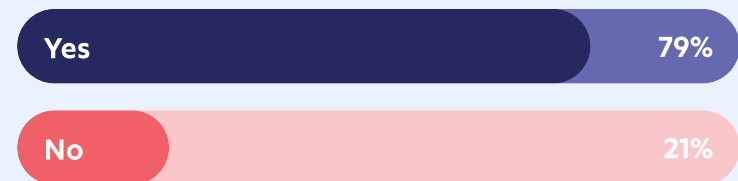
We're almost the same

People who have purchased online in the last 28 days by gender in %

Women



Men



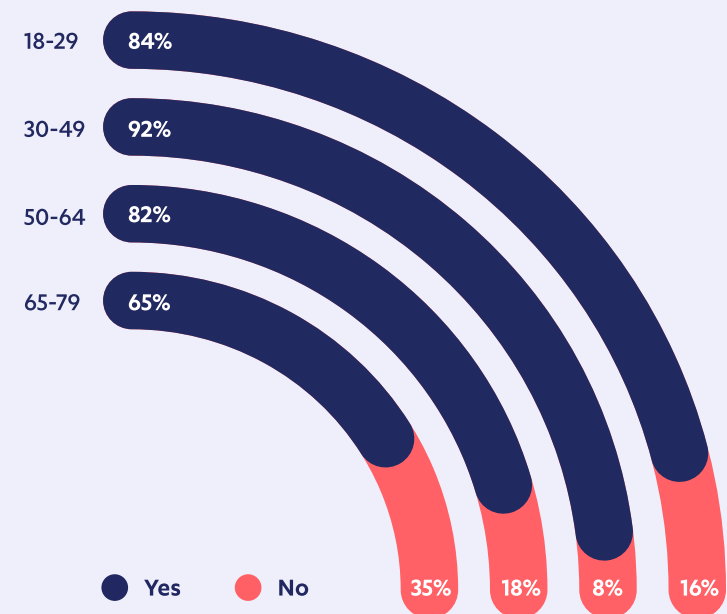
Age is just a number!

When it comes to age, the Millennials are definitely in the lead, making Ecommerce boom in Denmark and not Gen Z, decidedly demonstrating that online shopping is not for youngsters only!

Also, Gen X are right up there, following Gen Z very closely, and the Baby Boomer generation in Denmark simply will not be left behind. Online shopping is for everybody, and the numbers do not lie.

Millennials in the lead

People who have purchased online in the last 28 days by age in %



Location, location, location...

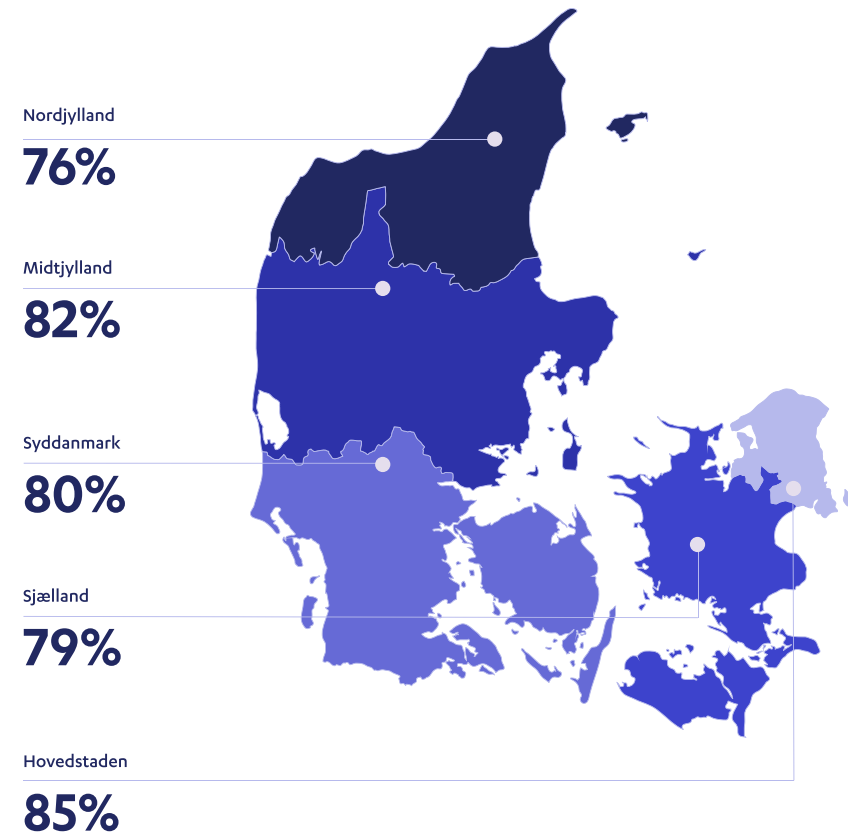
No longer true

Where you live no longer matters as much in the digital age, does it?

Still, Hovedstaden, the largest Danish region, is definitely the biggest spender in online shopping. That does not mean that the others are lagging behind, quite the opposite, in fact: the numbers are pretty high for all of Denmark.

How regions are buying online

People who have purchased online in the last 28 days by region in %



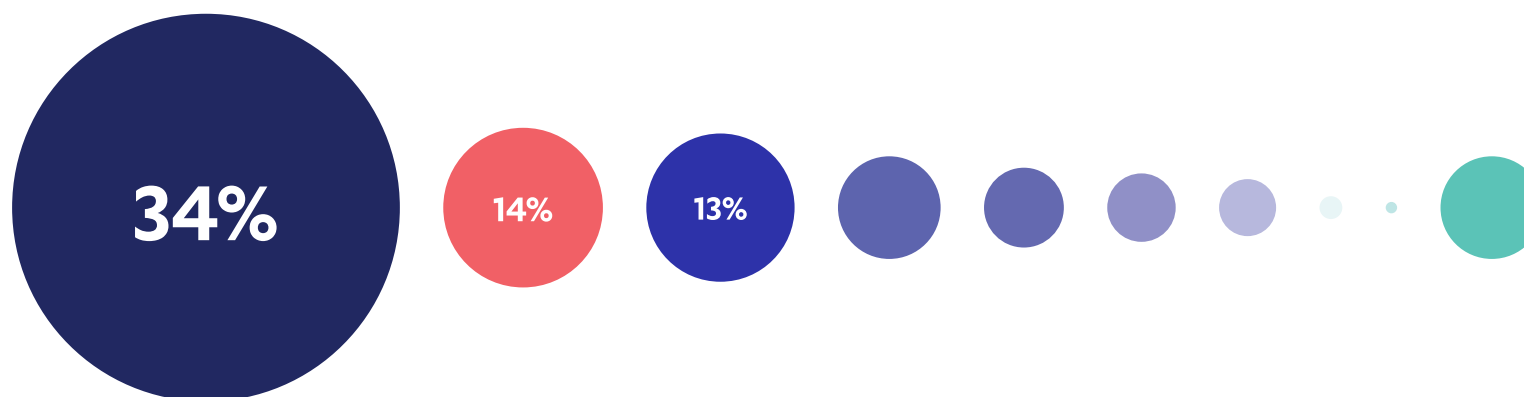
2

Why do you shop online?

Convenience and lower prices are our top picks. But also...

Shiny new opportunities!

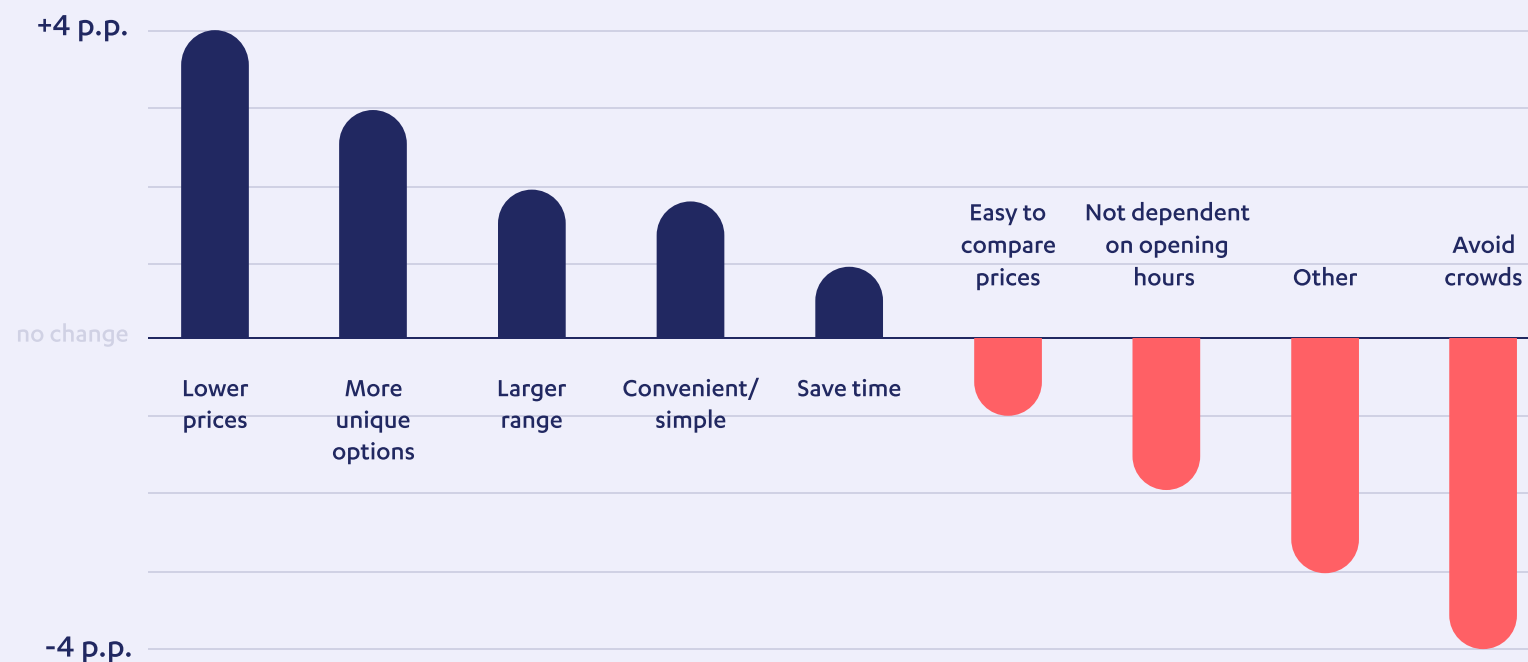
Convenient/simple	34%
Lower prices	14%
Larger range	13%
Save time	9%
Not dependent on opening hours	7%
More unique options	6%
Easy to compare prices	5%
Avoid crowds	2%
Avoid long queues	1%
Don't know	1%
Other	9%



You define what is important for you

What has changed compared to 2021?

● More important ● Less important



3

What do you buy online?

Traveling is where the magic is happening

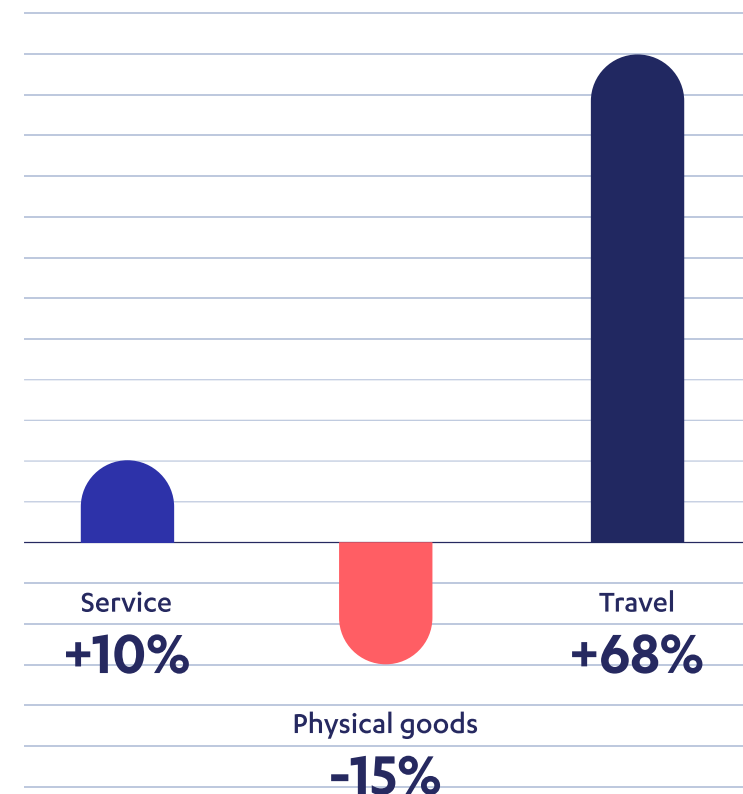
Let's dive into the online shopping habits of Danes and see what 2022 looks like compared to 2021! The numbers reveal that physical goods took a slight hit, with a drop of 15%, while services are on a slow rise of 10%. Traveling is where the magic lies, though, since its whopping 68% rise is largely responsible for the overall 11% rise in Ecommerce, which is still recovering from the pandemic and has not yet reached its pre-covid levels.

+11%

Overall change
compared to 2021

How Ecommerce looked compared to 2021

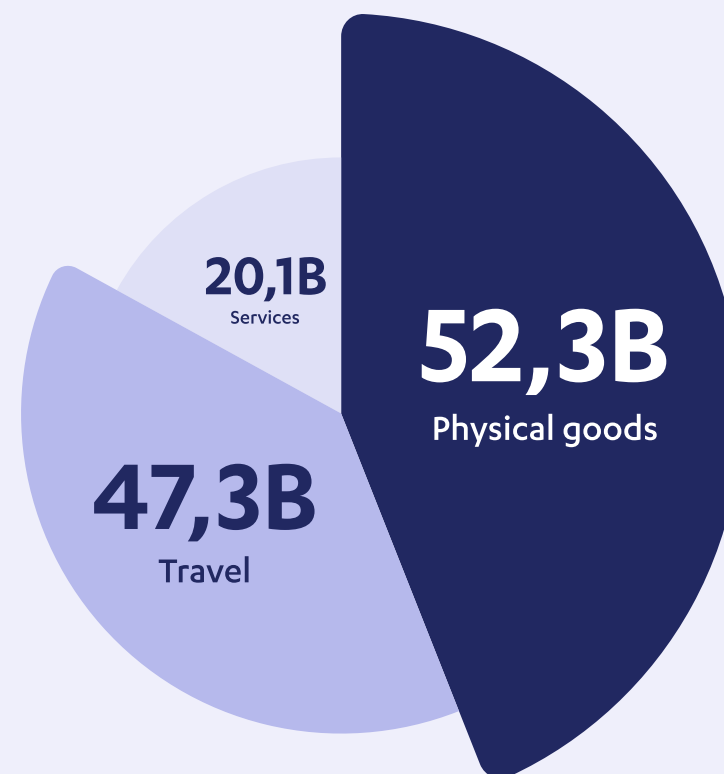
Change in spending by area in %



Ecommerce at a glance

Physical goods are still at 44% of the overall spending, but we see that travel is definitely going up, with 39% of the overall spending.

Online spending in 2022	bn kr.
Physical goods	● 52,3
Travel	● 47,3
Services	● 20,1
Overall spending	119,7



3.1

What do you buy online?

Physical goods

Where does the money roll in from?

Largest categories within physical goods by spend



Clothes

8,7

bn kr.



Groceries
and Alcohol

8,0

bn kr.



Electrical
Household
Appliances

3,8

bn kr.

Are these winners a surprise?

No! These categories reigned supreme in last year's overall spending in physical goods. They hold 39% of total spending combined.

Total spending on physical goods



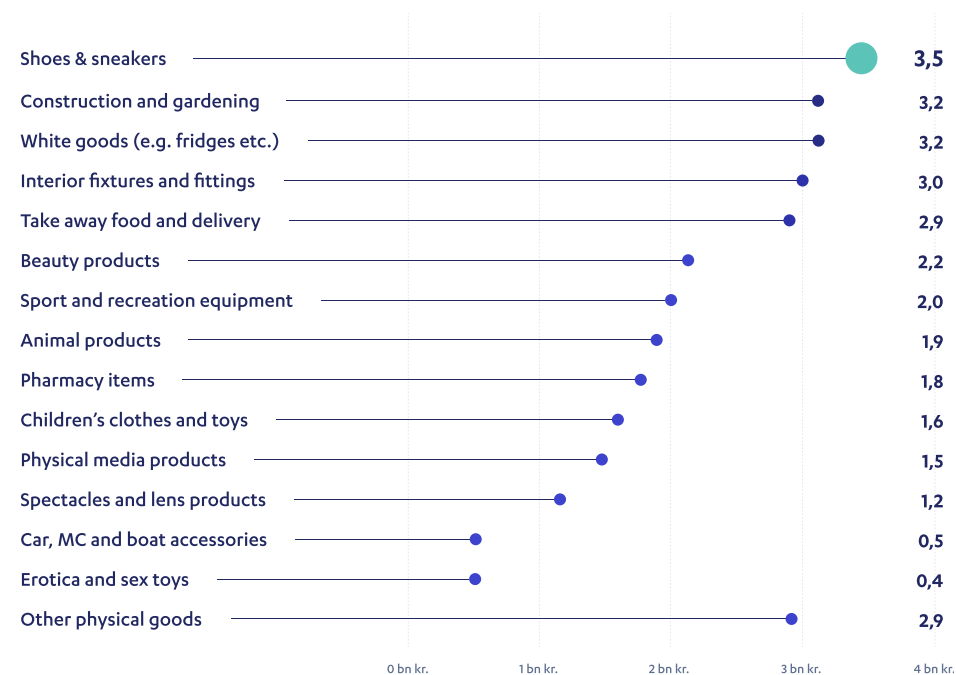
Total spend -
Physical goods

52,3

bn kr.

Not to forget, we also spend money on...

Total spend by category in bn kr.

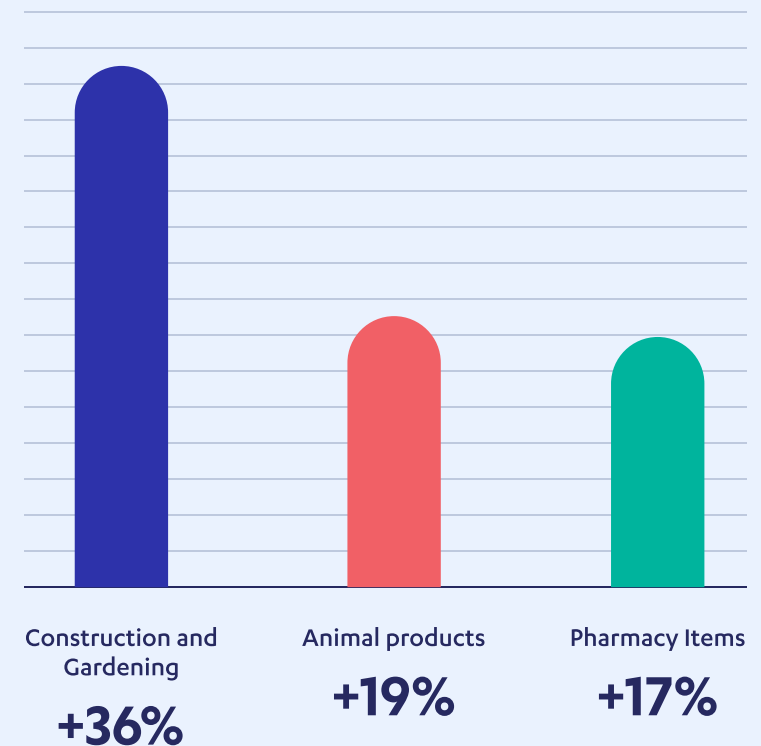


Trends however never stay still

Overall, we are definitely into physical goods. But, as we take a closer look at the changes in spending compared to last year, we find that, most of all, we – care. The three categories that have seen the biggest increases are all connected to care, be it improving our homes or building ourselves zen gardens to relax in, looking after out beloved pets and animals or taking better care of ourselves and our health.

Biggest changes in spending compared to 2021

Changes in spending by category in %



Looks like we like to spend alike!

Danes do enjoy looking good, eating well, and having fun in the kitchen. Turns out, so do most of their regional neighbors. Well, most Europeans follow suit! Swedes are likely to go for health and beauty rather than cooking, while Austrians and the Swiss do appreciate a fine drink with their meals. And the Germans know that great shoes can take you to great places.

Norway

Clothes, Electrical household appliances, Groceries

Finland

Clothes, Groceries, Electrical household appliances

Sweden

Clothes, Groceries, Pharmacy items

Denmark

Clothes, Groceries/Alcohol, Electrical household appliances

Germany

Clothes, Shoes, White goods

Austria

Clothes, Groceries/Alcohol, Electrical household appliances

Switzerland

Clothes, Groceries/Alcohol,
Electrical household appliances

Italy

Clothes, Electrical household appliances, Groceries/Alcohol

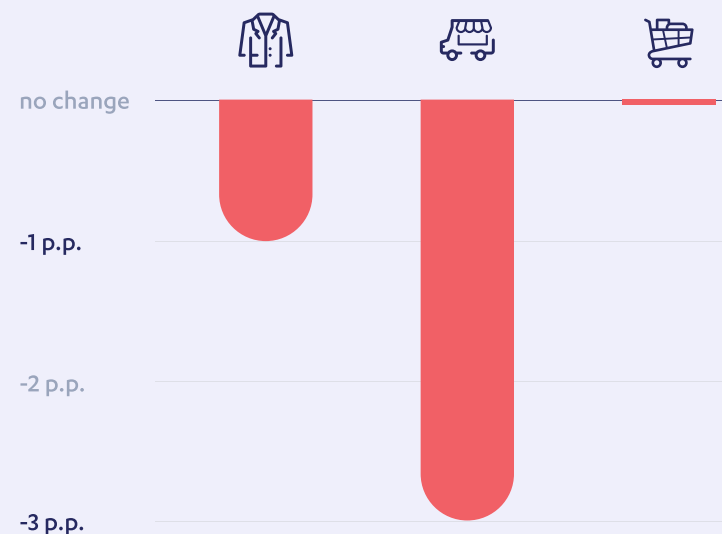
What are our monthly habits?

We want to stay up-to-date with new fashion trends, but health and beauty come first. These are our top monthly picks:



Changes in the top 3 categories

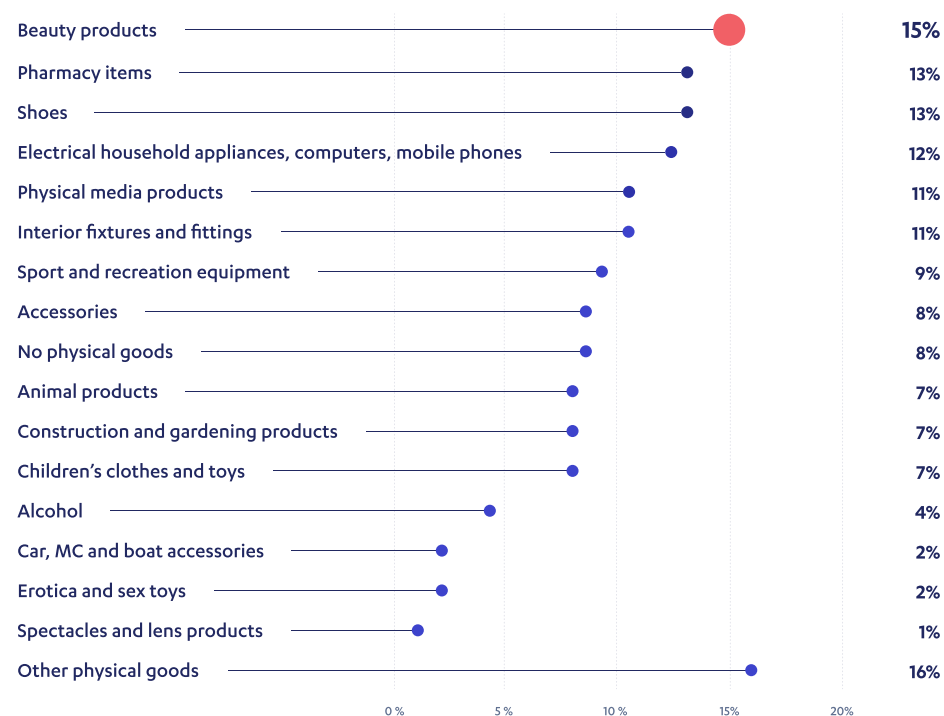
Change of buying physical goods in the last 28 days compared to 2021 in p.p.*



*Percentage points = p.p.

Monthly picks for buying physical goods also include:

Physical goods purchased in the last 28 days in %



Pharmacy items are a thing!

While consumers still love buying online, albeit a bit less than last year, they also still very much love the experience of the brick-and-mortar store shopping. Thus, there is a slight drop in this area compared to 2021, but some categories, such as pharmacy items, is showing growth.

Biggest change

Change of buying physical goods in the last 28 days in p.p.*

+2

Pharmacy Items

*Percentage points = p.p.

Our shopping habits... Are they really the same?

Danes frequently buy Clothes, Takeaway food and Groceries. Takeaway food is also a frequent purchase in Norway and Finland.

But, looking at the European level, some differences are noticeable: Pharmacy items have become the new favourite accross the board, as they appear in the top three in the Nordic and DACH regions, and Italy.

Norway

Clothes, Takeaway food and delivered ready meals, Beauty products/Groceries

Finland

Clothes, Takeaway food and delivered ready meals, Beauty products

Sweden

Pharmacy items, Clothes, Beauty products/Groceries

Denmark

Clothes, Takeaway food and delivered ready meals, Groceries

Germany

Clothes, Shoes, Pharmacy items

Austria

Clothes, Pharmacy items, Shoes

Switzerland

Clothes, Shoes, Beauty products

Italy

Clothes, Beauty products, Pharmacy items

3.2

What do you buy online?

Services

Where does the money roll in from?

Largest categories within services by spend



Streaming services

4,9

bn kr.



Tickets (e.g. cultural and sport events)

4,3

bn kr.



Insurance

2,7

bn kr.

Are these winners a surprise?

Not really. The top categories remain consistent while the services area grows. They hold 60% of total spending combined.

Total spending on services



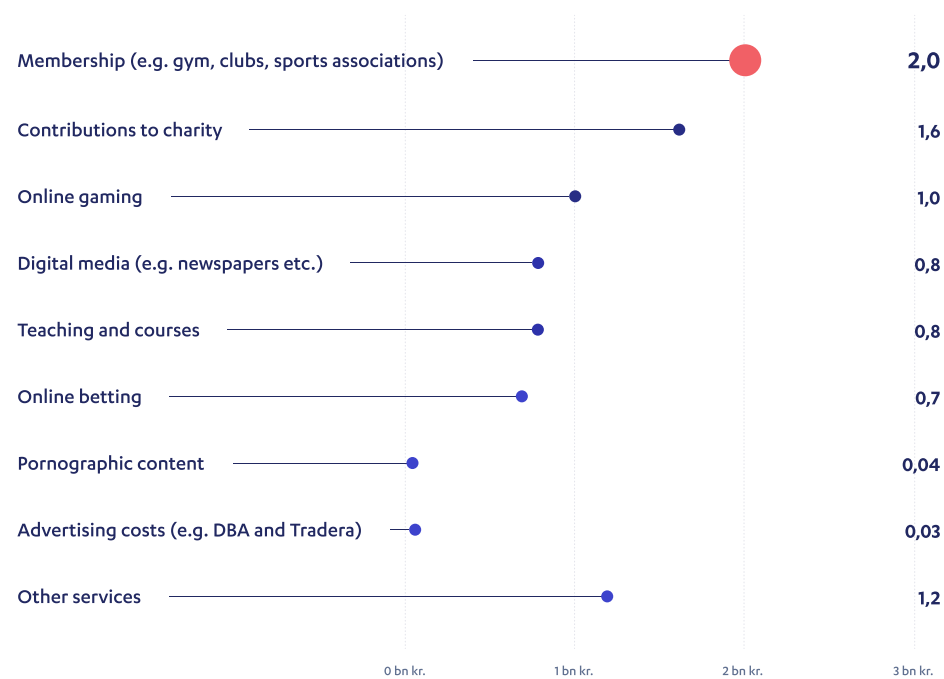
Total spend -
Services

20,1

bn kr.

Not to forget, we also spend money on...

Total spend by category in bn kr.

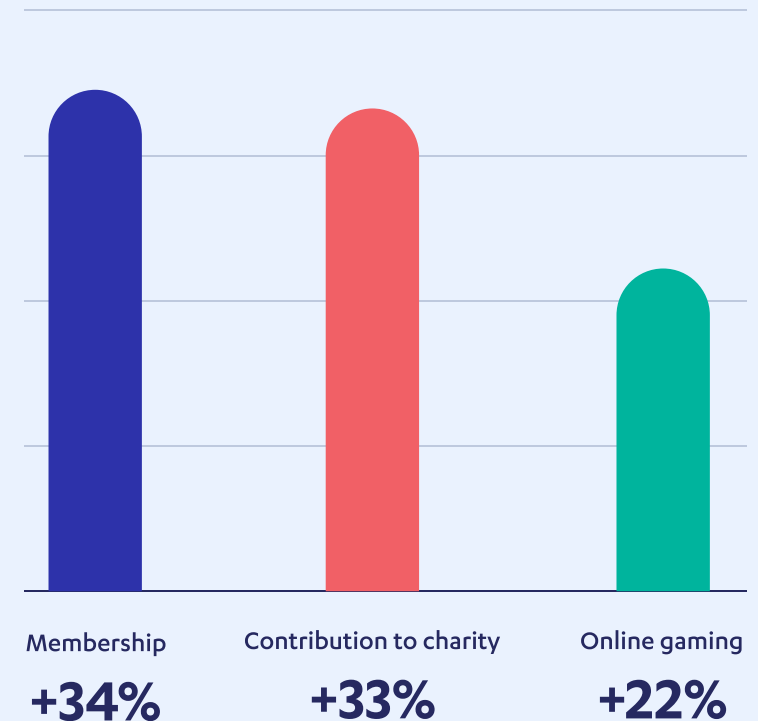


Trends however never stand still

Services may be a growing category - this is where 23% of the overall spending goes - but we do put our money where our hearts are and the post-covid interests are clear: memberships are way up, as is social awareness, sparking more contributions to charity. We also like to relax online, with a game or three.

Biggest changes in spending compared to 2021

Changes in spending by category in %



I wanna watch my favorite show and be insured

Streaming services are definitely on fire across Denmark, but is this the same elsewhere? Seems like Danes and Swedes think alike, but the rest of the countries like to be sure nothing untoward will spoil their fun when they do go out and about. Therefore, they spend on insurance.

Norway

Insurance, Streaming services for music, film, TV-series and audio books, Tickets (e.g. cultural and sport events)

Finland

Insurance, Streaming services for music, film, TV-series and audio books, Tickets (e.g. cultural and sport events)

Sweden

Streaming services for music, film, TV-series and audio books, Insurance, Tickets (e.g. cultural and sport events)

Denmark

Streaming services for music, film, TV-series and audio books, Tickets (e.g. cultural and sport events), Insurance

Germany

Insurance, Streaming services for music, film, TV-series and audio books, Tickets (e.g. cultural and sport events)

Austria

Insurance, Tickets (e.g. cultural and sport events), Streaming services for music, film, TV-series and audio books

Switzerland

Insurance, Tickets (e.g. cultural and sport events), Online betting (e.g. casinos, horse racing, poker, bingo, etc)

Italy

Insurance, Tickets (e.g. cultural and sport events), Streaming services for music, film, TV-series and audio books

What are our monthly habits?

We like to watch, listen and play: there are last year's top categories with the biggest increases in this growing area.



Changes in the top 3 categories

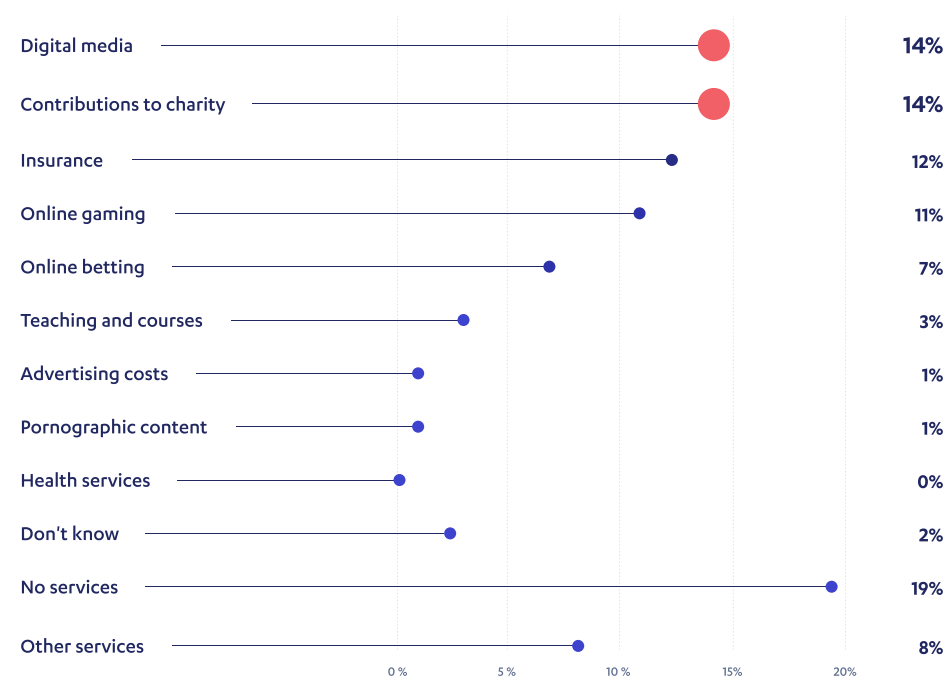
Change of buying services in the last 28 days compared to 2021 in p.p.*



*Percentage points = p.p.

Monthly picks for buying services in 2022 also include:

Services purchased in the last 28 days in %



My top monthly picks: Fun, fun and more fun!

Streaming is the most frequently bought service in Denmark, and not only there: all countries like to keep up with their favorite series. In the top 3, however, there certainly are some very distinct preferences. Norway likes to be up-to-date with the news, while Germany, Austria and Finland like be kept in the loop with sporting results and their betting results. Sweden is the most socially conscious one, with a high tendency to contribute to charity.

Norway

Streaming services for music, film, TV-series and audio books, Digital media, Tickets (e.g. cultural and sport events)

Finland

Streaming services for music, film, TV-series and audio books, Online betting, Insurance/Tickets (e.g. cultural and sport events)

Sweden

Streaming services for music, film, TV-series and audio books, Insurance, Contribution to charity

Denmark

Streaming services for music, film, TV-series and audio books, Tickets (e.g. cultural and sport events), Membership (e.g. gym, club, sport associations)

Germany

Streaming services for music, film, TV-series and audio books, Insurance/Online betting, Digital media

Austria

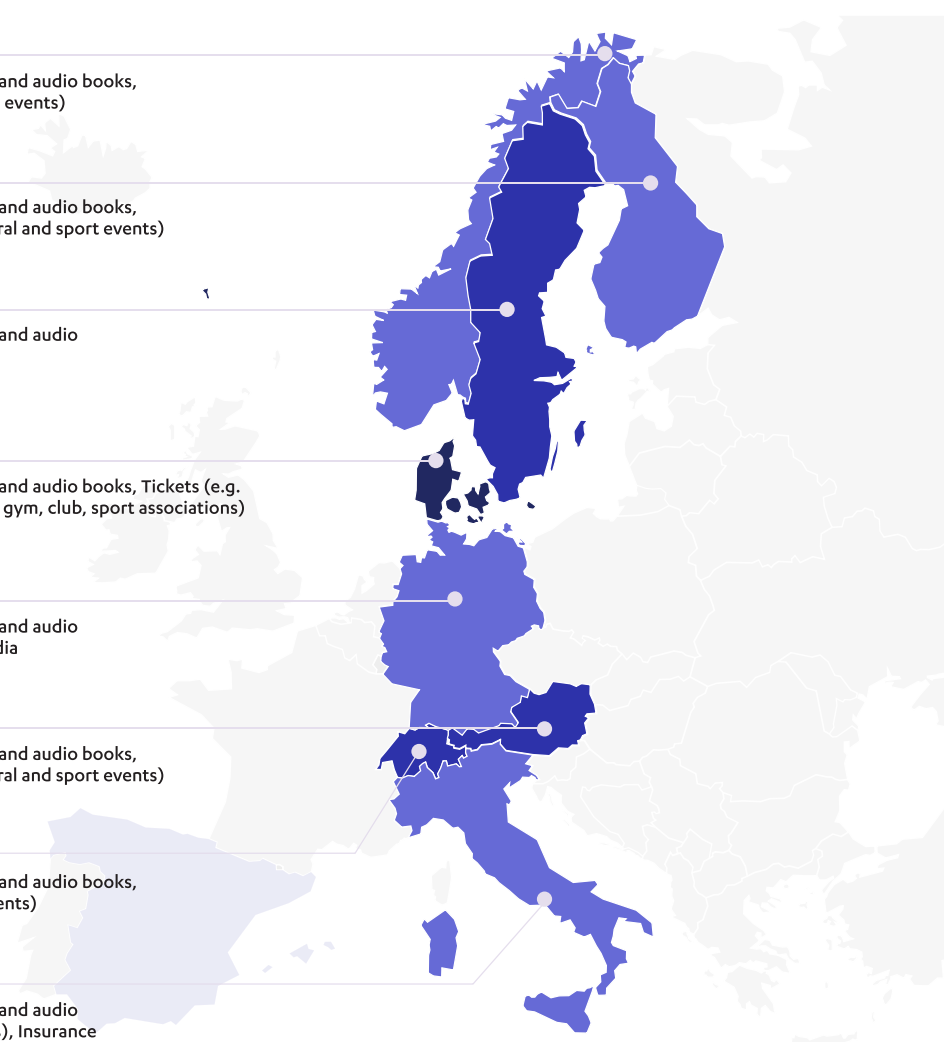
Streaming services for music, film, TV-series and audio books, Online betting, Insurance/Tickets (e.g. cultural and sport events)

Switzerland

Streaming services for music, film, TV-series and audio books, Insurance, Tickets (e.g. cultural and sport events)

Italy

Streaming services for music, film, TV-series and audio books, Tickets (e.g. cultural and sport events), Insurance



3.3

What do you buy online?

Travel

Where does the money roll in from?

Largest categories within travel by spend



Charter and
package trips

14,1

bn kr.



Flights

9,5

bn kr.



Hotels

9,0

bn kr.

Are these winners a surprise?

No! But, while the top 3 categories remain in the lead, spending is definitely on the move, as the post-covid travel bug launched some serious upward momentum. They hold 69% of total spending combined.

Total spending on Travel



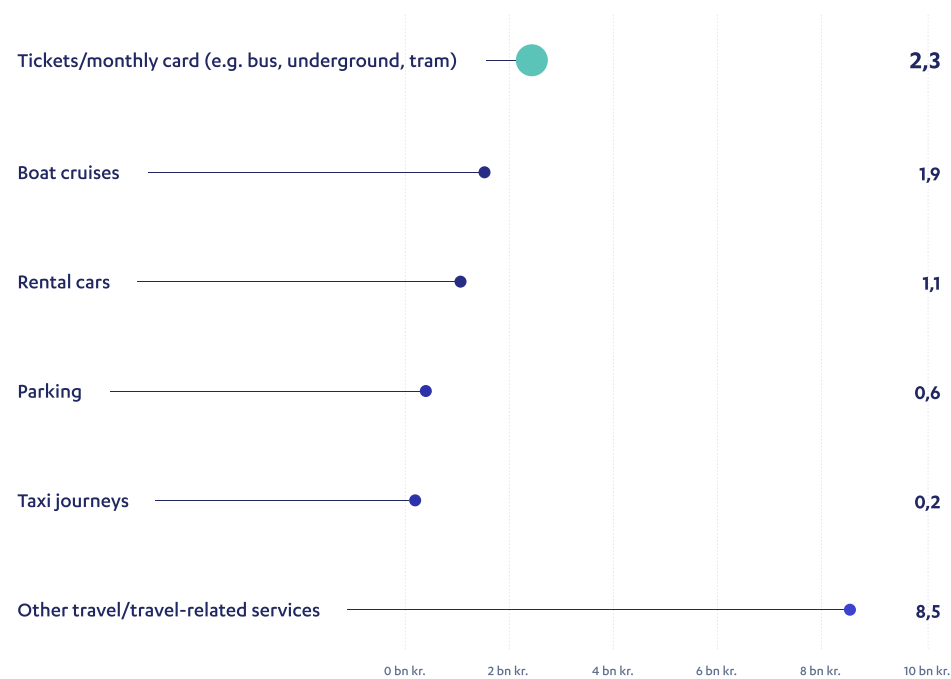
Total spend -
Travel

47,3

bn kr.

Not to forget, we also spend money on...

Total spend by category in bn kr.

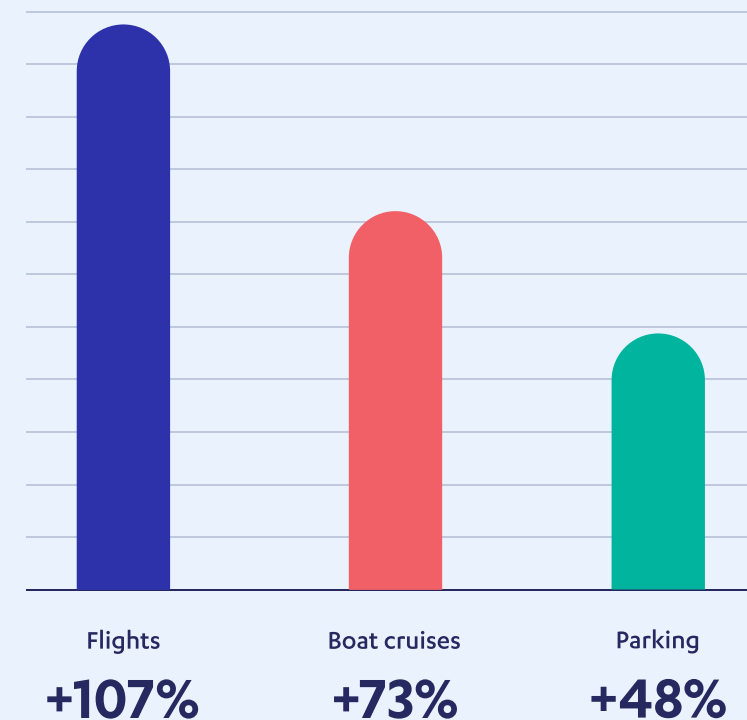


Trends however never stand still

Momentum is high for the entire category, so no wonder that flying has seen such a huge change. Sailing is what we do, and the numbers say we loved boat cruises a lot, as well as driving to places where we can have some fun. We all both need and like it, the numbers show that flying, sailing and parking take up 25% of the overall spending in our travels.

Biggest changes in spending compared to 2021

Changes in spending by category in %



We all want the same: To be taken places!

Danes love to travel. No surprise that do all the people from the Nordic and DACH countries love it, too. It's just that Germany, Switzerland, and Italy tend to put their accommodation needs first!

Norway

Flights, Hotels, Charter and package trips

Finland

Flights, Hotels, Charter and package trips

Sweden

Flights, Hotels, Charter and package trips

Denmark

Charter and package trips, Flights, Hotels

Germany

Hotels, Flights, Charter and package trips

Austria

Hotels, Flights, Charter and package trips

Switzerland

Hotels, Flights, Charter and package trips

Italy

Hotels, Flights, Charter and package trips

What are our monthly habits?

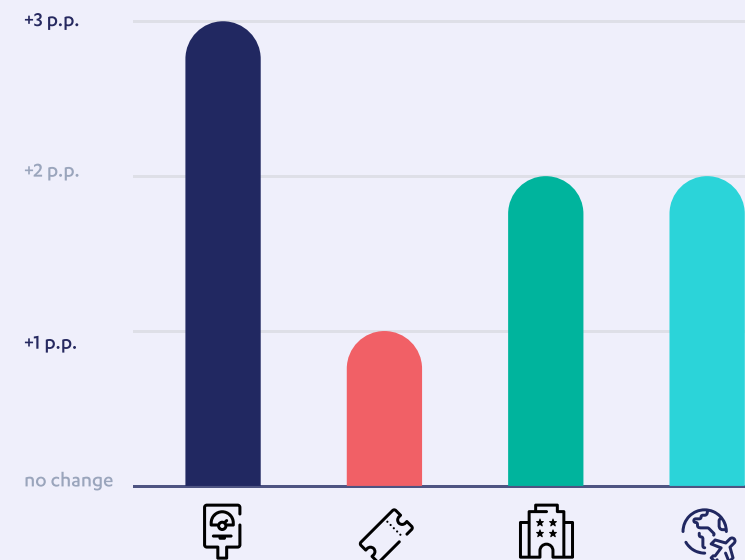
Movement is essential and it makes travel a soaring category, even if it is a high spending one. The biggest categories experienced the biggest changes.

These are our top monthly picks:



Changes in the top 3 categories

Change of buying travel and travel-related services in the last 28 days compared to 2021 in p.p. *



*Percentage points = p.p.

Monthly picks for buying travel and travel-related services also include

Travel/travel-related services purchased in the last 28 days in %



Top monthly picks are: Drive, ride, fly, stay!

Bicycles may be the usual means of transport for Danes, but they will still drive and fly and stay in nice hotels quite often. Not much different from other Nordic or European countries. Italians and Finns, however, must dislike looking for parking, since they buy tickets and monthly passes for public transport.

Norway

Parking, Tickets/monthly card (e.g. bus, underground, tram), Flights

Finland

Tickets/monthly card (e.g. bus, underground, tram), Parking/Hotels, Flights

Sweden

Parking, Tickets/monthly card (e.g. bus, underground, tram), Train tickets

Denmark

Parking/Tickets monthly card (e.g. bus, underground, tram), Hotels, Flights

Germany

Parking, Hotels/Tickets/monthly card (e.g. bus, underground, tram), Train tickets

Austria

Parking/Hotels, Train tickets/Tickets/monthly cards (e.g. bus, underground, tram), Flights

Switzerland

Parking, Train tickets, Hotels

Italy

Hotels/Train tickets, Parking, Flights

4

How do you
prefer to...

4.1

How do you prefer to...

Local

Everyone wants to go local, local, local

Buying from local online stores means a lot, as the pandemic made us all aware, when we all pitched in to help local businesses and received the care and personalization that goes with it. Now we are hooked, and we prefer it, as we do tend to hesitate to buy in a foreign marketplace.

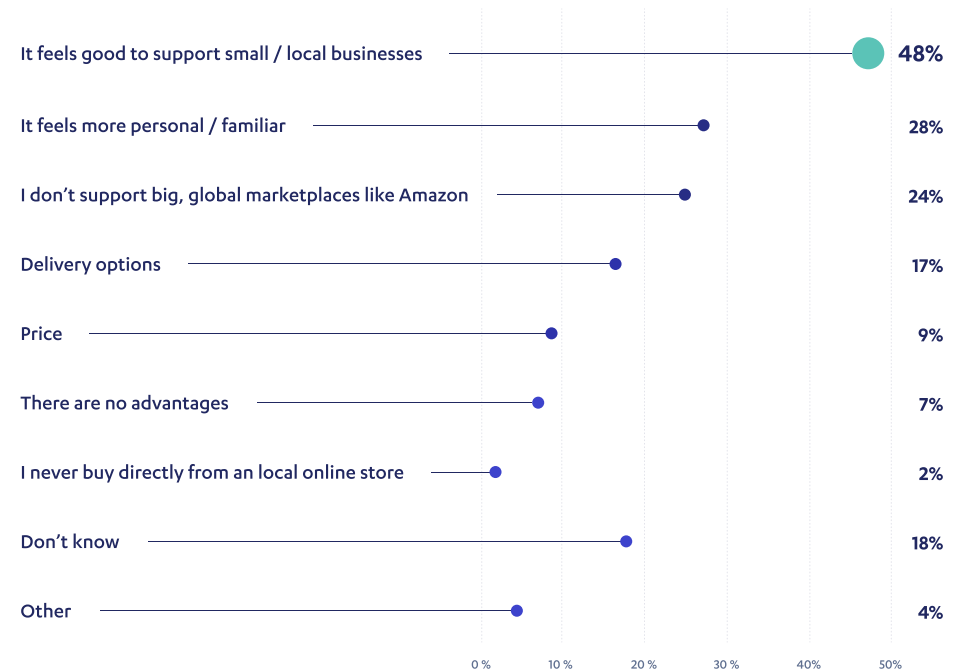
A man with curly blonde hair and a beard, wearing a blue button-down shirt and a grey apron, stands in front of a flower shop. He is holding a large black pot filled with various flowers, including white lilies and yellow daisies. The shop behind him has a wreath on the door and string lights hanging above. The image is overlaid with a large white '75%' and the text 'buy in Denmark' below it.

75%

buy in Denmark

Why is local better?

Advantages of buying from a local store in %



If I go local, what am I losing?

Disadvantages of buying from a local store in %



Everyone wants to go local, local, local

It feels good to support small local business, praised by Women

Gender differences when it comes to supporting local business in %

Women

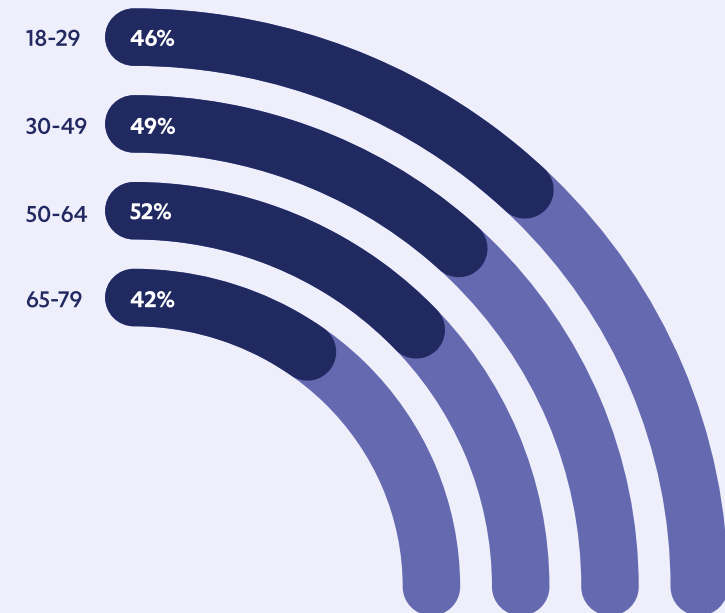


Men



It feels good to support small local business, praised by Gen X

Generational differences when it comes to supporting local business in %



4.2

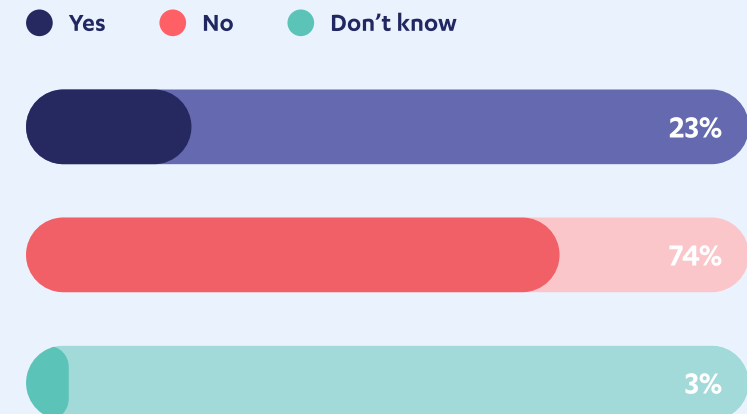
How do you prefer to...

Global

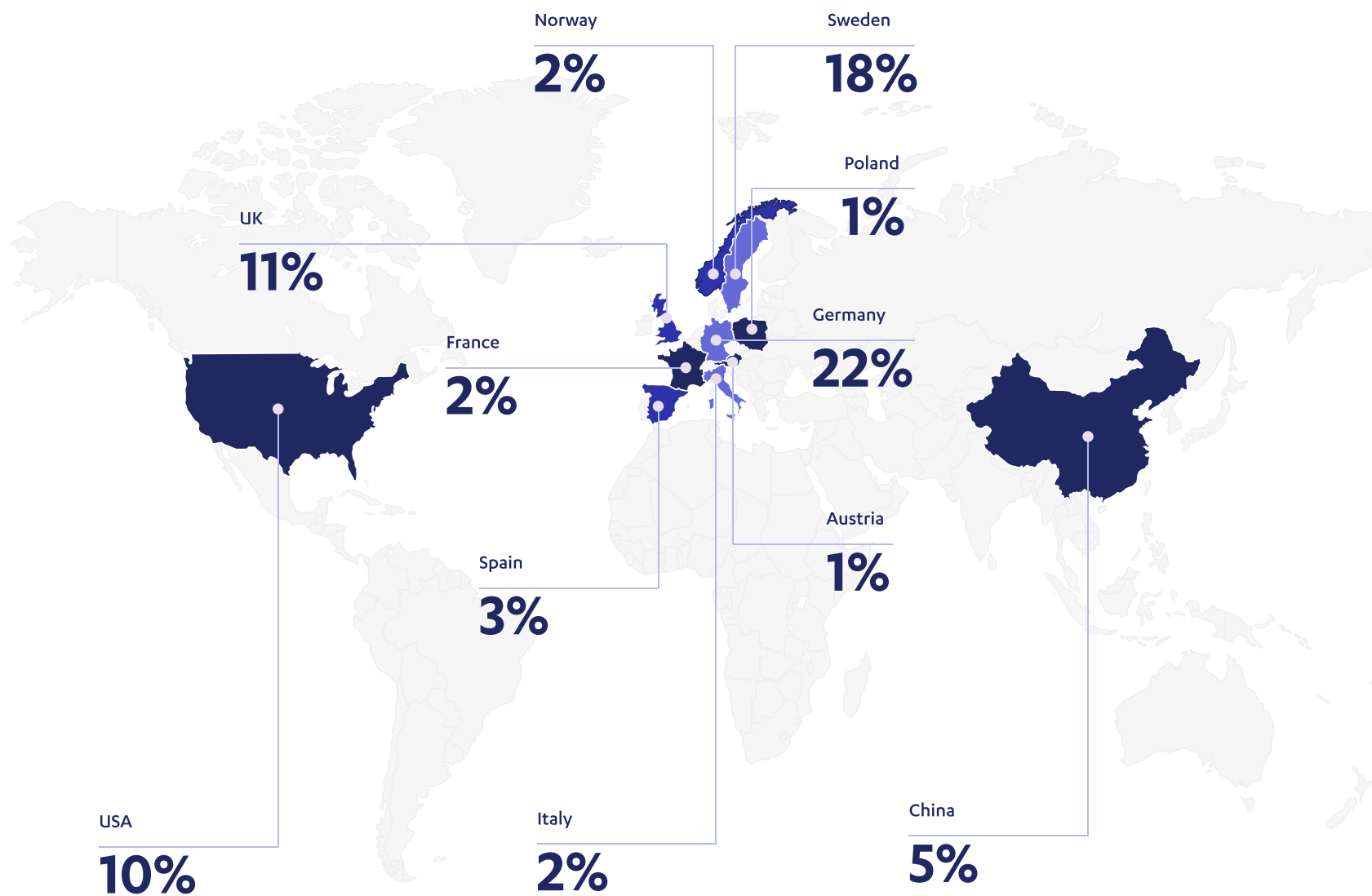
The state of foreign shopping

The majority doesn't buy from foreign websites

People who have purchased something online on a foreign website in the last 28 days in %

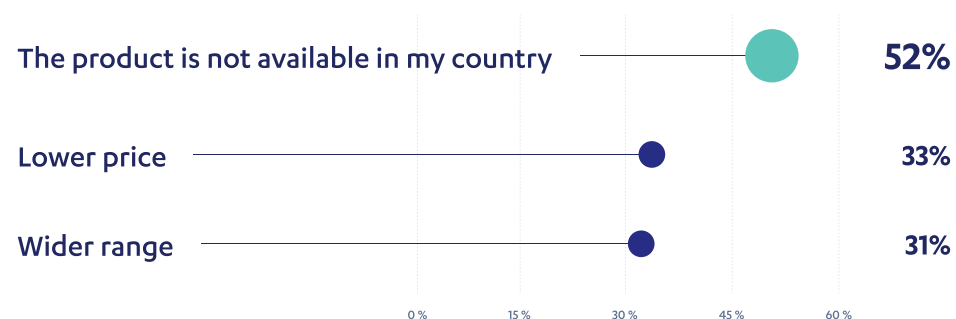


Countries Danes shop from



Why they want to buy it

Advantages of buying from a foreign website in %



Why they are hesitant

Disadvantages of buying from a foreign website in %



The state of foreign shopping

Who is more likely to shop on foreign websites?

Gender differences when it comes to buying on a foreign website in %

Women

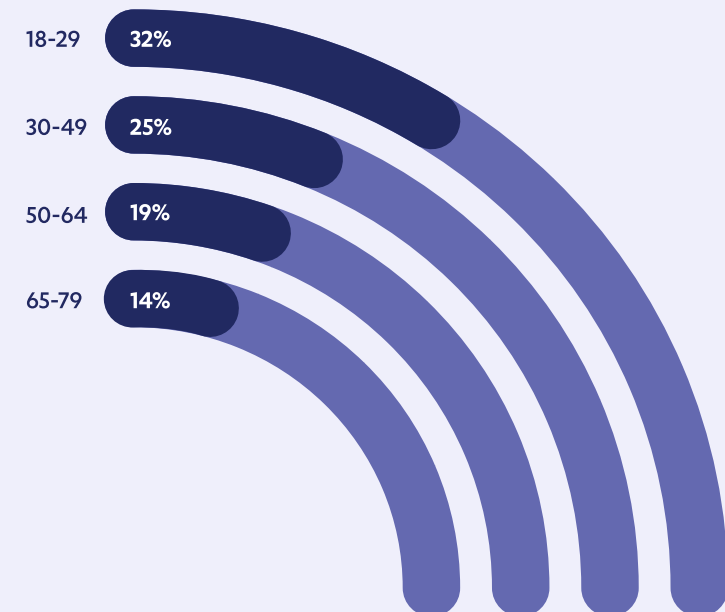


Men



Are youngsters more eager to shop on foreign websites? Yes!

Generational differences when it comes to buying on a foreign website in %



Top 3 reasons why people are hesitant across different countries

We know why Danes hesitate to go foreign, how about the others?

Time is money. High shipping prices, complicated returns and customs will cost both, all of the countries agree. Except the Italians, who care less about customs and more about fast deliveries. Austria and Finland place importance on supporting local entrepreneurs.

Norway

Customs, Difficult to return, Price incl. shipping is too high

Finland

Difficult to return, Customs, I want to support web shops in my country

Sweden

Difficult to return, Customs, I want to support web shops in my country

Denmark

Difficult to return, Customs, I want to support web shops in my country

Germany

Difficult to return, Customs, Long delivery time

Austria

Difficult to return, I want to support web shops in my country, Customs/Price incl. shipping is too high

Switzerland

Customs, Difficult to return, Price incl. shipping is too high

Italy

Long delivery time, Price incl. shipping is too high, Difficult to return

4.3

How do you prefer to...

Delivery

Is my package in safe hands?

Do you trust your local post office?

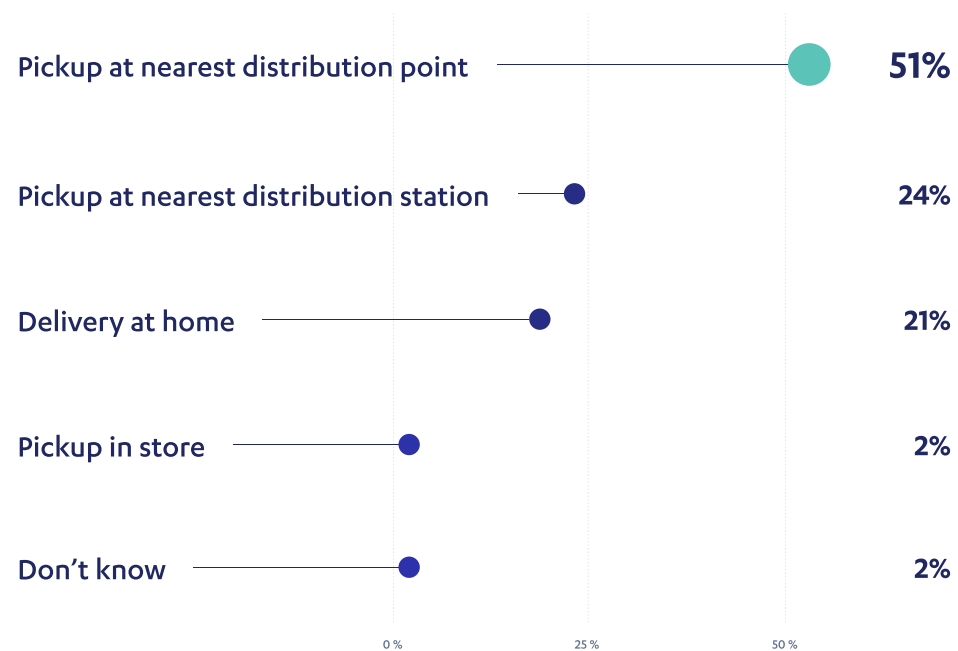
Seems the answer is yes in Italy and DACH countries, who will choose to get their deliveries at home. In Nordic countries, however, the most preferred way is the pick-up option.

But this is not a matter of trust alone. Pick up costs less and 19% of people will look to save, while 28% will mind needing to be at home to receive a delivery.



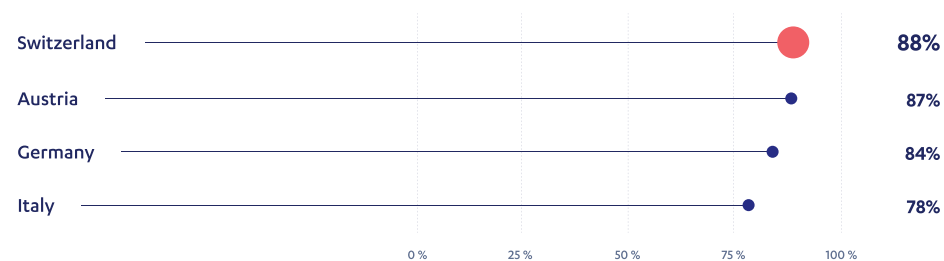
Pick me up... but not at home!

The most preferred delivery options in %



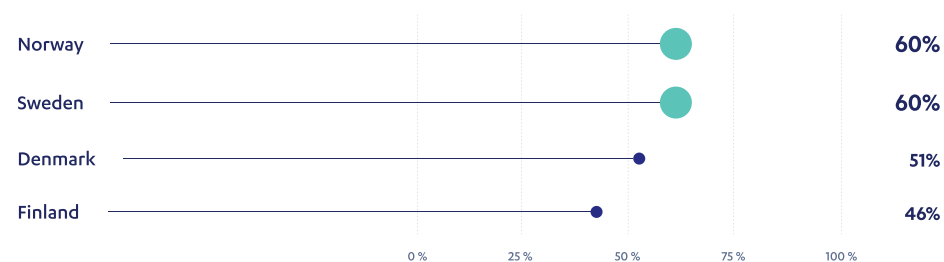
Delivery at home

Preferences by country in %



Pick up at nearest distribution point (e.g. post office)/parcel box

Preferences by country in %



4.4

How do you prefer to...

Payment Methods

Time to settle the bill!

Time to finalize our shopping experience - all the lovely goods we chose need to be paid for.

When it comes to our payment preferences, we want to go with plastic for that, but MobilePay is high among our preferences as well, while we do not seem to like any of the other payment methods...

But are these really the methods we tend to use?

What do you prefer paying online with?

Most preferred payment methods in %



What do you pay online with?

Payment methods used in the last 28 days in %



Cards still reign supreme!

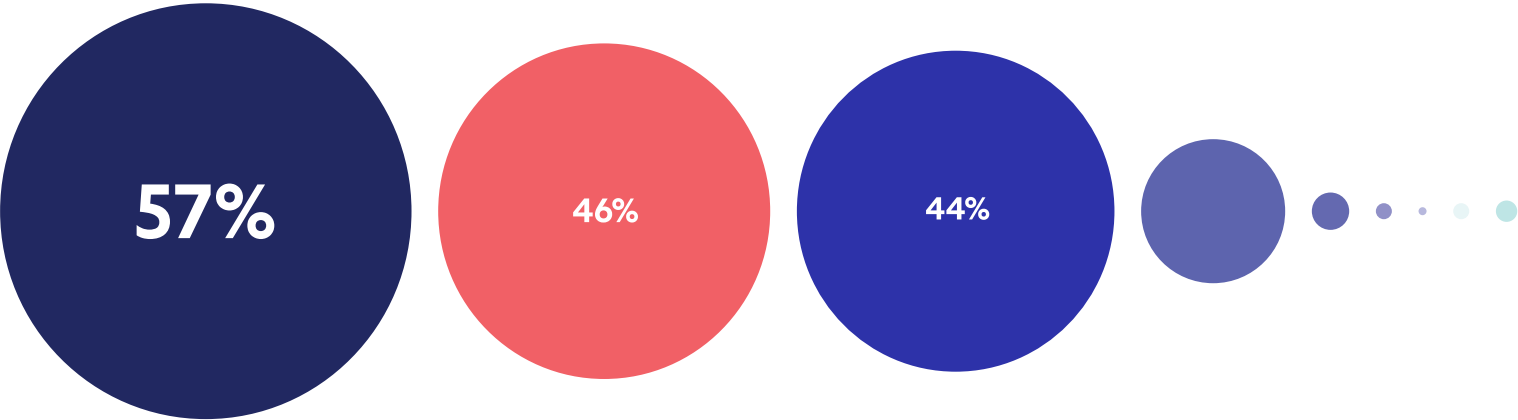
Turns out that, yes, we do remain true to our payment preferences: cards and MobilePay are what we use to pay with most often.

According to market data, Danes highly appreciate usage of local card schemes such as Dankort but they also want to simplify their payment process by using local schemes inside of MobilePay.

So, it is a smart move for vendors to offer the preferred payment options because they are what customers are most likely to use to settle the bill.

Why do you choose specific payment methods?

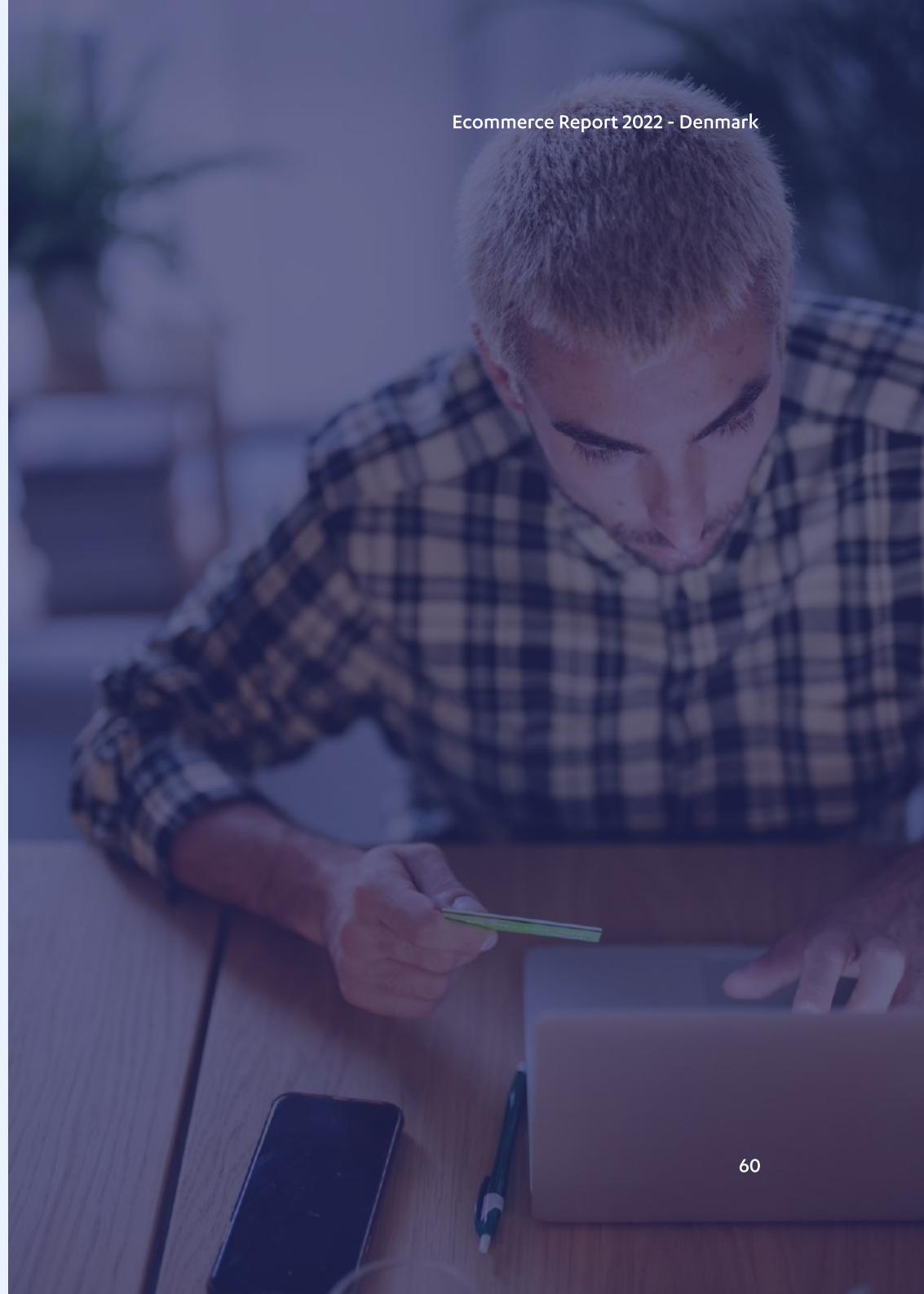
Simple	57%
Secure	46%
Fast	44%
Habit	20%
Cheap	5%
I want to be invoiced later	2%
Bonus points	1%
Other	2%
Don't know	3%



I would like to pay simply, quickly and securely

A wide variety of products, preferably local, competitive prices, and the possibility to dictate the details of the delivery options, makes customers happy and satisfied. But, in the end, everything needs to be paid for, and the ease of that process is what makes an online sale.

Payment needs to be secure and simple, meaning easy to understand, convenient but safe to manage, fast to execute - that is what makes or breaks a sale! A smooth shopping experience brings loyal, returning customers.



Top 3 most used payment method accross countries

Swipe a card and settle the bill, the preferred method of payment by Danes. The Nordic region generally agrees, but still holds on to tradition by keeping invoices in their top 3 methods of payment.

DACH countries seem to be a bit more conservative at first glance, with invoice and credit card in the top 3, but they level it out with E-wallets. The Italians will use cards and Paypal, but they do love to pay with cash.

Norway

Card, VIPPS, Invoice

Finland

Online bank payment, Card, Invoice

Sweden

Swish/Card, Invoice, Direct payment via mobile banking

Denmark

Card, MobilePay, Paypal

Germany

E-wallets, Invoice, SEPA direct debit

Austria

Credit card, Invoice, E-wallets

Switzerland

Credit card, Invoice, E-wallets

Italy

PayPal, Card, Cash on delivery

4.5

How do you prefer to...

Sustainability

Sustainability is in, but do our actions really support it?

Danes care about sustainability a lot, but when it comes to online shopping, it is unclear if such measures are being offered and then not chosen, if they are offered and found unfeasible and not chosen or whether they are not offered at all.

Is it important that the shop you're buying from cares about the planet?

People who have said it is important that online store cares about the planet in %

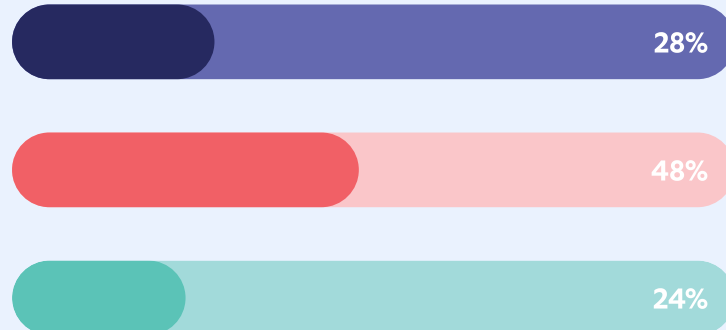
● Yes ● No ● Don't know



There isn't always a sustainable option when shopping online

People who have been offered sustainable options to limit environmental impact in the last 6 months in %

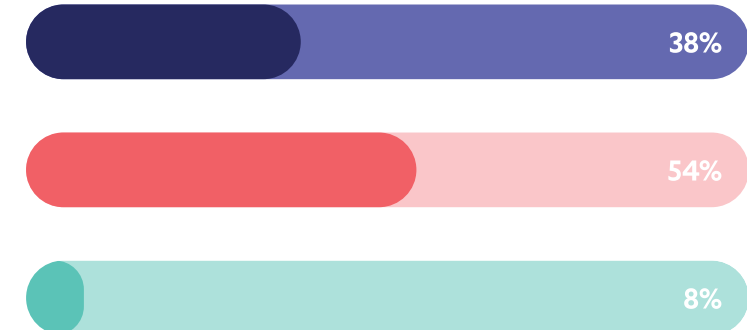
● Yes ● No ● Don't know



Sustainability isn't always everyone's first choice

People who chose any of those sustainable options the last time they were offered in %

● Yes ● No ● Don't know



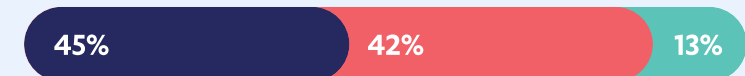
Whatever the case
may be, different
generations and
genders will make
different choices

Women like it sustainable!

Gender differences between choosing any sustainable
measures in %

● Yes ● No ● Don't know

Women

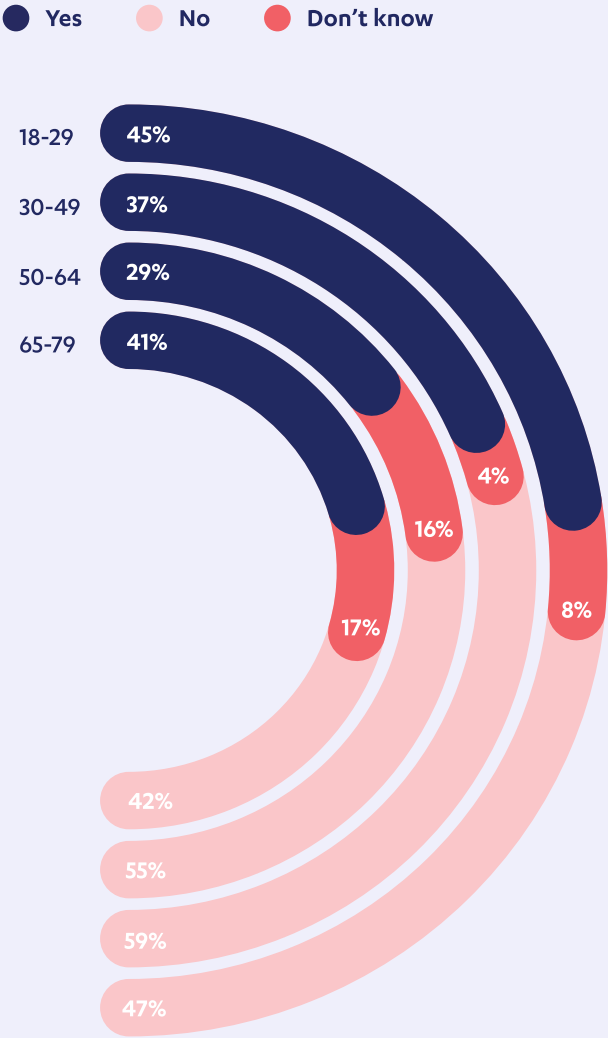


Men



Gen Z are more likely to choose the sustainable option

Age differences between choosing any sustainable measures in %

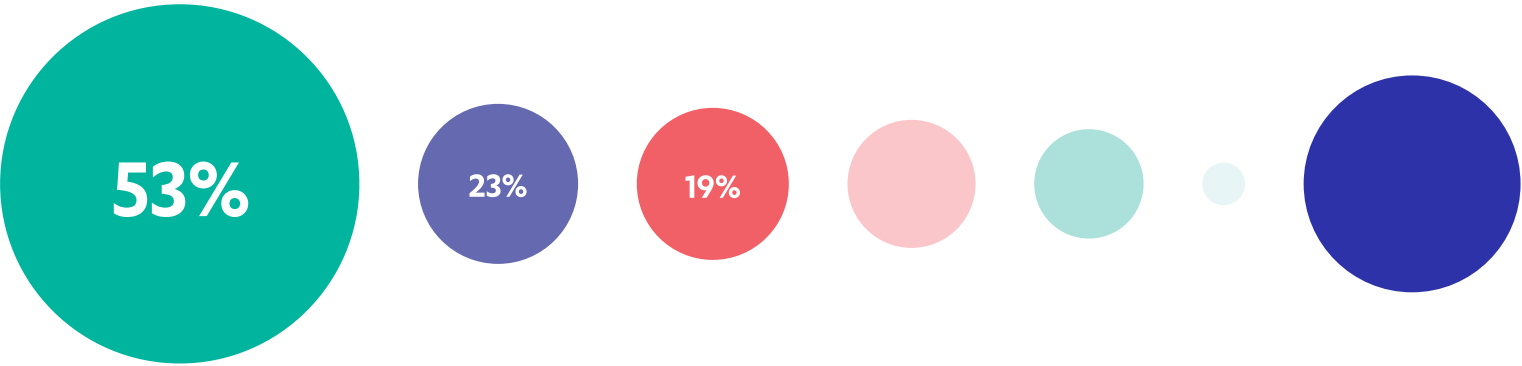


Make my delivery greener!

Danes care about sustainability, but when looking at what kind of measures we would like to choose from, there is still a high percentage of people who don't know.

Maybe it is time to start think about it!

Minimal packaging (wasteless transportation)	53%
Longer delivery times for streamlined logistics	23%
Environmentally friendly return procedures	19%
Option of climate friendly delivery (e.g. on bike)	16%
Carbon offsetting fee	10%
Other	3%
Don't know	32%



4.6

How do you prefer to...

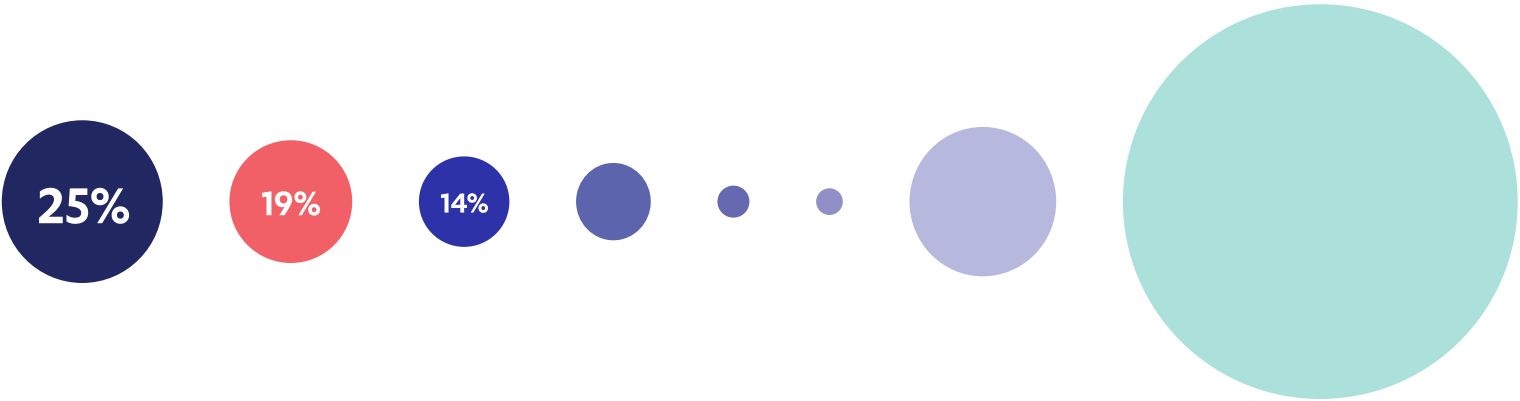
Innovation

What would you like to use in the next 5 years?

Some people are scared of robots, yet some hope for a robot takeover, at least in the online shopping space.

Still, a majority of people don't know what to use. Biometrics, however, seem to be a favorable option.

Biometrics	25%
Drones or robot delivery	19%
Personalized clothing based on body scan on your phone	14%
Virtual Reality/Augmented Reality	12%
Connected products that order consumables automatically	5%
Voice assistants	4%
None of the above	23%
Don't know	61%



Is everyone down with innovation?

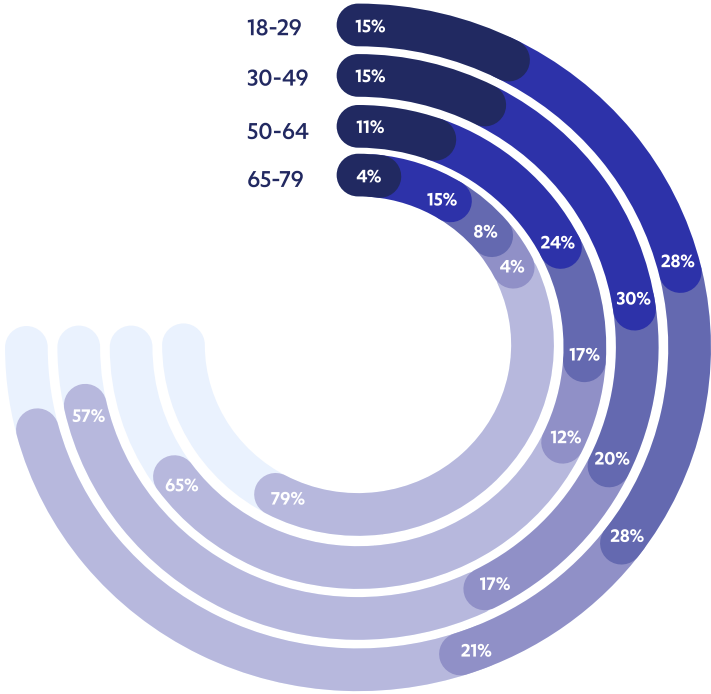
Assistance is a big part of the shopping experience. Many of us have returned, loyally, to a store where someone gave us good assistance. We still do, and will, even when the assistance is virtual, but this is only true for younger generations.



Generational difference in using virtual assistance

At ease with technology, Gen Y and Z are more likely to use biometrics and would love to see deliveries and fashion planning made simple and automated in the future, while Gen X and Baby Boomers are still getting used to the idea.

Virtual Reality/Augmented Reality	●
Biometrics	●
Drones or robot delivery	●
Personalized clothing based on body scan on your phone	●
Don't know	●



5

Summary 2022

Denmark in 2022

Last year we made up for lost time, and lost luggage

By analyzing Ecom behaviors in Denmark, we can conclude that Ecom has boosted during covid, but also that we, for the first time in many years, are now seeing a decline in the traditional sale of physical goods online. Is this a surprise – no, but what is super cool to see is that the momentum Ecom has had during covid has stayed – we are actually buying more physical goods in 2022 than what we did pre-covid in 2019. Is the Danish Ecom business back on its 2019 level? – no, not yet, but we are seeing a significant growth in the service and travel industries, and particularly the latter will be the main driver behind an expected growth looking into 2023.

Eat, shop and play local

Danes love to shop locally and are very focused on simplicity – so there are many opportunities for the Danish Ecom merchants to emphasize their local products even more, and shout to the world how easy their customer support is, how easy it is to return the goods, and how flexible they are – in order to attract and keep more customers loyal.

One payment method to rule them all

From a payment point of view, card is still king, but the digital wallets are really picking up as they offer a strong UX from a customer point of view. However, do not be fooled... wallets and cards are king in Denmark, but if you plan to go abroad, into other Nordic countries or South to Germany, you must be aware that other payment methods are more relevant there.

2022: The year of travel, workouts, and digital services

Has Ecom kept its momentum now that we are back to a more or less normal pre-covid state? The answer to that is yes, we are seeing a higher volume in traditional Ecom than in 2019, even if it has dropped compared to 2020. We love digital services and the flexibility and convenience they bring, and we love being back in fitness and sports centers across the country (or are at least paying for them) . Finally, we love to travel again, and, with the growth rates we've seen, the expectations are that 2023 will be a record-breaking year, provided the macro-economy stabilizes.

Ecommerce is for sure here to stay!

Looking forward

2023, so far...

2022 showed a deceleration in ecom growth compared to the previous years, with a shift towards travel and experiences instead of physical goods. Despite there are early signs of improvements in consumer confidence in 2023, there is a long way before being completely optimistic.

Source: Dansk Erhverv and Danskehandel

Thanks for reading



Feel free to use the information from this report, just remember to give credit to Nets and Ecommerce Report Denmark 2022 as the source.

About us

We are the most trusted online payment solution in Europe, providing complete end-to-end solutions built with cloud technology and delivered as a service for Ecommerce.

As a part of Nexi Group, the European Paytech, we have the scale, capabilities, and geographic reach to drive the transition to a cashless Europe. Our innovative and reliable solutions simplify payments, enabling businesses and financial institutions to better serve their customers, building closer relationships and growing together.

[GET STARTED](#)