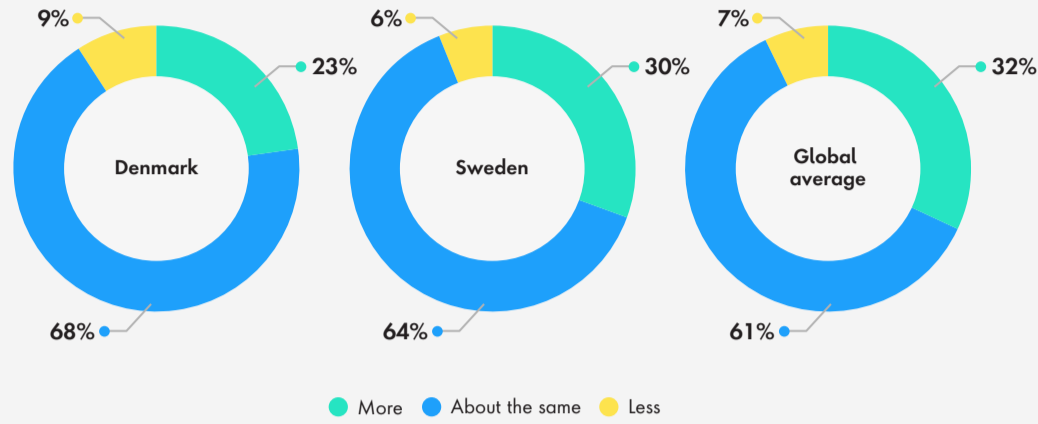


Nordics: Retail

Shoppers plan to keep e-commerce a regular part of their lives, with a majority of people in Denmark and Sweden saying they plan to shop online the same amount or more in the future (91%, 94%).

In the future, do you think you will shop online more, less or about the same amount as you do right now?



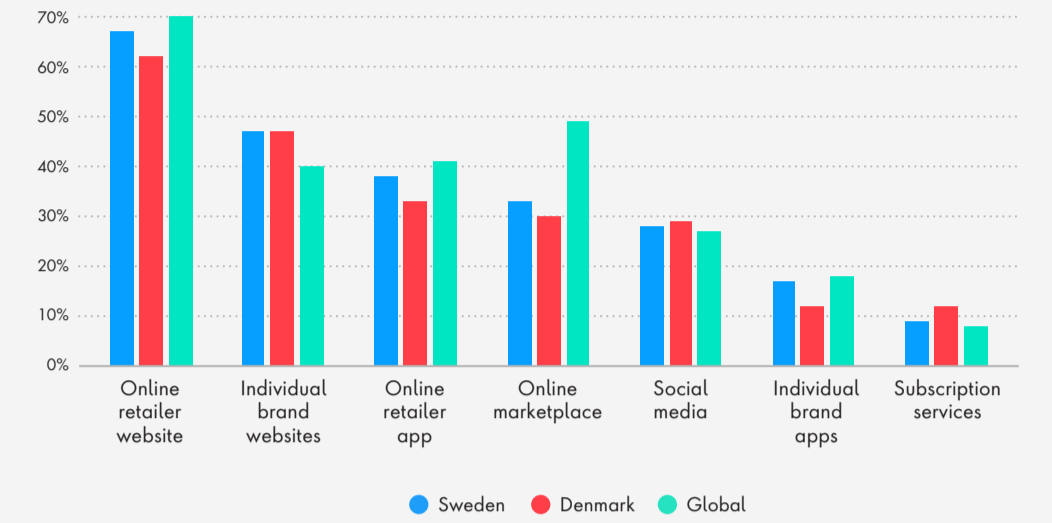
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In the first half of 2021, 67 percent of shoppers in Sweden and 62 percent of shoppers in Denmark bought something from a big-box retailer website.

Forty-seven percent of people in Sweden chose to shop directly on a specific brand website and 28 percent purchased products directly through a social media platform. People in Denmark followed a similar pattern (47%, 29%).

In the past six months, what kinds of channels have you used to shop online?

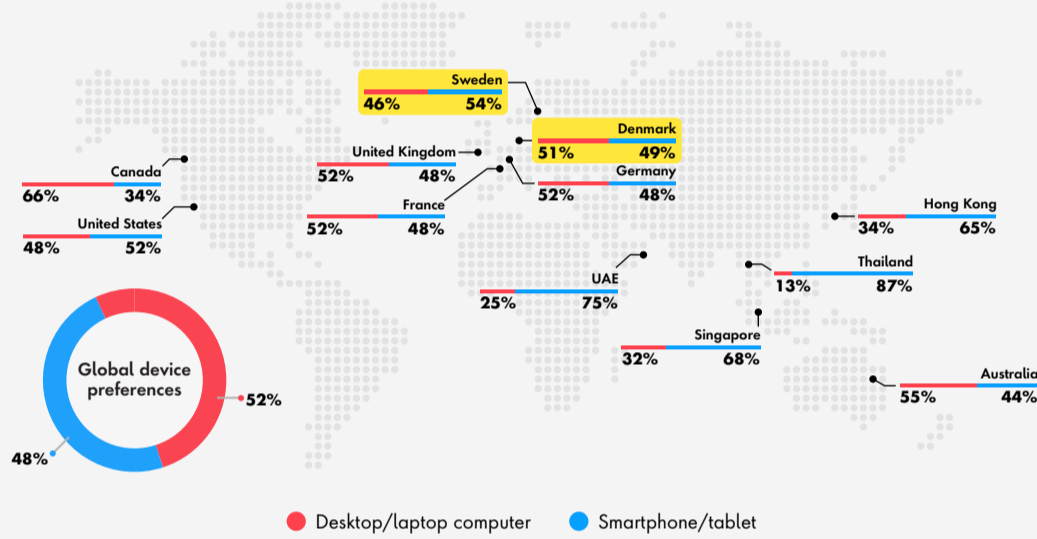


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In the Nordics, consumers use a mix of devices to shop online, engaging with retailers through desktop or laptop computers, smartphones and tablets.

When it comes to online shopping, what kind of device do you use for the majority of your purchases?



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Consumers prefer to shop with brands that make purchasing quick and easy.

Fast shipping (60%), easy-to-navigate websites or apps (48%) and a simple returns process (46%) are primary drivers of brand choice.

When shopping online, I am more likely to buy from a brand that offers the following:



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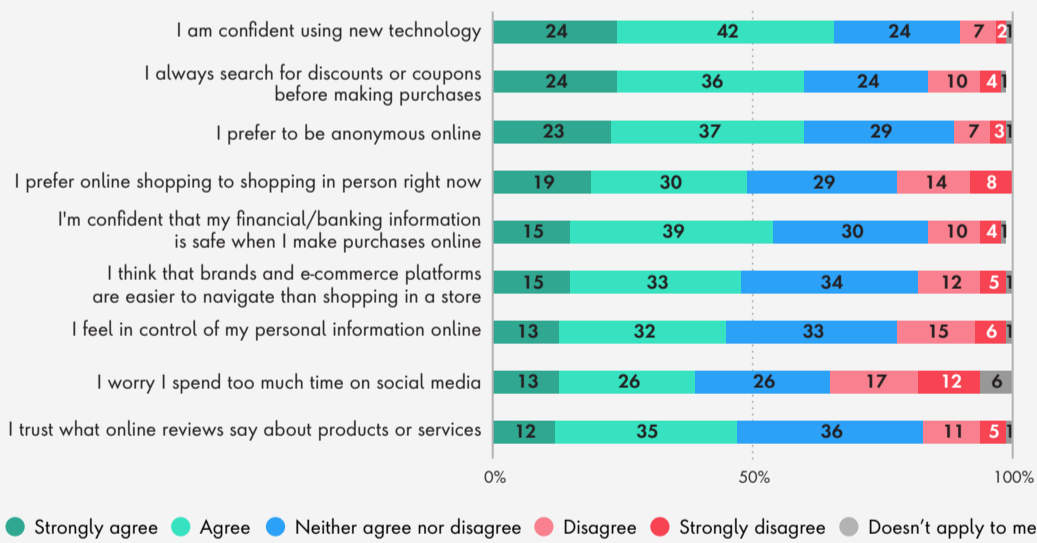
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Consumers are confident in their ability to use new technology (66%) and nearly half of shoppers (48%) say e-commerce platforms are easier to navigate than in-store experiences.

Sixty percent of consumers say they always search for deals before making a purchase. Offering the right deal at the right time could help influence brand choice.

While consumers say they feel confident that their financial information is safe online (54%), less than half feel in control of their personal data (45%) and 60 percent prefer to remain anonymous, indicating a potential need for data transparency when building direct relationships with customers.

Please indicate how much you agree or disagree with the following:



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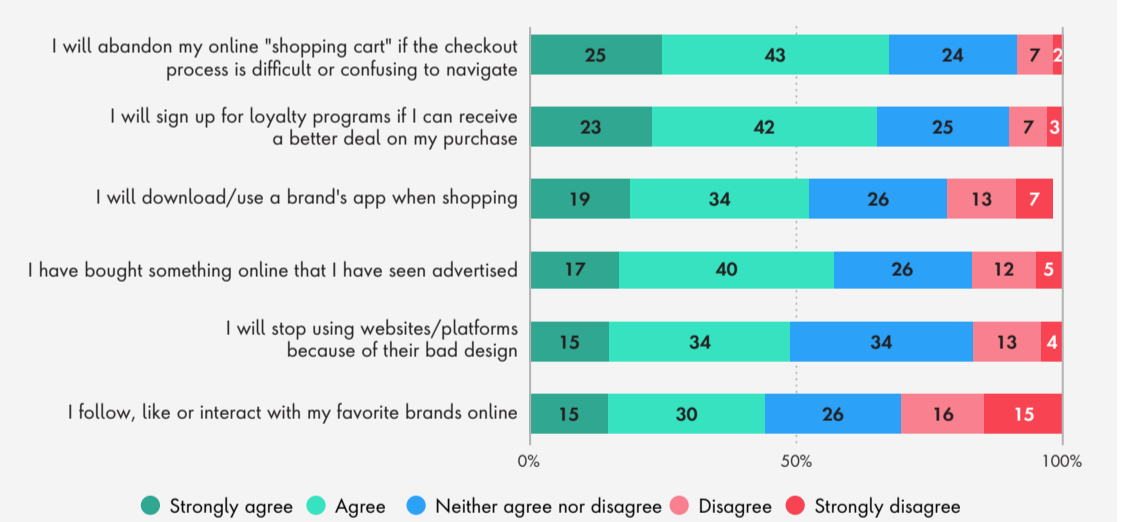
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More than half of consumers (53%) say they are open to downloading or using a brand app when shopping and 65 percent say they will opt in to loyalty programs if it means getting a better deal. These are both areas of potential for brands to expand their reach.

However, bad online experiences push consumers away. Sixty-eight percent say they will abandon their online shopping cart if checkout is too difficult or confusing. Forty-nine percent will stop using a website or platform because of bad design.

Retailers need to design for seamless experiences to keep shoppers engaged.

Please indicate how much you agree or disagree with the following:

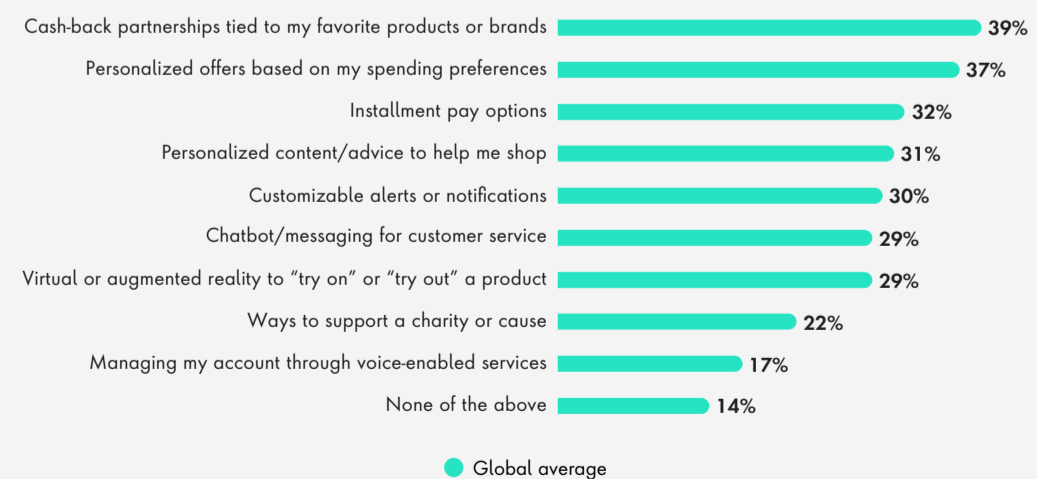


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To improve the shopping experience, consumers want more cash-back partnerships tied to their favorite brands, personalized offers, content and advice, customized alerts and installment pay options.

If available, what kinds of features would you like an online retailer to provide?



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