



E-barometern

PostNord in association with HUI Research

Q2

2026

postnord

About E-barometern

PostNord monitors the Swedish retail sector's e-commerce development in association with HUI Research. E-barometern is published once a quarter and is based on four consumer surveys and a survey of companies. E-commerce is defined in E-barometern as being the online sale of goods, with subsequent delivery to the home or a distribution point, or collection by the consumer at a store, warehouse or distribution center. The following are therefore not considered to be e-commerce in E-barometern:

- In-store purchases that were initially arranged via the internet
- The online sale of services (for example, travel, hotel accommodation and concert tickets)
- Downloading of, for example, music files, movies and applications
- Business-to-business online sales
- Consumer-to-consumer online sales

E-barometern Q2 2026 is based on information collected from retail companies in August and September 2026. A total of 83 companies that sell items online participated in the survey. Five consumer surveys have been carried out using KANTAR's web panel. All the surveys are conducted with a representative sample of Sweden's population between the ages of 18–79.

The first survey was conducted in May 2026, the second in June 2026 and the third in July 2026, with around 1,300 respondents per survey. The fourth and fifth surveys were conducted in June 2026 and had 3,002 and 2,004 respondents respectively. The online surveys are representative of the 98 percent of Sweden's population that has internet access. Unless stated otherwise, data in brackets refers to the corresponding period in the previous year. Contact PostNord for detailed information about each survey.

Foreword

After several years marked by inflation, rising interest rates and cautious consumers, we are now seeing signs of broader recovery. In the second quarter, Sweden showed one of the strongest growth figures in the EU, with household confidence in the future returning to a normal level. Rising real incomes and greater scope for consumption are providing better conditions for commerce than we have seen in several years. New customs regulations may affect e-commerce and the competition situation in the future.

The positive trend can also be seen in e-commerce. In the second quarter, e-commerce grew by eight percent compared to the same period last year, with all sectors measured in E-barometern showing growth.

In the Q2 E-barometern, we are focusing on the consumer's purchase journey and how new behaviors, digital tools and AI are changing how consumers search for information,

compare options and make purchasing decisions. The need for guidance is great, and customer reviews play a key role as digital and physical commerce become increasingly intertwined.

We also take a deep dive into payments, where confidence and security are becoming increasingly important for consumers. Almost four in ten consumers have abandoned a purchase due to problems or uncertainty related to payment. To provide an additional perspective, the report is supplemented by an interview with Adyen, which describes how payments, AI and security solutions are evolving as commerce becomes increasingly integrated.

We look closer at deliveries and returns, where consumer demands for flexibility, choice and convenience continue to increase.

We also look ahead and present two future scenarios for the Swedish

e-commerce market up to and including 2027. The purpose is to support e-retailers in their planning for the coming budget year and business year. The scenarios illustrate how factors such as household consumption, international competition and technological development could impact the market's development in the coming years.

Enjoy the read!



Ylva Staszewski
Head of the Parcels business area,
PostNord Sweden

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Confidence in the future back to a normal level

Household confidence indicator, normal range = 100



Recovery in a changing playing field

The Swedish economy is entering autumn with the wind in its sails. Growth in the second quarter was among the strongest in the EU,¹⁾ while household confidence in the future has returned to a normal level.²⁾ Household consumption has increased since 2024, driven by rising real incomes, and is expected to continue its upward trajectory.³⁾ Along with fiscal measures, this lays a better foundation for household consumption than in several years. It also suggests that e-commerce sales are picking up further, especially in cyclical sectors such as furniture and home furnishings and building products.

However, recovery in Sweden is taking place in a geopolitically uncertain world. The conflict in the Middle East has had a limited impact on Swedish households so far. Low levels of inflation and reduced taxes on things such as fuel have dampened the effects, but the risk of higher energy and transport costs remains.³⁾ After the second quarter, dark clouds also approached Sweden when Finland closed off a maritime area due to the risk of drone incursions linked to Russia's war against Ukraine.⁴⁾ An escalation could mean higher costs for e-commerce and make consumers more cautious again.

New customs regulations may also change where consumers make purchases. The proportion of e-commerce purchases made by Swedes from foreign e-commerce market participants has grown over time, but in July, international trade in small parcels fell by about 70 percent as new import rules came into force.⁵⁾ However, it is too early to say whether the decline will be permanent, as the foreign market participants in the low-price segment may try to adapt their deliveries to the new rules. For this reason, it is important for Swedish e-retailers to monitor whether more purchases are transferred to Swedish market participants, especially in product categories with significant low-price competition from abroad.

New tariffs are just one of several changes shaping the future of e-commerce. New technology is altering the purchase journey, the second-hand segment is growing, and new regulations are impacting competition. This report therefore presents two future scenarios for the Swedish e-commerce market.

¹⁾ Dagens industri, August 2026 ²⁾ National Institute of Economic Research, August 2026

³⁾ Swedbank Economic Outlook, August 2026 ⁴⁾ TV 4 Nyheterna, July 2026 ⁵⁾ Sveriges Radio, August 2026

Total	8%
Pharmacy	13%
Groceries	10%
Home electronics	10%
Building products	9%
Sports & leisure	8%
Clothing & footwear	5%
Furniture & home furnishings	4%
Books & media	2%

Basis: E-retailers

E-commerce continuing to enjoy widespread growth

The second quarter of 2026 continued in the positive spirit that characterized the beginning of the e-commerce year. E-commerce grew by eight percent compared to the same quarter last year. All sectors showed positive development during this quarter aswell, indicating that the widespread growth in e-commerce is continuing.

The growth of the pharmacy sector online continues, and in the second quarter, sales increased by 13 percent compared to the same period in 2025.

The furniture and home furnishings sector continues on the positive trajectory that characterized 2025 and the beginning of 2026. Growth was somewhat subdued, however, amounting to four percent, mainly due to high comparative figures after a growth of 20 percent in the second quarter of 2025.

Books and media demonstrated the weakest development of the quarter among the sectors surveyed in E-barometern, but the positive trend that began in the first quarter of the year

continues. Growth in the sector amounts to two percent.

E-barometern has previously noted how major championships can benefit the sports and leisure sector, which was also the case in the second quarter and contributed to the sector growing by eight percent. The home electronics sector also received an extra boost from the soccer World Cup, ending up with growth of 10 percent.

During the quarter, there were also signs that Q-commerce is gaining traction in more sector. Rapid deliveries are now being offered in areas such as pharmacy and clothing, a development that may affect consumer expectations regarding deliveries in the future.

Overall, e-commerce continues to demonstrate strength in 2026. After two quarters of widespread growth, it remains to be seen whether the trend will continue for the rest of the year – and if 2026 could be a year in which all quarters and all sectors show positive growth.

Online pharmacies growing and broadening their offerings

The growth of online pharmacies is holding steady. After a strong start to 2026, sales increased by 13 percent in the second quarter of the year compared to the same period last year. According to Swedish online pharmacies Apotea and Meds, this growth is driven by factors including an increase in sales of goods for resale and prescription products.¹⁾²⁾ The fact that sales are increasing is positive for online pharmacies, particularly in view of the new rules for home delivery of medicines introduced in 2025. According to the rules, medicines must now be delivered straight to the consumer or in a multi-occupancy mailbox or mailbox adjacent to the home, a parcel locker, a distribution point or a pharmacy. The shipment must not be left easily accessible outside the door.³⁾

As the online pharmacy market grows and achieves a higher degree of maturity, it is natural for it to be more closely scrutinized. During the quarter, the Swedish Government tasked the Swedish Dental and Pharmaceutical Benefits Agency with reviewing the payment model for pharmacies⁴⁾ and developing monitoring of inventory and drug availability in

relation to both physical pharmacies and e-commerce.⁵⁾ The review could eventually have significance for the financial conditions of online pharmacies while also providing a clearer picture of how e-commerce contributes to drug availability. This reflects a broader development in the online pharmacy market, where, after several years of strong growth, market participants are facing increased regulatory focus, while competition is driving them to continue developing their offerings.

An example of a new offering this quarter is the fact that healthcare company Kry has become part of the existing collaboration between the pharmacy Doz Apotek and the delivery company Wolt. In areas where Wolt offers delivery from Doz Apotek, patients can therefore attend a doctor's appointment via Kry, order prescription medications from Doz Apotek and have them delivered to their home by Wolt within approximately 30 minutes.⁶⁾ The collaboration is a concrete example of how online pharmacies are developing their offerings by combining digital healthcare, medication orders and rapid delivery into a cohesive service.

13%

e-commerce growth
Q2 2026

Goods for resale and services

38%

Over-the-counter medicines

8%

Prescription medicines

54%

Sales in the outpatient market, e-commerce, Q2 2026

Source: Swedish Pharmacy Association/SA Service AB
Share of total sales, SEK.

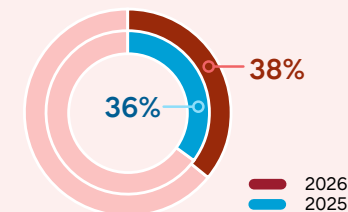


SEK 543

SEK +42 since last year

Average amount spent
online over last 30 days

Basis: Consumer, has shopped online,
average April – June



Percentage of e-commerce consumers
who made a purchase in the category

Basis: Consumers who have shopped online



Percentage of e-commerce consumers
who had their most recent purchase
delivered to a parcel locker

Basis: Consumers who have shopped online



Percentage of e-commerce consumers who had
their most recent purchase delivered to their home

Basis: Consumers who have shopped online

¹⁾ Apotea, July 2026 ²⁾ Meds, July 2026 ³⁾ Swedish Medical Products Agency, November 2025

⁴⁾ Ehandel, May 2026 ⁵⁾ Swedish Government, May 2026 ⁶⁾ Doz Apotek, April 2026

Building on a stronger foundation

The building products sector picked up the pace even further in the second quarter. Online sales increased by nine percent and both builders' merchants Bygghuset and BHG Group, which operates in e-commerce in the DIY and home furnishings sector, witnessed a sales increase.^{1,2} The record heat in the spring also boosted seasonal commerce. BHG Group singled out garden and outdoor products as drivers of development.

The labor market in construction is continuing to stabilize and according to job website Jobbsafari, the construction industry experienced some of the strongest growth in the labor market during Q1.³ Increased activity can also be seen in the housing market, which is positive for the building products sector. The new mortgage rules, with a higher mortgage ceiling and a relaxation of the stricter amortization requirement, are now in place, and in the first half of the year, nine percent more tenant-owned apartments and three percent more houses were sold than during the corresponding period in 2025.⁴ As several of the brakes that have held back the construction industry begin to be released, developments suggest that the momentum in the second quarter was not

only seasonal, but also reflects a gradually improving situation in the market.

Simultaneously with this improvement, the digital customer experience in the building products sector is continuing to develop, with AI taking on a more active role. During the quarter, Bygghuset introduced an AI service capable of accompanying the customer from planning and advice to making a purchase.⁵ This development shows how AI is moving from primarily supporting customer service to being integrated in additional steps in the purchase journey. This is of particular interest in the building products sector, where purchases are often complex and require detailed knowledge of materials, quantities and variants. By supporting the customer in more parts of the process, AI can lower the threshold for making more complex building products purchases online.

Additional positive market signals combined with new ways to simplify complex purchases point to continued momentum online. The building products sector is therefore embarking on the second half of the year with more favorable conditions to grow digitally.

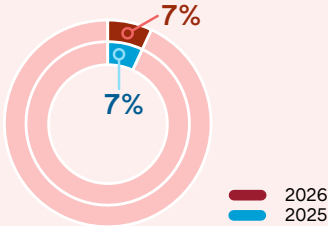


SEK 2 148

SEK +397 since last year

Average amount spent
online over last 30 days

Basis: Consumer, has shopped online,
average April – June



Percentage of e-commerce consumers
who made a purchase in the category

Basis: Consumers who have shopped online



Percentage of e-commerce consumers
who had their most recent purchase
delivered to a parcel locker

Basis: Consumers who have shopped online



Percentage of e-commerce consumers who had
their most recent purchase delivered to their home

Basis: Consumers who have shopped online

¹ Bygghuset, July 2026 ² Ehandel, August 2026 ³ Branschaktuellt, July 2026
⁴ Svensk Mäklarstatistik, July 2026 ⁵ Dagens Handel, May 2026

Customer experience meets passion for reading

The books and media sector showed a positive trend in the second quarter of the year, growing by two percent compared to the same period last year. This development points to an improved market situation, while sector market participants continue to develop their offerings and customer experiences to boost competitiveness. The positive trend is also confirmed in a separate survey by the Swedish Publishers' Association, which shows that sales in online bookstores and book clubs increased by almost 14 percent during the quarter after several years of decline.¹⁾

Swedish online bookstore Adlibris discontinued its Norwegian e-commerce operation in May due to lack of profitability.²⁾ In its remaining markets, the company introduced a new e-commerce system to optimize the customer journey from search to payment and to customize delivery options according to the individual customer's real-time needs. The hope is that this strategy will lead to more completed purchases, increased shipping revenue and fewer returns.³⁾

The sector is also working in various ways to increase the relevance of books in the competition for people's time and attention. Adlibris has highlighted the link between reading and well-being through its Shelf-Care initiative, for example. A survey by Verian on behalf of Adlibris shows that seven in ten Swedes feel better when they read and that four in five see reading as a form of mental recovery.⁴⁾ By highlighting the link between reading and well-being, the sector can increase the relevance of books and generate greater interest in reading, which in the long run can create opportunities for higher book sales.

Overall, developments show how the books and media sector is continuing to change, with its greater focus on enhancing the customer experience and establishing relevance throughout the customer journey. By simplifying the purchasing process, developing deliveries and adding value around reading, market participants can enhance customer relationships and create new opportunities for growth.



2%

e-commerce growth
Q2 2026

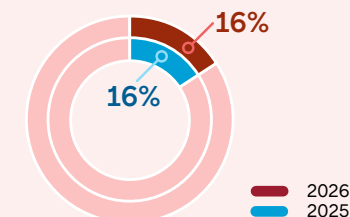


SEK 501

SEK -86 since last year

Average amount spent
online over last 30 days

Basis: Consumer, has shopped online,
average April – June



Percentage of e-commerce consumers
who made a purchase in the category

Basis: Consumers who have shopped online



Percentage of e-commerce consumers
who had their most recent purchase
delivered to a parcel locker

Basis: Consumers who have shopped online



Percentage of e-commerce consumers who had
their most recent purchase delivered to their home

Basis: Consumers who have shopped online

¹⁾ Swedish Publishers' Association, August 2026 ²⁾ Market, May 2026

³⁾ Ehandel, June 2026 ⁴⁾ Adlibris, May 2026

Lower VAT spices up grocery sector

The big topic of conversation in the sector this spring was the temporary reduction in VAT on food from 12 to 6 percent, which came into effect on April 1.¹⁾ The reduction likely contributed to growth in online grocery sales of ten percent during the quarter. However, price development is also affected by raw material, energy and transport costs, as well as exchange rates and the situation in the world.²⁾ For this reason, even though the VAT reduction has temporarily curbed the price level, it is not a given that the lower prices will remain in place for the rest of the year.

The major market participants continue to seek new paths to profitability. Despite the positive growth in the second quarter of the year, profitability remains a challenge in the online grocery sector, especially for pure-play online operators without physical stores. For example, online grocery store and food rescue service Matsmart found it necessary to bring in new capital during the quarter. The company is also leaving all markets outside the Nordic region to focus on its domestic markets.³⁾

A survey from retail sector magazine Market and the SEO agency Topdog shows that several leading grocery sector market participants are to some extent failing to adapt to AI-based search traffic.⁴⁾ This entails another challenge for a sector that already has tight margins. As more and more people use AI-based search services, consumers' methods of searching for products, comparing options and finding company websites are changing. Market participants that do not adapt to these new search behaviors risk forfeiting visibility and traffic to their websites.

The online grocery sector is continuing to grow, but the trend is placing ever higher demands on market participants. Pressure on profitability and changes in search behaviors mean that the ability to run an efficient operation while remaining visible where consumers conduct their searches and make purchases is becoming increasingly important.

10%
e-commerce growth
Q2 2026

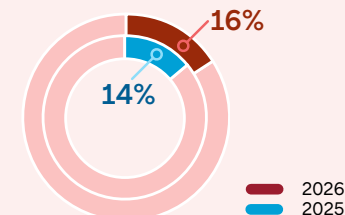


SEK 1 500

SEK -8 since last year

Average amount spent
online over last 30 days

Basis: Consumer, has shopped online,
average April – June



Percentage of e-commerce consumers
who made a purchase in the category

Basis: Consumers who have shopped online



Percentage of e-commerce consumers
who had their most recent purchase
delivered to a parcel locker

Basis: Consumers who have shopped online



Percentage of e-commerce consumers who had
their most recent purchase delivered to their home

Basis: Consumers who have shopped online

¹⁾ Swedish Tax Agency, February 2026 ²⁾ Swedish Food Retail Index, May 2026

³⁾ Di Digital, May 2026 ⁴⁾ Dagligvarusnytt, May 2026

World Cup fever boosted home electronics sector

The second quarter of this year involved positive development for the home electronics sector, resulting in growth of ten percent. A contributing factor was the soccer World Cup in the summer, which brought together many viewers in front of their TVs. The championship does not explain the entire increase, but the growth shows how clearly the sector can be influenced by external events. In Norway, for example, sales of projectors increased by around 500 percent in connection with the Norwegian national team's matches,¹⁾ and in Sweden, sales of televisions increased.²⁾

Furthermore, the market is being impacted by rising component prices and greater demand for memory and storage as increasing numbers of AI data centers are established.³⁾ In the long run, this can affect both prices and sales trends in the home electronics sector.

In a competitive market, companies are also looking for new ways to enhance

their offerings and margins. For example, Netonnet is investing in launching its own series of laptops,⁴⁾ which can provide greater control over purchasing and pricing. The need to boost competitiveness is particularly clear in light of the electronics tax increase at the turn of the year,⁵⁾ which increases costs for both businesses and consumers. Despite this, the home electronics sector continued to grow in the second quarter of the year.

The home electronics sector is clearly cyclical, and seasonal patterns as well as major events can have a major impact on sales. Next, the industry will be entering the third quarter, which is normally the stronger half of the sales year. This lays the foundations for continued growth, but also shows how dependent the market is on the external factors that drive demand. In this competitive environment, own brands and other ways to enhance the customer offering are becoming increasingly significant.

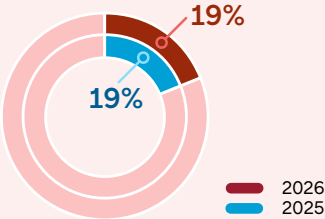


SEK 2 450

SEK +116 since last year

Average amount spent
online over last 30 days

Basis: Consumer, has shopped online,
average April – June



Percentage of e-commerce consumers
who made a purchase in the category

Basis: Consumers who have shopped online



Percentage of e-commerce consumers
who had their most recent purchase
delivered to a parcel locker

Basis: Consumers who have shopped online



Percentage of e-commerce consumers who had
their most recent purchase delivered to their home

Basis: Consumers who have shopped online

¹⁾ Ehandel, July 2026 ²⁾ Power Sverige, June 2026 ³⁾ Dagens industri, June 2026

⁴⁾ Ehandel, May 2026 ⁵⁾ Swedish Tax Agency, December 2025

Fashion competing beyond the garments

The positive development in online fashion retail continued in the second quarter, with sales increasing by five per cent. Footwear sales in particular grew significantly during the quarter.¹⁾

The positive trend can also be seen among several market participants in the fashion sector. Online fashion retailer Boozt continued to grow during the quarter, which the company partly attributes to a wider range and more brands.²⁾Ellos also took steps towards continued growth during the quarter through its plans for stock market listing, which is intended to strengthen the company's financial position and create scope for further expansion.³⁾

Rapid deliveries have long been associated with food and groceries but are now beginning to emerge in new areas of e-commerce. This development also reached fashion in the second quarter, when online fashion retailer Zalando

launched a partnership with Wolt for faster deliveries in selected markets.⁴⁾The collaboration also extends to Zalando's loyalty program, in which members of Zalando Plus get access to benefits via Wolt+.⁵⁾

It will be interesting to follow the role that new delivery methods play in fashion, especially because large parcel volumes are already moving both to and from the consumer. Later on in the report, we take a deep dive into the consumer's needs and requests when it comes to deliveries and returns. The flexibility to receive and return items in the right way and at the right time is crucial for the consumer.

Developments show how market participants in fashion are seeking competitive advantages in more and more parts of their offering. It is no longer just about what is sold, but increasingly a question of how the offering is packaged, delivered and made relevant to the consumer.



AI GENERATED

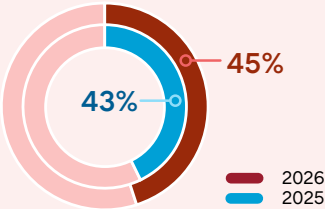


SEK 1 325

SEK +46 since last year

Average amount spent
online over last 30 days

Basis: Consumer, has shopped online,
average April – June



Percentage of e-commerce consumers
who made a purchase in the category

Basis: Consumers who have shopped online



Percentage of e-commerce consumers
who had their most recent purchase
delivered to a parcel locker

Basis: Consumers who have shopped online



Percentage of e-commerce consumers who had
their most recent purchase delivered to their home

Basis: Consumers who have shopped online

¹⁾ Style Index, July 2026 ²⁾ Boozt, August 2026 ³⁾ Ehandel, June 2026 ⁴⁾ Market, April 2026 ⁵⁾ Wolt, April 2026

Furnishing for continued growth

After a strong first quarter in 2026, the furniture and home furnishings industry continued to grow in the second quarter of the year. The sector grew by four percent compared to the second quarter last year. This development indicates that households are increasingly prioritizing consumption related to the home.

Their increased focus on the home may continue to bolster growth in the sector for the rest of the year. On April 1, the mortgage repayment requirement was eased while the requirement for a down payment was lowered from 15 to 10 percent of a property's market value.¹⁾ These changes lower the threshold for purchasing residential property, which is expected to contribute to both greater activity in the housing market and a continuation of the higher demand for furniture and home furnishings.

The second quarter is a key quarter for market participants with a broad range of outdoor furnishing items. Since sales depend on the weather and the

products are both bulky and capital-intensive, efficient inventory management is crucial.

Despite the quarter's meteorological and inventory-related challenges, growing confidence in the future is evident in the initiatives of companies in the sector: Hemtex is expanding its e-commerce operation to the German market,²⁾ BHG Group – which includes Nordic Nest and Svenssons – is investing in AI to enhance its product advice to customers³⁾ and Mio is reporting robust growth both online and in physical retail during its first year as a fully integrated chain.⁴⁾

The overall picture shows an industry that has left the recovery phase behind and is looking to the future. Improved conditions in the housing market, combined with companies' continued investments in AI and international expansion, suggest that the positive trend may continue into the second half of the year.

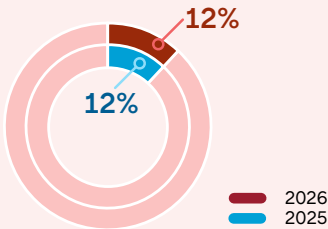


SEK 1 827

SEK +101 since last year

Average amount spent
online over last 30 days

Basis: Consumer, has shopped online,
average April – June



Percentage of e-commerce consumers
who made a purchase in the category

Basis: Consumers who have shopped online



Percentage of e-commerce consumers
who had their most recent purchase
delivered to a parcel locker

Basis: Consumers who have shopped online



Percentage of e-commerce consumers who had
their most recent purchase delivered to their home

Basis: Consumers who have shopped online

¹⁾ Government Offices of Sweden, March 2026 ²⁾ Market, May 2026

³⁾ Ehandel, May 2026 ⁴⁾ Market, April 2026

Beauty creates touchpoints early in the purchase journey

The beauty sector continues to be a strong performer in e-commerce, but the competition for consumers is stiff. In a dynamic market, the ability to quickly identify new behaviors, channels and opportunities is crucial for continued online growth.

With increasingly price-conscious consumers and a variety of options, market participants in the beauty sector are honing their growth strategies. The major market participants are holding their ground by turning up the heat on both the business and the offering. After a challenging period, beauty retailer Lyko is intensifying its focus on profitable growth, with its own brands assuming a more important role. During the quarter, own-brand sales increased by just over 23 percent.¹⁾ Beauty retailer Kicks is continuing to develop its offering, focusing on a wider range and better value for money.²⁾

Creating touchpoints with customers early in the purchase journey to spark their interest is something that several market participants in the beauty sector have focused on during the

second quarter. Communities and social commerce give market participants the opportunity to meet consumers in channels where they are already active. Lyko uses its own employees to create content and build community on social media,³⁾ while cosmetics retailer CAIA is focusing on establishing a presence directly in the chat feed through Snapchat's recently launched Sponsored Snaps.⁴⁾ Kicks is taking a different path, enhancing the guidance provided in its own channel instead. Together with beauty sector Software-as-a-Service company Revieve, Kicks is investing in AI-based skin analysis, makeup advice and virtual makeup testing.⁵⁾ The online store already plays an important role in the purchase journey in terms of both inspiration and product selection, something this investment builds upon.

So in the mecca of choice, competition starts long before the actual purchase takes place. By creating touchpoints at an early stage and then being present when inspiration transforms into product selection, market participants in the sector can continue to improve the conditions for online conversion.

N/A*
e-commerce growth
Q2 2026

AI GENERATED

*The Beauty sector does not have sufficient coverage to be able to define growth.

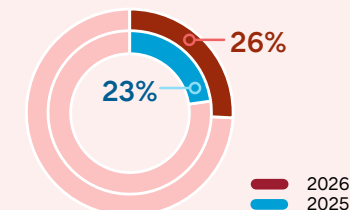


SEK 627

SEK +23 since last year

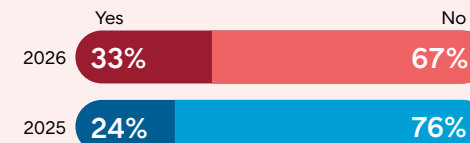
Average amount spent
online over last 30 days

Basis: Consumer, has shopped online,
average April – June



Percentage of e-commerce consumers
who made a purchase in the category

Basis: Consumers who have shopped online



Percentage of e-commerce consumers
who had their most recent purchase
delivered to a parcel locker

Basis: Consumers who have shopped online



Percentage of e-commerce consumers who had
their most recent purchase delivered to their home

Basis: Consumers who have shopped online

¹⁾ Lyko, July 2026 ²⁾ Matas, August 2026 ³⁾ LinkedIn, May 2026
⁴⁾ Ehandel, June 2026 / Resumé, June 2026 ⁵⁾ Market, June 2026

Community from the stands to the running track

The sports and leisure sector continued to grow sharply in the second quarter, with e-commerce increasing by eight percent. This development is aided by a growing interest in sports, with major championships in particular generating new sales opportunities. Several market participants state that demand for national team jerseys and footballs increased apace with the engagement surrounding the national team during the soccer World Cup.¹⁾ A championship is therefore not just a sporting highlight, but also an opportunity for retail to seize upon a temporary surge in demand.

The running trend continues to maintain a high pace, causing market participants in the sector to move up a gear and invest in the segment. Women's sportswear brand Aim'n has broadened its offering and expanded its range within running, for example.²⁾ During the quarter, outdoor clothing brand Revolutionrace acquired Icaniwill, the ambition being to accelerate the brand's international expansion.³⁾

The running trend can not only be seen in what is sold or in what market participants are investing in. Increasing numbers of people are joining running groups to train and be part of a community.⁴⁾ This growing interest has meant that running clubs have become a new forum for brands to meet consumers outside traditional stores. Several companies and profiles are building their own communities around running. For example, Icaniwill brings together runners in local running clubs through its Running Collective initiative.⁵⁾ Other brands are looking to communities that are already established. Stockholm Run Club is supported by Adidas Running and Red Bull Sweden, for example.⁶⁾

When training becomes more social, this creates new ways for retail to become part of the community surrounding sports. Through a community, even individual sports activities can become shared experiences, while new touchpoints between brands and consumers emerge.



AI GENERATED

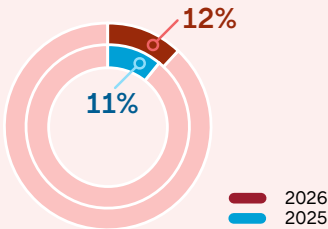


SEK 1 556

SEK +200 since last year

Average amount spent
online over last 30 days

Basis: Consumer, has shopped online,
average April – June



Percentage of e-commerce consumers
who made a purchase in the category

Basis: Consumers who have shopped online



Percentage of e-commerce consumers
who had their most recent purchase
delivered to a parcel locker

Basis: Consumers who have shopped online



Percentage of e-commerce consumers who had
their most recent purchase delivered to their home

Basis: Consumers who have shopped online

¹⁾ Market, April 2026 ²⁾ Aim'n, April 2026 ³⁾ Breakit, July 2026

⁴⁾ Sveriges Radio, March 2026 ⁵⁾ Icaniwill, August 2026 ⁶⁾ Instagram, August 2026

E-retailers weaving second hand into their business

Second hand has quickly gone from a niche to an established feature of e-commerce, a development primarily driven by consumer-to-consumer commerce, C2C. In the E-barometer Annual Report 2025, Sellpy, Tradera and Vinted were on the list of consumers' top ten favorite stores. The trend is also visible in parcel flows. In the second quarter, just over eight million second-hand parcels were sent, an increase of 36 percent compared to the same period in 2025.¹⁾ Now second hand is also taking up more space among established e-commerce market participants, something that E-barometer takes a closer look at in this report.

Stepping into the second-hand market involves choices regarding everything from business models to logistics flows. Ikea launched its own marketplace for second-hand Ikea products at the beginning of the year,²⁾ while Kappahl boosted its presence in the second-hand market by acquiring the Arkivet second-hand chain.³⁾ Others are heading down this route via established platforms. Adoore and Gina Tricot offer Pre-Loved via Tradera, thus being able to meet the demand for second hand without

building their own platform.⁴⁾⁵⁾ A more mature second-hand market provides additional avenues for e-retailers wishing to supplement their existing business with second hand.

Navigating among second-hand items can be a complex process, as each item is unique and factors such as condition, age and price complicate comparisons. Tradera has opened its platform to AI agents during the quarter via an AI-adapted API.⁶⁾ Even though AI search is still in its infancy, this type of solution can eventually make it easier for the consumer to navigate among a growing selection.

Second hand is in itself nothing new – the market is long established, both between consumers and in physical stores. What's changing is that second hand is increasingly becoming part of traditional market participants' business, as more and more of them identify opportunities in the substantial product flows already circulating between consumers. When further market participants find ways to enter the market, it will be particularly interesting to follow developments.



AI GENERATED

*The second-hand sector does not have sufficient coverage to be able to define growth.

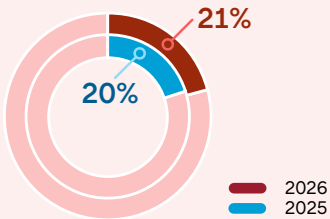


SEK 934

SEK +32 since last year

Average amount spent
online over last 30 days

Basis: Consumer, has shopped online,
average April – June



Share of
e-commerce consumers
who bought second hand

Basis: Consumers who have shopped online

Most common sectors for
second-hand purchases

1	Clothing and footwear	44%
2	Furniture and home furnishings	18%
3	Home electronics	16%

Basis: Consumers who have shopped online

¹⁾ Parcel Index Q2, September 2026 ²⁾ Ikea, January 2026 ³⁾ Kappahl, June 2026

⁴⁾ Tradera, August 2026 ⁵⁾ Tradera, August 2026 ⁶⁾ Dagens Handel, May 2026

Factors shaping the next chapter of e-commerce

See future
e-commerce scenarios

E-barometern has predicted the development of e-commerce for several years, but the future has rarely been as difficult to predict as it is today. The economy and the situation in the world can rapidly change the game. New technology and the shift of e-commerce towards new markets also

impact developments. For e-retailers, it is therefore increasingly important to understand what can drive development forward – and what can slow it down. Below we highlight some of the factors that may be of significance for the development of e-commerce in 2026 and 2027*.

Situation in the world

Despite the situation in the world, households have greater confidence in the future and their view of their personal finances has returned to a normal level.¹⁾ Rising real incomes and lower taxes also provide more scope for consumption, which suggests that both consumption and e-commerce will shift up a gear in the future. A deteriorating situation in the world and rising costs can, however, rapidly make households more cautious again.

Scope for consumption and confidence in the future

Inflation

The low level of inflation gives households more money to spend and generates momentum for e-commerce. As the effect of factors including the halving of VAT wears off, inflation is expected to rise, while higher shipping and purchasing costs may put pressure on e-retailers' margins. However, the rise in inflation is expected to be moderate. Household purchasing power may therefore continue to improve and support the recovery of e-commerce in the coming years.

Household purchasing power

Rising real salaries are boosting household purchasing power, but high unemployment means the recovery has not yet reached everyone. Currently, unemployment is expected to decrease gradually in 2026 and 2027.²⁾ providing more scope for household consumption. This suggests stable and broad recovery that will give e-commerce momentum, especially in more cyclical product categories.

E-commerce share

E-commerce currently accounts for about 15 percent of retail, but in several sectors, there is still potential to win more ground online. One example is the grocery sector, which accounts for 42 percent of total retail sales³⁾ but only 4.2 percent of online sales. This means that even a small shift from physical stores to e-commerce would give a significant boost to overall e-commerce growth.

International trade

In July 2026, international trade in small parcels decreased by about 70 percent due to changes in customs regulations,⁴⁾ but how this will develop going forward depends, among other things, on how consumers and foreign market participants adapt. The changes can make Swedish market participants more competitive, especially in the low-price segment, which can steer some of the trade towards the Swedish market. In the long run, foreign market participants can adapt by moving warehouses and distribution to the EU, which can mitigate the effect of the new customs regulations.

The shift in e-commerce

Second hand

The second-hand market continues to grow, but a large proportion of sales takes place between consumers and therefore falls outside the scope of e-commerce sales*. How much the growth benefits e-retailers is therefore determined by whether they succeed in making second hand a profitable part of their business. When more e-retailers integrate second hand, the market can broaden and Swedish e-commerce can take a larger sales share. However, this growth is expected to be gradual, and how large an impact second hand will have on e-commerce sales up to and including 2027 depends on how quickly e-retailers manage to take a larger share of the market.

AI in commerce

The use of AI in Swedish e-commerce is still limited, but developing rapidly. Agentic commerce may change how consumers find, compare and purchase products. The major shift, however, will happen when AI agents can complete the entire purchase. How quickly this gains traction depends on technological development and on how confident consumers feel about entrusting purchases to an AI agent. When a purchase can be completed without visiting the e-retailer, competition for both traffic and sales changes.

Technological development

¹⁾ National Institute of Economic Research, August 2026 ²⁾ Retail Outlook report, June 2026

³⁾ Handelsfakta, June 2026 ⁴⁾ Sveriges Radio, August 2026

*Online purchases from abroad and circular e-commerce among consumers are not included in the growth in sales outlined in E-barometern.

Future scenarios: 2026–2027

E-commerce development, index 2019=100**. Current prices



Consumers become more optimistic

Eight in ten consumers believe that their personal finances will remain unchanged or have improved in 12 months' time¹⁾

Second hand slowly but surely takes up more space

Sales of second-hand fashion are expected to amount to SEK 20 billion in 2034 compared to SEK 4.7 billion in 2024.²⁾ However, the growth is gradual and is expected to make a limited contribution to e-commerce growth up to and including 2027

International markets show potential of e-commerce

If Sweden achieves the UK grocery sector's e-commerce share of around 10 percent, Swedish online sales of groceries would more than double³⁾

AI is developing, but when will agentic purchasing make its breakthrough?

AI agents cannot yet complete online purchases for consumers, but one in five consumers is positive towards letting them do so³⁾

E-commerce has broken records – now the focus is on the future

The future scenarios indicate two possible paths for e-commerce that can support companies as they plan for the 2027 budget year. They show how changes in the world can create different conditions for the development of e-commerce and the forces that can make growth accelerate or slow down.

In 2025, e-commerce surpassed the sales record set in the 2021 pandemic year. E-commerce has therefore entered a new phase. The question is no longer when e-commerce will surpass the

pandemic years, but rather how fast it can grow from this point on.

The stronger starting position provides a more positive picture of the years ahead, and both scenarios point to more robust growth than in previous forecasts. In the optimistic scenario, e-commerce could surpass 200 billion Swedish kronor in sales before 2030, while the more cautious scenario also points to continued growth but at a slower pace.

A lot depends on how household finances and the situation in the world develop. Stronger household finances and fiscal stimuli are already providing momentum in retail and are expected to further boost consumption in 2027. This can give e-commerce an extra lift in cyclical sectors such as furniture and home electronics. Geopolitical escalation can instead subdue consumption, even if the possibility of comparing prices and finding offers may benefit e-commerce. This means that the future development of e-commerce will be

determined by how scope for household consumption and the situation in the world develop.

The e-commerce playing field is also about to change. New conditions for international discount retail may impact competition and where Swedes choose to make purchases, while AI may change both the purchase journey and the way e-retailers operate. This not only affects market growth, but also which market participants benefit from it. Both scenarios are based on

the assumption that agentic commerce – in which AI autonomously makes purchases – will not have such a major impact during the forecast period that it fundamentally changes e-commerce development.

The scenarios do not provide the final outcome, but rather two possible market conditions to plan for. They help e-retailers test their budgets for 2027 and plan sales, inventory, marketing and investments. The aim is to be better equipped, whether the growth takes off or proceeds at a more cautious pace.

¹⁾ National Institute of Economic Research, August 2026 ²⁾ Svenskt Mode 2025, December 2025

³⁾ AI implementation in retail, June 2026

*Projected figure

**E-barometer's future scenarios take 2019 as the baseline year for e-commerce development. The comparison year is used to provide a picture of growth during and after the pandemic.

***Example calculation based on the e-commerce sales of the grocery sector in 2025. The size of the market remains unchanged. Source: E-barometer Annual Report 2025, Statista, March 2026

Scenario 1: Next growth wave

A new normal and greater confidence in the future create conditions for the positive growth in e-commerce to continue. With fewer international parcels and more second hand from established e-retailers, e-commerce is heading towards the next growth wave.

In the first scenario, e-commerce is forecast to grow by ten percent in 2026 and nine percent in 2027. In absolute numbers, this means that the market will hit approximately 183 billion Swedish kronor in 2027 and could exceed 200 billion Swedish kronor before 2030. This is a higher growth rate than for retail as a whole,¹⁾ which means that e-commerce continues to gain market share and that the e-commerce share is estimated to increase from 15 to 17 percent by 2027.

Scenario 1 is based on the assumption that consumers have largely adapted to a new normal. The economic and geopolitical uncertainty remains, but does not have such a powerful impact on consumption as before. Rising real salaries, greater confidence in the future and fiscal measures also create more scope for consumption and when the economy turns a corner, household willingness to consume also increases. This opens the door for a portion of household savings, which have increased significantly in recent years, to once again be used for consumption, strengthening the market further.

The stronger demand is also supported by a change in competition from abroad. In

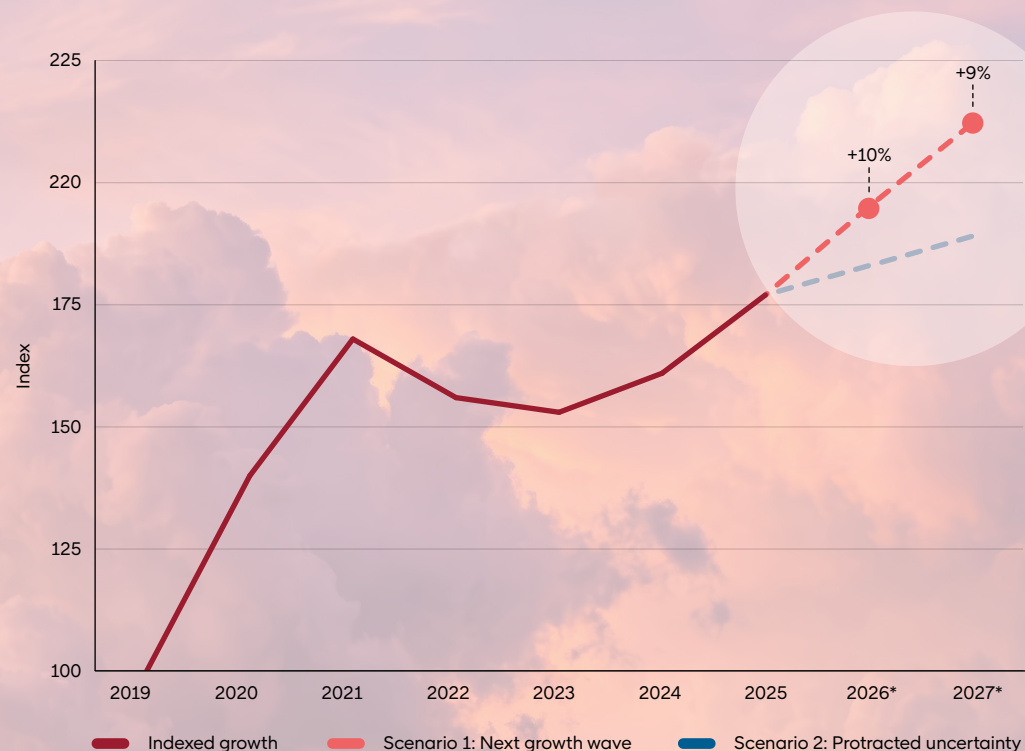
the first month of the new customs duties on small parcels from outside the EU, the number of parcels decreased sharply compared to the same period last year.²⁾ In this scenario, the duties are assumed to steer some of the consumption away from foreign market participants and towards Swedish e-retailers, especially in sectors such as clothing and footwear and the low-price segment.

At the same time, second hand is starting to take up more space in the established e-retailers' offerings. This breakthrough is expected to be limited until 2027, but when more e-commerce market participants combine new and second hand offerings, this may in the long run broaden the range, create more purchase opportunities and drive growth.

Overall, greater purchasing power, less competition from foreign market participants in the low-price segment and a broader range of offerings among Swedish e-retailers lay the foundations for e-commerce to once again grow substantially faster than the retail sector as a whole and head towards a new growth wave.

E-commerce takes the next step in its growth

E-commerce development, index 2019=100**. Current prices



*Projected figure

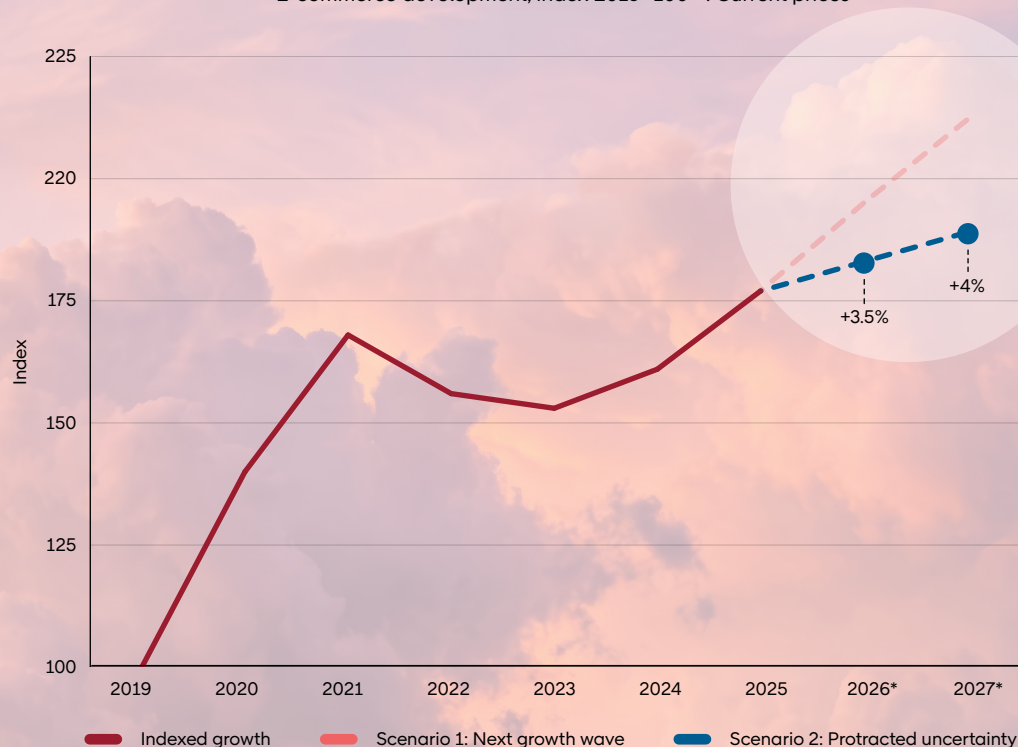
**E-barometer's future scenarios take 2019 as the baseline year for e-commerce development. The comparison year is used to provide a picture of growth during and after the pandemic.

¹⁾ Retail Outlook report, June 2026

²⁾ Sveriges Radio, August 2026

E-commerce continues to grow – but at a slower pace

E-commerce development, index 2019=100**. Current prices



*Projected figure

**E-barometern's future scenarios take 2019 as the baseline year for e-commerce development. The comparison year is used to provide a picture of growth during and after the pandemic.

Scenario 2: Protracted uncertainty

When the situation in the world worsens, the recovery phase loses momentum. E-commerce continues to grow, but is driven by the hunt for lower prices rather than greater demand. The upturn is delayed until after 2027.

In the second scenario, e-commerce develops more cautiously. Even though households have accustomed themselves to a turbulent world, geopolitical and economic uncertainty continue to affect consumption. The increase in consumption seen in 2026 is losing momentum and recovery is being postponed.

In this scenario, e-commerce is expected to grow by 3.5 percent in 2026 and 4 percent in 2027. The strong start to 2026 supports growth during the year, but after the previous year's sharp increase, the market faces high comparison figures and is therefore not expected to achieve a new double-digit increase. The scenario is based on disruptions in crucial trade routes and energy flows driving up costs and increasing the risk of higher interest rates. This in turn leads to subdued confidence in the future among Swedish consumers and companies.

Greater uncertainty and the risk of higher interest rates are slowing down the housing market, dampening demand for major purchases for the home. This hits capital-intensive sectors such as furniture,

home electronics and building products particularly hard. However, the needs-driven sectors stand steadier, particularly the pharmacy sector, which continues to grow online.¹⁾

Despite a weaker economic climate, e-commerce is expected to grow more robustly than physical retail. When households tighten their purse strings, e-commerce benefits from the ability to compare prices, offers and ranges. The hunt for lower prices also has a downside for Swedish e-commerce. When consumers look for less expensive alternatives, a larger portion of consumption goes to foreign market participants and second hand, which are not included in E-barometern's sales growth. This holds back the growth of Swedish e-commerce.

The economic upturn will only become more apparent after 2027. Even in this scenario, e-commerce continues to drive retail development. The market is expected to hit around 164 billion Swedish kronor in current prices in 2027, not crossing the 200-billion kronor threshold until after 2030.

¹⁾ Retail Outlook report, June 2026

Reviews guide product choices

The purchase journey has changed, with Swedish e-commerce consumers using an increasing number of channels to provide support and inspiration throughout the purchase journey, where social media and AI have become new elements supplementing traditional search methods. [E-barometer's Annual Report 2025](#) showed that consumers perceive the greatest benefit from AI early in the purchase journey – which includes providing inspiration, assisting in product comparisons and helping them choose the right product. However, it has not yet made a full breakthrough in terms of actual behavior. In practice, consumers still use traditional search methods when initiating their purchase journey.

The need for guidance is clear: more than nine in ten use some form of support to choose the right product when making purchases in an online store. However, consumers are still used to starting the purchase in traditional channels, such as online stores and search engines on the internet.

The choice of e-retailer or brand seems to precede the more active product search in many cases. Just over half of consumers go straight to the brand's

own online store to get inspired, discover products and choose the right product. External channels such as search engines and review websites are instead used mainly for product and price comparisons.

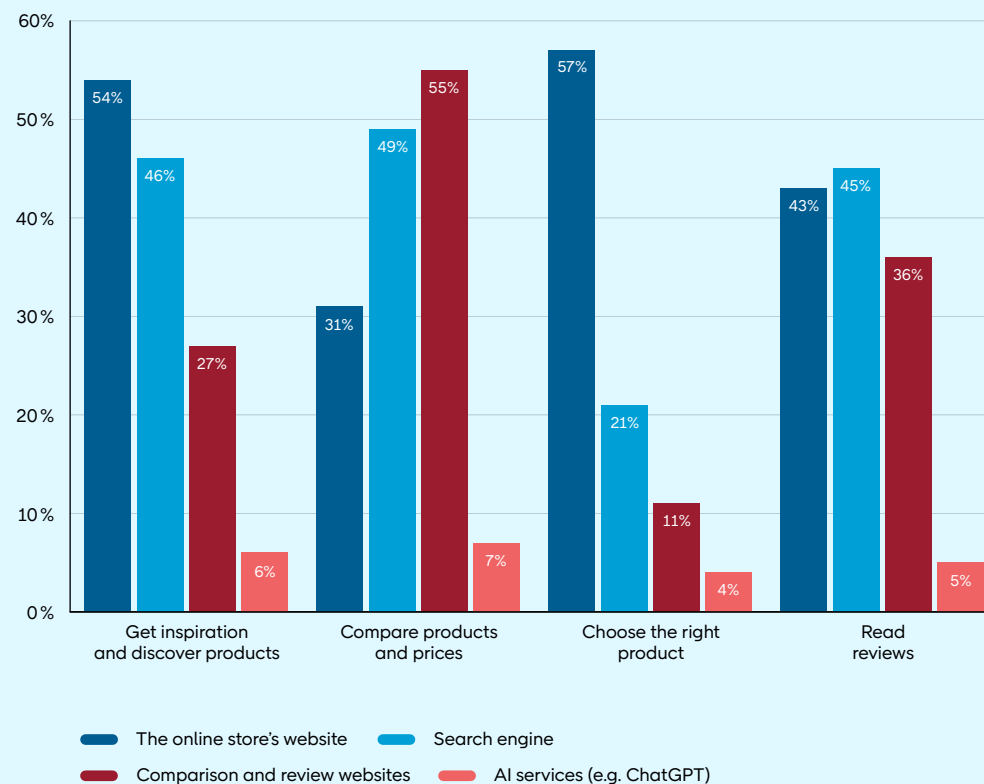
Other customers' experiences carry a lot of weight for Swedish consumers. Half of them report that customer reviews provide the most crucial support for choosing the right product and they look for reviews on both the e-retailer's website and via search engines. Relevant and credible reviews on the product page are crucial in terms of the consumer proceeding to purchase.

Human guidance is therefore still important when assisting the consumer in choosing the right product, despite the expansion of AI-driven alternatives. Customer reviews are useful from several perspectives, as they provide valuable context about products and brands for the consumer – but also for AI. When AI plays a larger role in the purchase journey, the context may become increasingly important for e-retailers wishing to increase their brand visibility and relevance.

50%

see customer reviews as providing the most crucial support for choosing the right product*

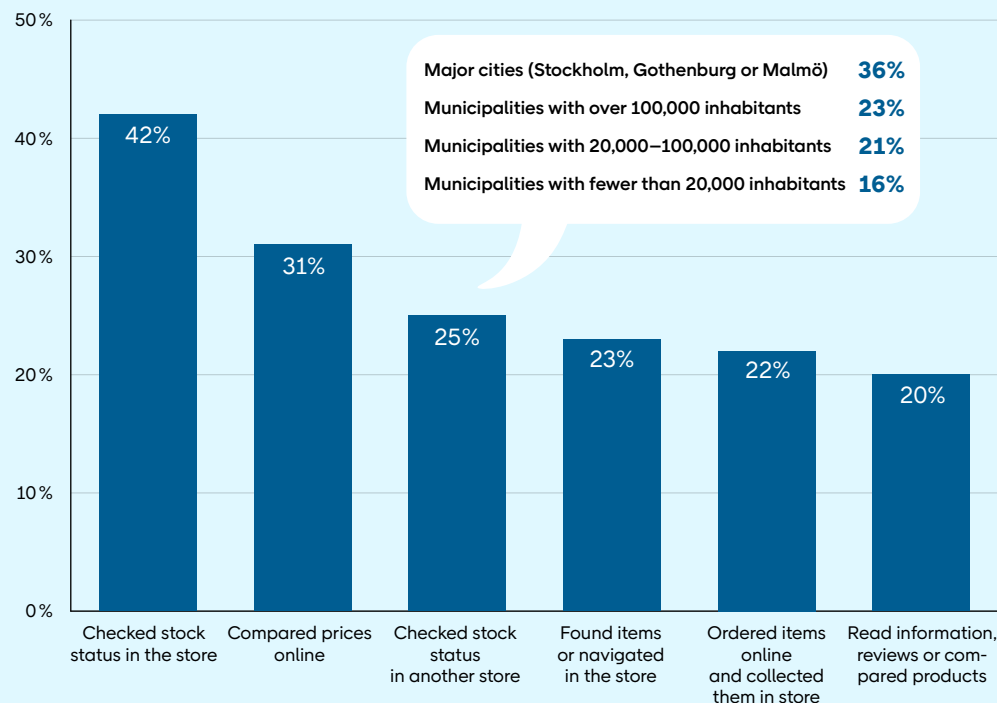
Consumers' choice of channel to...



Basis: Consumer, has made online purchases

*Basis: Consumers who have shopped online

Use of the store's app or website in a physical store



71%

have at some point used the store's app or website in a physical store*

The app – digital support between the shelves

Digital aids such as apps and websites are not only used by e-commerce consumers, they also complement and facilitate the purchase journey in physical stores.

Seven in ten consumers have at some point used the store's website or app during a store visit, for example to check whether items are in stock, compare prices or navigate in the store. Checking stock status is particularly common – four in ten have done this in the store they were in. Digital services become an extension of the service provided in the physical store, allowing the consumer to quickly and frictionlessly meet their needs themselves without interacting with store staff.

Consumers in larger cities and municipalities use digital services in stores to a greater extent than those in other parts of Sweden. Eighty-two percent of consumers in major cities have used the store's app or website in store compared to 67 percent in municipalities with fewer than 20,000 inhabitants. The difference is particularly evident when it comes to checking whether items are in stock in

other nearby stores, which consumers in large cities frequently do if there are a large number of stores and major flows of customers. The retail offering in the specific location also creates different conditions for digital behavior. For example, brand-specific apps are perceived as more useful in towns and cities where there are many stores and chains.

The challenge for e-retailers lies largely in the technical aspects, including ensuring that information on stock status, prices and products is constantly updated and correct. H&M^{1) 2)} and Stadium³⁾ are examples of market participants that use RFID technology** to gain better control over goods and inventory flow and thus more accurate information on availability.

The app and the website serve as a bridge between the digital and the physical store. Since many consumers move between both channels and use them simultaneously during their store visit, it is important that the offering is consistent throughout the entire purchase journey.

Basis: Consumers who have shopped online

*Basis: Consumers who have shopped online

**RFID (Radio Frequency Identification) is a wireless technology for identifying, tracking and storing data using radio waves. The technology makes it possible to read off information without direct physical contact.

¹⁾ Market, May 2026 ²⁾ Market, March 2025 ³⁾ GS1, November 2024

The right payment options more important than the most

The three most important characteristics at the time of payment remain the same as last year. Consumers want to recognize the payment service provider, be able to choose between several payment options and avoid registering or becoming a member. This year, recognition is in the top spot, and both recognition and choice have become more important for consumers over time. More than every other consumer demands this, demonstrating a growing need for security and flexibility in payment.

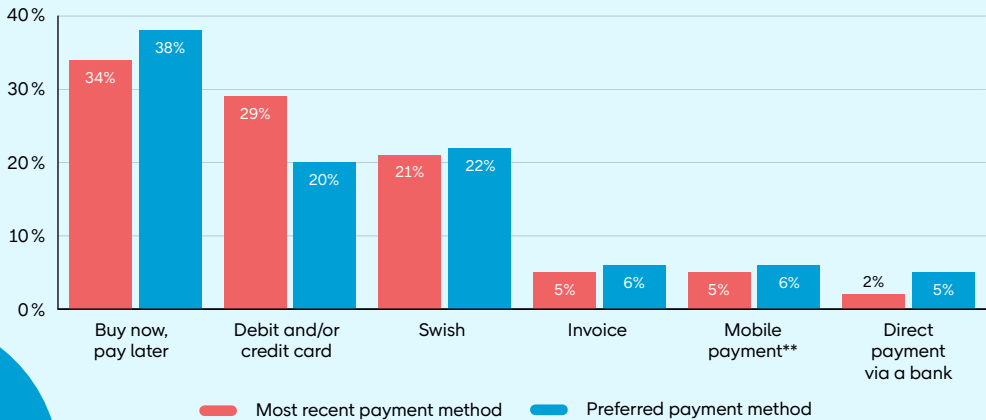
Consumer payment habits are gradually changing. Mobile payment solutions still account for a relatively low proportion of payments in e-commerce, but are slowly but surely growing in terms of actual use and preference. Physical retail is further along in its development. According to Swedish central bank the Riksbank, 18 percent of consumers used mobile payment** for their most recent purchase in a physical store in 2025.¹⁾ It is mainly younger consumers who

are driving interest in newer payment methods. Among 18–29 year olds, 37 percent prefer Swish compared to 15 percent among the oldest consumers. The differences between the generations highlight the importance of choice at checkout: 36 percent of those who abandoned a purchase did so because their desired payment method was missing. It is therefore crucial to keep up with new payment preferences so as not to lose consumers at checkout.

The payment experience is often a balancing act between choice and recognition. Different consumers prefer different payment options and would ideally like their favorite to be available at every checkout. On the other hand, too many payment methods or unknown ones are viewed as a major obstacle. It is not a question of offering the most choices, but about offering and presenting the right choices for the target group.

36%
of those who abandoned
a purchase did so
because their preferred
payment method
was missing.*

Consumers' most recent payment method compared to the preferred one



Basis: Consumers who have shopped online
*Basis: Consumer, has abandoned an online purchase in the last year
**Mobile payment solution, e.g. Apple Pay, Google Pay or Samsung Pay

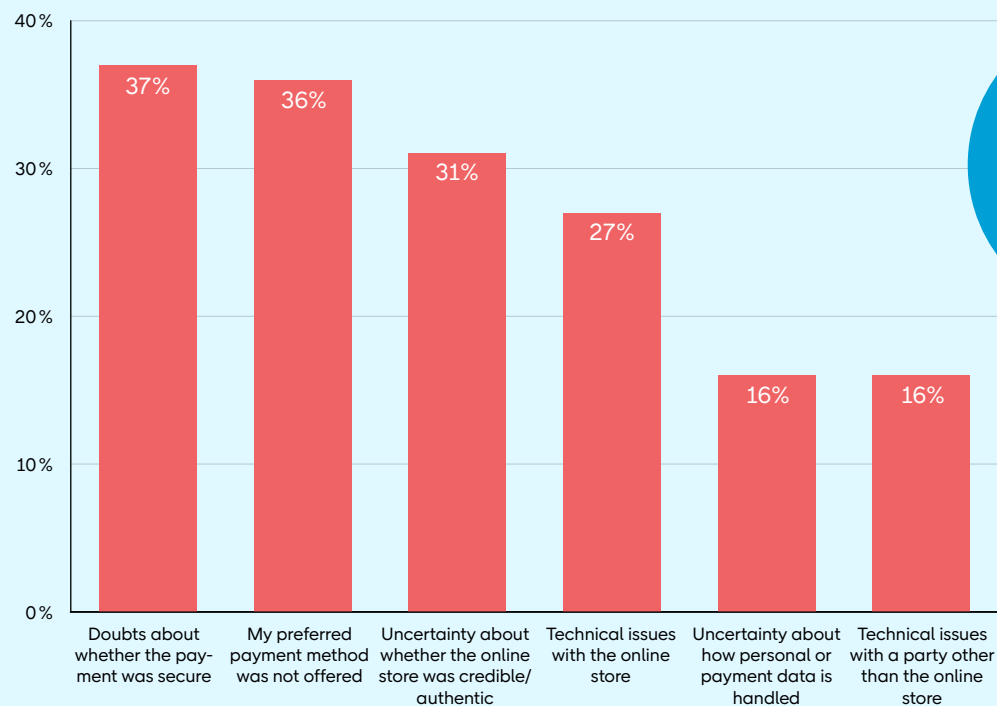
Key aspects of payment

	Q2 2026	Q2 2025
 Recognizing the payment service providers	54%	49%
 Being able to choose between several different payment options	54%	45%
 Not having to register/ become a member	45%	45%

Basis: Consumers who have shopped online

¹⁾ The Riksbank, 2025

Problems or uncertainties related to payment



Basis: Consumer, has abandoned an online purchase in the last year

*Basis: Consumers who have shopped online

If security is in doubt, the purchase is abandoned

Almost four in ten consumers have abandoned a purchase in the past year due to problems or uncertainty related to payment. The most common reasons are lack of security and the preferred payment method being missing.

The consumer's sense of security is at least as important as the payment working in purely technical terms. The purchase not feeling secure at the payment stage is actually the most common reason for abandoned purchases today. Thirty-seven percent of consumers who abandoned an online purchase report feeling unsure about the security of the payment, while 31 percent reported doubting the online store's credibility in general.

According to FI (Finansinspektionen – the Swedish government authority tasked with monitoring the financial market), payment fraud is a significant challenge, and new technologies such as AI give scammers new opportunities to operate on a large scale.¹⁾ An example of how such fraud can manifest is Lindex, which in 2025 was the subject of fake advertisements and online stores pretending to belong to the company.²⁾ In an environment where fraud is becoming

increasingly difficult to detect, the sense of security and credibility gains in significance for the consumer's decision to make a purchase. Labels such as Trygg E-handel (Safe e-commerce)³⁾ can serve as a clear security signal in this respect.

Technical friction is also a challenge – from several perspectives. When the payment lags or doesn't work as expected, the payment flow is not only more complicated – it can also generate a sense of uncertainty. For one in four consumers, technical problems with the online store were behind the abandoned purchase.

In an age when security is particularly relevant, it is increasingly important for e-retailers to have the basics in place. The most common barriers to purchase consist of not meeting basic hygiene criteria in the payment experience – that is, not ensuring that the online store feels secure, payment works as expected and relevant options are available. If any of these elements fail, this may also impact confidence in the online store. A well-functioning checkout is therefore not only important from a usability perspective, but is also an important sign of security and credibility.

¹⁾ FI, June 2026 ²⁾ SVT Nyheter, October 2025

³⁾ Svensk Handel, September 2026

Verification crucial for a secure checkout

Consumers value payment solutions that they recognize, trust and feel give them control over the payment. Verification is crucial to a sense of security at checkout. Six in ten consumers state that this is the most important factor in terms of them feeling secure when making purchases online. Admittedly, verification adds an extra step to checkout, but all friction doesn't need to be negative. On the contrary, when friction serves a clear purpose in the form of security, it can feel reassuring and welcome.

Swish is perceived as one of the most secure payment options, with almost half of consumers viewing it as very secure. This shows how recognition combined with clear verification create a sense of security in the payment step. The buy now, pay later payment solution is also perceived as very secure. In the case of this solution, the opportunity to postpone payment until the item has been delivered contributes to the sense of security; here too, third-party verification

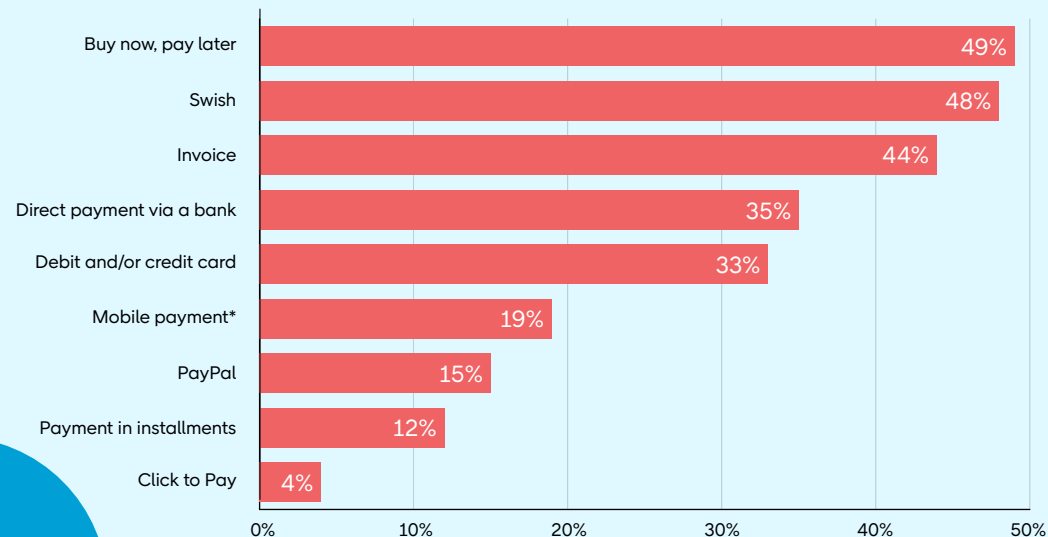
is usually required. Despite the payment options being different in nature, the sense of security is crucial to both.

As previously mentioned, security at checkout is not solely based on the payment solution itself. Almost four in ten consumers also highlight the credibility of the online store as a key factor. This shows that the consumer makes an overall assessment, with verification, payment service provider and the credibility of e-retailer together shaping the perception of a secure purchase.

The consumer moves between online store, payment provider and verification, but expects a seamless flow without technical gaps. It is more important than ever for payment providers, verification providers and e-retailers to work together and jointly establish security throughout the checkout – if a link in the chain breaks, it risks affecting the security of the entire experience.

19%
increase in Swish
compared to 2019*

Perceived security among consumers



Basis: Consumer, has shopped online. Only response option: very secure.

Most important factors for ensuring a secure checkout

1. That the payment requires verification, e.g. via BankID or Freja eID **61%**
2. That there are payment options I recognize and trust **57%**
3. That the online store feels credible and authentic **39%**

Basis: Consumers who have shopped online

*Basis: Consumers who have shopped online

Seamless retail places new demands on payment

The line between e-commerce and physical store is becoming increasingly blurry. Consumers expect to be able to make online purchases, collect or return items in store and have a seamless purchase experience regardless of channel. This entails new payment requirements for retail, which must be both simple for the customer and secure for the retailer. According to Tobias Lindh, Managing Director of Adyen in the Nordics and Baltics, development is being driven by data and AI that can make payments more relevant, reduce fraud and create a more seamless customer journey.

“The customer journey can be made much smoother without compromising security.”

The way we make online purchases has changed. According to Tobias Lindh, more than 60 percent of e-commerce today takes place via mobile, where mobile-optimized payment methods such as Swish, Apple Pay and Google Pay have made it easier to complete the entire purchase. But a smooth checkout is not just about speed. The payment methods must also fit the customer and the purchase situation.

“The biggest source of friction we see is that the customer isn’t offered

the payment method that suits them,” says Tobias. “That’s why it’s crucial to understand which industry you’re in and what type of product the customer is buying.”

The order value also matters. For larger purchases, BNPL (Buy Now Pay Later) or credit card might be better, and for smaller purchases, Swish or debit card. Purchasing furniture with a long lead time is a clear example. The customer does not necessarily want to pay the full amount before their item has been delivered. If instead the same



Tobias Lindh and Adyen

Tobias Lindh is CEO of Adyen in the Nordics and the Baltics and has worked with payments since 1997. He was among those who launched the company’s Nordic operations in Stockholm in 2012.

Adyen offers a unified payment platform for both e-commerce and physical stores. The platform includes payment management and card processing. Unified commerce allows payments and transactions to be linked between the retailer’s digital and physical channels.

3%

of users account
for 50% of the total
e-commerce
refund amount

5%

of users cause
41% of all
fraud cases

5%

of users account
for 58% of total
fraud amounts in
e-commerce

Source: Adyen.com

customer makes a smaller purchase from the same company, speed and simplicity may weigh more heavily. The trend is therefore shifting towards more dynamic payment flows.

"Instead of showing the same list of payment methods to all customers, the checkout can be customized according to product, amount, market and customer behavior, for example," explains Tobias.

There is also a financial trade-off for the retailer. Payment methods have different fee models and impact conversion in different ways. A digital service with a very high margin can more easily carry a higher transaction cost if the payment method simultaneously drives conversion. In home electronics, order values are often high and margins are lower. In the case of such products, both payment costs and the risk of fraud become more important. Tobias therefore thinks it is important for the retailer to carefully consider all the factors.

"So you need to ask yourself: what's important to me as a retailer?" he says. "Where's my sweet spot?"

The choice of payment solution also impacts how well the customer journey functions between different channels. Digital and physical commerce are increasingly merging, and with unified commerce, both the purchase and payment can follow the customer between e-commerce and the physical store.

"The major trend now is for e-commerce

and the physical store to become increasingly integrated," says Tobias.

An area in which Tobias sees a distinct change is how the line between e-commerce and physical store is gradually blurring. Where consumers are concerned, the channel in which the purchase is made is becoming less relevant. Instead, many people expect to be able to move seamlessly between different touchpoints: from online purchase to collection, return or service in store.

For the retailer, it is a question of linking together the e-commerce system, point of sale system and payment system so that the customer can move between channels without the purchase needing to be dealt with as separate transactions. An online purchase, for example, can be collected or returned in store, while the same payment and transaction accompany it throughout the entire flow.

"This blurs the lines between e-commerce and the physical store," explains Tobias. "You can buy online and return in store but still get a refund for the same transaction."

This process becomes particularly clear with returns. The refund can be made via the same payment method used for the purchase, even if the item is returned in a different channel. This also applies to partial refunds, partial returns, when only part of the order is returned.

"If the customer has bought three items and returns two, you can issue the refund for that item only and via the same payment method used for the purchase," says Tobias.

According to Tobias, these developments involve much more than smoother returns. When the different retail systems are integrated, companies gain a better overall picture of the customer and can create a more cohesive purchase experience. He also sees how many e-commerce companies are establishing their own physical stores, while traditional retail chains are continuing to digitize both sales and payments. Even in physical retail, self-service solutions and contactless payments are becoming increasingly common. The result is that the differences between physical stores and e-commerce are becoming less distinct and that retail is increasingly viewed as a cohesive experience rather than separate channels.

In other words, the basic principle is that a refund should be issued via the same payment method used for the purchase, and preferably as quickly as possible.

"Returns are super important because everyone wants them to be as smooth as purchases and preferably take place as quickly as possible," says Tobias. "Because if you don't handle it correctly and offer a quick and simple solution, it can create quite a bit of badwill."

Three payment trends to keep an eye on

Mobile continuing to dominate

More than 60 percent of e-commerce transactions take place via mobile according to Tobias Lindh. Mobile-optimized payment methods such as Swish, Apple Pay and Google Pay make it easier to complete the entire purchase on a mobile device.

Checkout becoming more dynamic

The product, amount, market, cost and risk can affect which payment methods the customer encounters and how they are presented.

AI impacting both conversion and risk

Scammers use AI to automate attacks. At the same time, payment service providers use the technology to detect fraud, reduce false positives and make the checkout process smoother for legitimate customers.

Facts about payment-security

3D Secure (3DS) is a security layer for online card payments used to verify that the person making the purchase is actually the cardholder. It is the technology behind services such as BankID, banking apps, SMS codes or biometric identification.

Source: Adyen.com

PSD2 (Payment Service Directive 2) is a directive that aims to promote modern digital payment services and create a more secure environment for consumers. The requirement for Strong Customer Authentication, SCA, is part of PSD2 and was introduced to make online payments more secure and prevent fraud.

Source: EU Commission

The same requirement for convenience applies to security. The e-retailer must therefore be able to prevent fraud without making the checkout unnecessarily complicated for legitimate customers. An effective way to prevent money laundering is for payments and refunds to take place in the same way.

“Let’s say you receive a payment from a customer with one payment method and handle returns with another,” explains Tobias. “This opens up the possibility of a lot of problems behind the scenes, including high transaction costs.”

Systems such as 3D Secure, 3DS, are used for card payments to verify that the correct person is making the purchase. 3DS is used to meet the requirements for Strong Customer Authentication, SCA, as stipulated by the EU’s second Payment Services Directive, PSD2. The security layer can create extra friction at checkout, but newer 3DS flows have made authentication a significantly smoother process than before. But customers’ attitudes have also changed, according to Tobias Lindh.

“Before, they could get more irritated about verification,” says Tobias. “I think people are more aware of the need for security today.

The problem arises when the risk system becomes too strict.” False

positives mean that legitimate transactions are stopped because they are incorrectly assessed as suspicious. According to Adyen’s global data, up to nine percent of customers are erroneously denied purchase in global markets. In the Nordic region, Tobias estimates the level to be one or two percent.

Lowering the security level to reduce the risk of false positives is not an option, however, because this risks increasing fraud instead. The challenge is therefore to determine which purchases require extra checks and which can pass through the system without further steps.

Here, AI is assigned a central role. By analyzing transaction data and behavior patterns, the systems can better distinguish legitimate customers from suspicious transactions. Tobias states that Adyen has been able to reduce false positives by almost 42 percent.¹⁾

But the technology is being used by both sides. Even scammers are using AI to an increasing extent to automate tests of card numbers and vulnerabilities in retailers’ risk systems.

“The scammers use AI and we use AI to identify fraud, so it’s a bit like trench warfare,” says Tobias.

According to Tobias, around five

percent of the scammers on Adyen’s platform are responsible for more than half of the fraud, both in terms of the number of attempts and in financial terms.²⁾

AI is also used to reduce friction for legitimate customers. Adyen Uplift uses the technology for things such as risk management, authentication and checkout optimization. Products, amounts, regions and behavior thus affect which payment methods the customer encounters and in what order they are displayed.

This means that security and conversion do not need to be treated as two separate issues, says Tobias Lindh, pointing out that the same data can be used both to stop a suspicious purchase and to make a legitimate purchase easier.

“The most important thing is to be able to offer the right payment method – there’s no reason to put a payment method at the top of the list or try to force it on the customer if it’s not relevant,” he says.

When Tobias looks ahead, he sees above all continued integration between e-commerce and physical stores rather than a single payment method that changes the market.

“The main issue is that e-commerce is starting to merge with physical

stores,” says Tobias. “We’re seeing more, it’s becoming more integrated.”

AI agents, Click to Pay and digital currencies are hot topics, but Tobias thinks there is a greater likelihood of payments becoming progressively more mobile, integrated and situational. AI agents may play a bigger role in the purchase journey, but he believes that retailers will also want to maintain control over their brand and customer relationship in the future.

A more tangible change concerns the new consumer credit rules. They are not expected to change the customer’s payment experience in any significant way, but may require e-retailers to review their payment setups and partnerships regarding things such as commission on credits.

“Ultimately, it is retailers who will be responsible for this, not the payment service provider,” says Tobias.

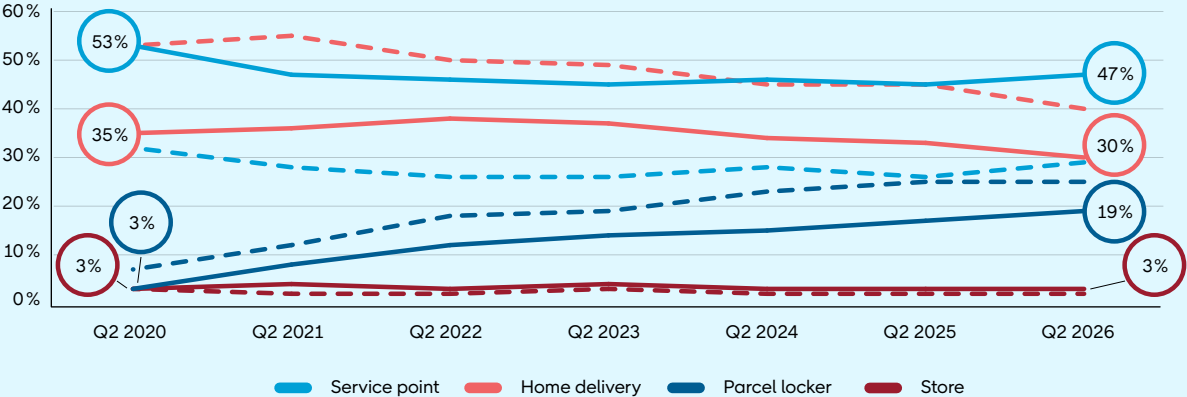
Payments are therefore becoming increasingly advanced behind the scenes, while the customer’s aim is the opposite: a simple, relevant and secure purchase experience. Where retailers are concerned, it is a question of ensuring that level of convenience without forfeiting security or control over the customer relationship.

¹⁾ Adyen launches “Personalize”

²⁾ Adyen’s report on fraud

Consumers' most recent e-commerce delivery over time

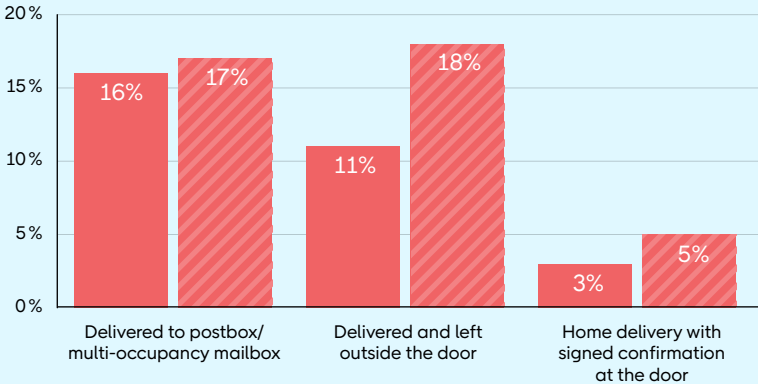
Solid line: How the most recent item was delivered Dotted line: Preferred delivery method



Basis: Consumers who have shopped online

Most recently used and preferred home delivery method

Solid line: How the most recent item was delivered Dotted line: Preferred delivery method



Basis: Consumers who have shopped online

More and more people choosing the locker instead of the door

Consumer delivery habits are changing as the supply grows. Since measurements for parcel lockers began in the 2020 E-barometer, the parcel locker has been the only delivery method that has clearly increased year after year. The growth of the parcel locker goes hand in hand with increasing numbers of lockers being installed and more and more market participants now offering the delivery option. However, service points continue to dominate, accounting for half of deliveries.

Other delivery methods have seen weaker development. For example, home delivery has seen a downward trend in recent years. Three in ten consumers had their most recent parcel

delivered to their home. However, the fact that home delivery has declined is not necessarily just a question of changes in preferences, but may also be a result of changes in delivery terms. For example, pharmacy goods are one of the fastest-growing categories online, with the possibilities for home delivery becoming more limited since November 1, 2025 when new regulations were implemented for pharmacy deliveries. Pharmacy parcels that cannot be delivered in the mailbox or directly to the consumer must instead be delivered in a parcel locker or to distribution point.¹⁾ Online pharmacies find that this has made home delivery less convenient for the consumer.²⁾

Consumer demands outpace supply

There is still a gap between how consumers had their most recent parcel delivered and how they would have preferred to have received it. As e-commerce grows, consumer needs and deliveries become more complex, which can make it harder for retailers to keep up with customer preferences.

Almost every other consumer had their most recent parcel delivered to a service point, while only one third stated that it was the delivery method they preferred. This means that almost one in five consumers who collected parcels at a service point would have chosen a different delivery method if they'd had the chance.

The opposite is true for parcel lockers and home delivery – both are used less than consumers would like them to be. This is particularly the case for home delivery, which continues to decrease despite high demand. The difference between desired and actual delivery can be due to factors such as which items are purchased, the range of delivery options at checkout, price, delivery time and other delivery terms.

Overall, consumer wishes are not fully reflected in the delivery options they use. For this reason, it is important for e-retailers to offer a mix of delivery options that give consumers greater opportunities to select the delivery method that suits them best at the time.

¹⁾ Swedish Medical Products Agency, November 2025

²⁾ Svensk Farmaci, October 2025

Daily life shapes delivery expectations

Consumers' preferred delivery methods vary depending on place of residence, product category and time, but what they have in common is that the delivery needs to fit into the consumer's daily life. As e-commerce becomes an increasingly large part of everyday consumption and more parcels are on the move, the need for flexibility in deliveries is also increasing.

The most common reason consumers prefer a certain delivery method is the opportunity to collect the parcel outside of normal opening hours, when they've completed everything else they need to do that day. This is particularly obvious when it comes to parcel lockers, with six in ten stating that availability is one of the reasons they prefer that delivery method.

Proximity to home or the workplace also weighs heavily in the choice of delivery method and is the main reason why service points are preferred. Four in ten consumers prefer to collect the item at a service point because they can run other errands at the same time. Ultimately,

it is a question of flexibility and choice – being able to make collecting parcels part of their daily routine. Seventy-four percent were able to choose which service point they wanted to collect their parcel from – this flexibility is appreciated by consumers and makes it possible to adapt their delivery to daily life, rather than solely to the distance from their home.

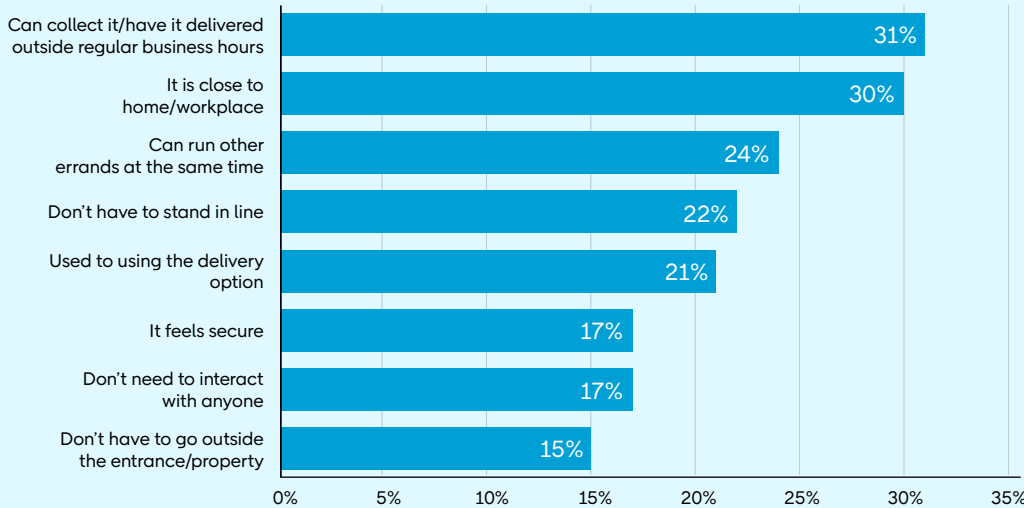
Access to different delivery methods varies depending on where in Sweden the consumer lives, which in turn affects which offering is preferred. In major cities, the possibility of collecting parcels outside of normal opening hours is highly valued, while consumers in smaller towns appreciate to a greater extent being able to combine collection with other errands.

However, the delivery method consumers prefer is not determined by a single feature, but by the ability to choose the option that suits best at that moment – on the way home, at the grocery store or after evening exercise.

74%

of those whose most recent e-commerce delivery was delivered to a service point were able to choose which service point the parcel was delivered to*

The most common reasons why consumers prefer a delivery method



Basis: Consumers who have shopped online

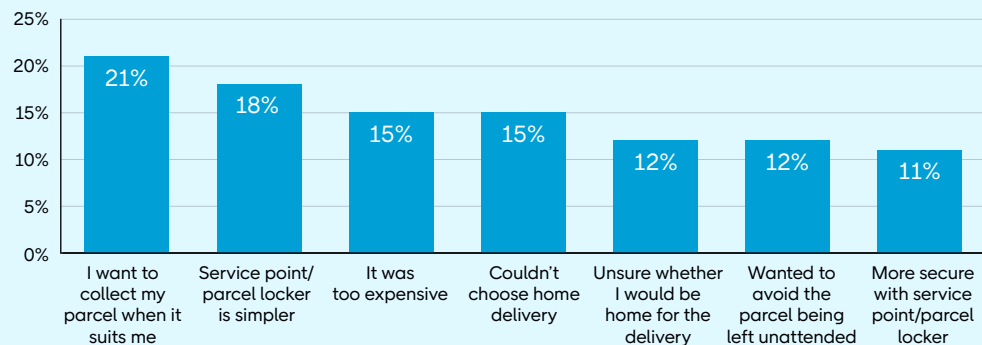
The main reasons why the different delivery methods are preferred

	Service point	Parcel locker	Home delivery
1	It is close to home/workplace (42%)	Can collect it/have it delivered outside regular business hours (62%)	Don't have to go outside the entrance/property (35%)
2	Can run other errands at the same time (40%)	It is close to home/workplace (39%)	Don't have to stand in line (25%)
3	Used to using the delivery option (32%)	Don't have to stand in line (36%)	Don't need to interact with anyone (23%)

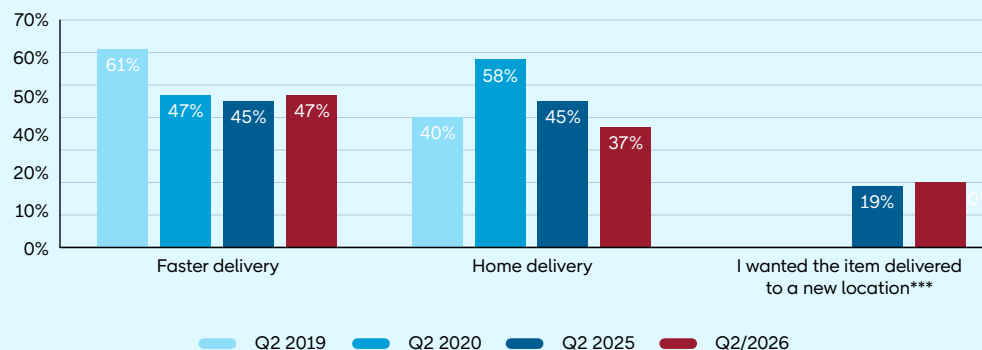
Basis: Consumers who have shopped online

*Consumer, used a service point for their most recent delivery

The most common reasons why the most recent item was not delivered to the home



The most common changes that consumers have paid extra for



Basis: Consumer, has paid extra to make changes to a delivery (multiple choice)

*Consumer, used home delivery for their most recent delivery

**Consumer, has shopped online

***New response option in 2024

Flexibility outweighs having the parcel delivered to the home

The number of delivery points in Sweden is larger than ever and consumer choices are increasing. This alters the picture of what a convenient delivery is. Home delivery has long been seen as one of the most convenient options, but today it is not as obvious a choice.

One contributing factor is the delivery window. One of the most common reasons consumers do not use home delivery is that they want to be able to collect the parcel when it suits them and not be tied to the scheduled time window that is often part of home delivery. Every tenth consumer also stated that they declined home delivery because they were unsure whether they would be at home at the time of delivery.

There seems to be a gap between the need for flexibility and the ability to adapt home delivery to daily life. Six in ten consumers who had their latest parcel delivered to their home did not have the option to choose the delivery time themselves. Giving the consumer greater influence over the delivery time can therefore be a key piece of the puzzle when it comes to getting more people to choose home delivery.

During the pandemic, the use of home delivery reached record levels for obvious reasons, but since then its popularity has waned and the delivery method is used less today. In addition to consumers no longer spending most of their time at home, cost also plays a role. Fifteen percent state that they opted out of home delivery because it was too expensive, and the proportion of consumers who paid extra for the delivery option has clearly decreased over the years, from 58 percent in 2020 to 37 percent in 2026. On the other hand, more people are paying to make changes to their delivery today. Consumers are therefore still willing to pay for whatever provides value, but today flexibility is the new top priority.

Home delivery is still an attractive option in theory, but it is not sufficient for parcels to be delivered to the door – the delivery also needs to fit into the consumer's daily life. When the options increase, flexibility, control and price gain in importance. The future of home delivery needs to combine all these factors.

60%
were not able to choose the delivery time for their most recent home delivery*

29%
have paid extra to change delivery method**
(19% 2019)

Clarity crucial to making a purchase

The delivery offering is one of the most important competitive factors in the customer journey. What delivery options are offered, what they cost and how clearly they are presented can determine whether the consumer chooses to complete a purchase or not. One in three consumers has refrained from making a purchase because the delivery method they preferred was not offered.

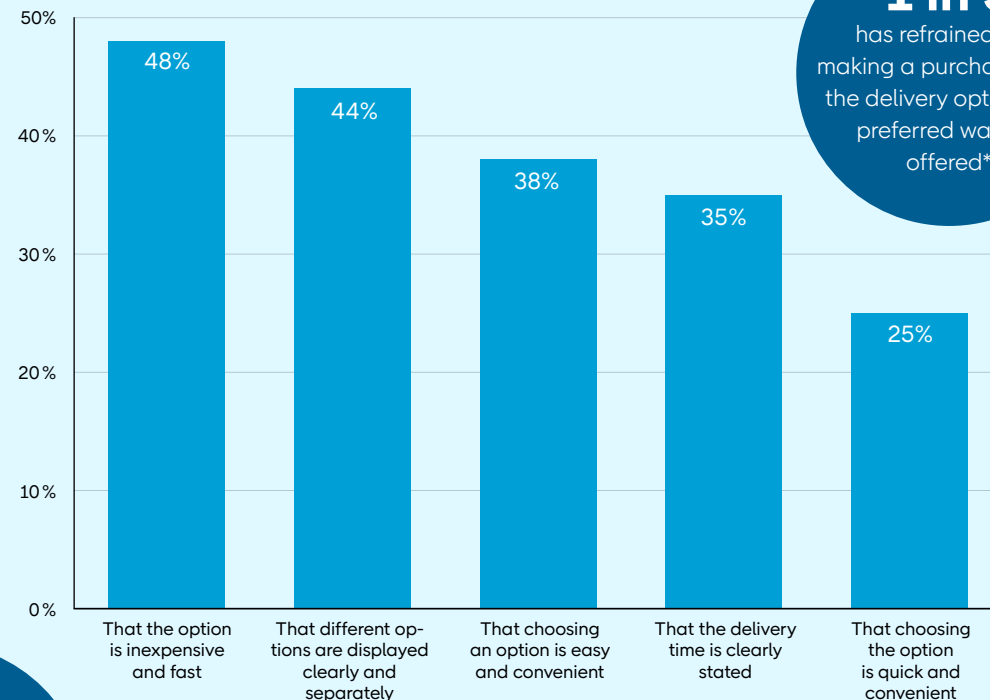
As you might expect, low price and fast delivery are assigned a lot of weight when consumers are choosing delivery options. Clarity also plays a key role. The consumer wants to quickly gain an overview of the options and compare time, price and location. The checkout therefore not only needs to show the delivery options offered, but also to clarify the details that make it easy for consumers to find the option that suits them best. Today's checkout does not always meet that need. One in five consumers felt that the delivery options were presented unclearly when they made their most recent purchase.

What consumers need at checkout differs depending on what they are buying. When buying groceries, clear information about delivery time carries more weight, while

consumers purchasing home and leisure products place higher value on delivery options being presented clearly and separately. The differences may seem obvious, but they show how important it is to design the checkout based on the product category. Since a significant portion of consumers have refrained from making a purchase when their preferred delivery option was missing, there is much to be gained by customizing the delivery offering to the consumer and the purchase situation. Several e-retailers use tools today that offer consumers personalized delivery options driven by real-time data during the earlier stages of the purchase. Two of these are Ideal of Sweden and Adlibris, who feel that the tool has contributed to greater conversion.^{11,12}

As delivery options become more numerous, the requirements regarding how they are presented at checkout also increase. Consumer needs and preferences vary depending on both what is being purchased and in what situation the purchase takes place. The ability to balance choice and relevance is crucial – it is not always better to offer more options if they do not help the consumer navigate among items.

Key factors for consumers when choosing delivery options at checkout



1 in 3
has refrained from making a purchase when the delivery option they preferred was not offered*

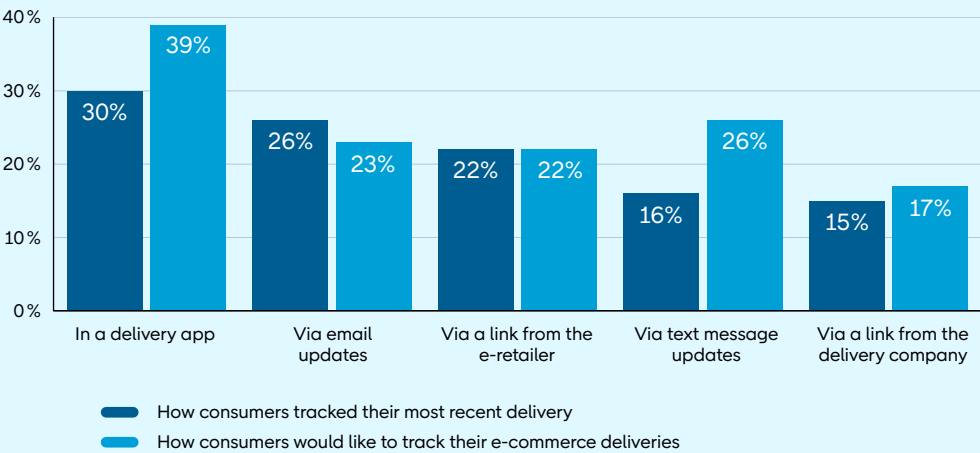
1 in 5
consider that delivery options are not presented clearly*

Basis: Consumers who have shopped online
*Basis: Consumers who have shopped online

¹¹ Ingrid, 2026

¹² Ehandel, June 2026

How the consumer tracked their most recent delivery compared to how the consumer would prefer to track their delivery



Most relevant automatic status updates	Least relevant automatic status updates
That the online store received the order74%	That the online store has prepared the item(s) for delivery13%
The online store's estimated delivery time55%	That the online store has checked whether the item(s) are in stock13%
That the order has left the warehouse47%	That the order has passed through a distribution center14%

*Basis: Consumers who have shopped online

Tracking the delivery a given in e-commerce purchases

Tracking deliveries in detail has become a given in the e-commerce experience. More than eight in ten consumers actively tracked their most recent e-commerce delivery.

The delivery app is both the most common and the most preferred way for consumers to track their deliveries. Almost one in three consumers tracked their latest delivery via a delivery app. App usage is even higher among the youngest consumers, with nearly half wishing to track their delivery via an app. Several e-retailers, including Lyko and H&M, offer the option of tracking deliveries in the brand's own app as a supplement to that of the transport companies, which is otherwise the most common tracking method. It gives the e-retailer the opportunity to stay in touch with the consumer even after the purchase and to bring together the main part of the customer journey in its own channel. Updates on delivery are therefore not just formalities, but rather valuable customer interaction.

Delivery updates via text message continue to be popular, but the percentage wishing to track their deliveries in this way has decreased since last year. This

decline is taking place simultaneously with text scams becoming more common, which may have made consumers more cautious regarding links and text messages. This results in a greater need for clear senders and secure communication.

Even though consumers like to track their delivery closely, not all information is equally important. Consumers mainly demand information that makes it possible to plan for the delivery. What is most important is information about the online store having received the order and when the parcel is expected to be delivered, while for example updates on the steps between purchase and warehouse picking are assigned significantly lower priority.

The delivery app clearly occupies the top spot today, but new channels may gain in importance in the future. In the United States, consumers can track orders from TikTok Shop directly in their social media, for example.¹¹ In Sweden, this type of solution is not yet established and demand is low. TikTok Shop is expected to launch in Sweden in 2027. If Sweden follows in the footsteps of the US, social commerce may take off and eventually even impact how consumers track their deliveries.

¹¹ TikTok, 2026

Swedish e-retailers maintain consumer trust

Even though consumers cannot always choose the delivery option they prefer, most are satisfied with the delivery they receive. Almost nine in ten were satisfied with their most recent e-commerce delivery, a level that has been stable in recent years.

A decisive factor for a successful delivery is that the delivery promise is kept and that the parcel arrives when it should. Swedish e-retailers enjoy a great deal of trust in this respect; three in four consumers feel confident about their delivery promise. However, only one in three consumers says the same about purchases from foreign e-retailers. Swedish e-retailers therefore have a clear advantage regarding delivery confidence, which may be related to previous delivery experiences.

Despite their lower level of trust in foreign e-retailers, consumers continue to make purchases from abroad. In 2026, almost every other consumer made a purchase from abroad, and one in four international parcels came from China. Other factors can offset the uncertainty

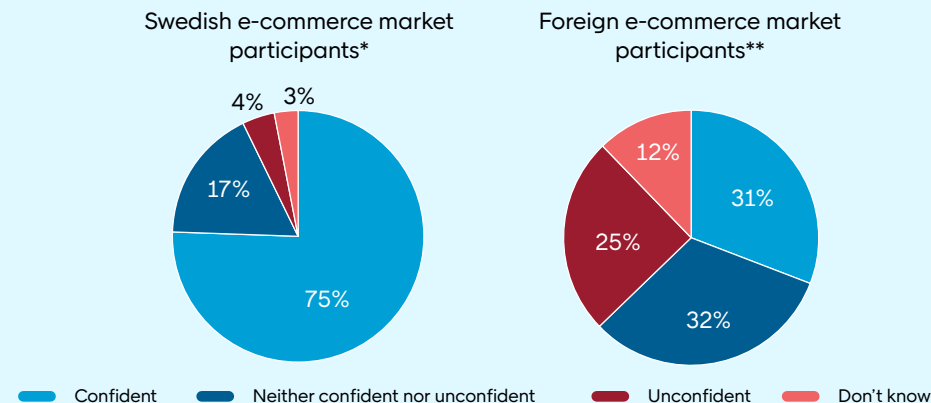
– low prices or unique products can be worth a delivery date that is more uncertain.

Even free shipping is highly valued and is the second most important delivery aspect, both generally and when making purchases from abroad. On July 1, the cost at customs for low-price parcels purchased outside the EU was raised,¹⁾ which impacts the popular Chinese market participants in the low-price segment. Since free shipping is important to consumers, it is therefore of interest to follow how the change in conditions affects trade from China and what significance this will have for Swedish e-commerce in the future.

Consumer e-commerce is becoming increasingly cross-border, but expectations for secure and reliable delivery persist, no matter where the parcel comes from. The trust advantage of Swedish e-retailers can therefore be a strength as consumer choices increasingly extend across national borders.

87%
were satisfied with the delivery of their most recent e-commerce purchase*

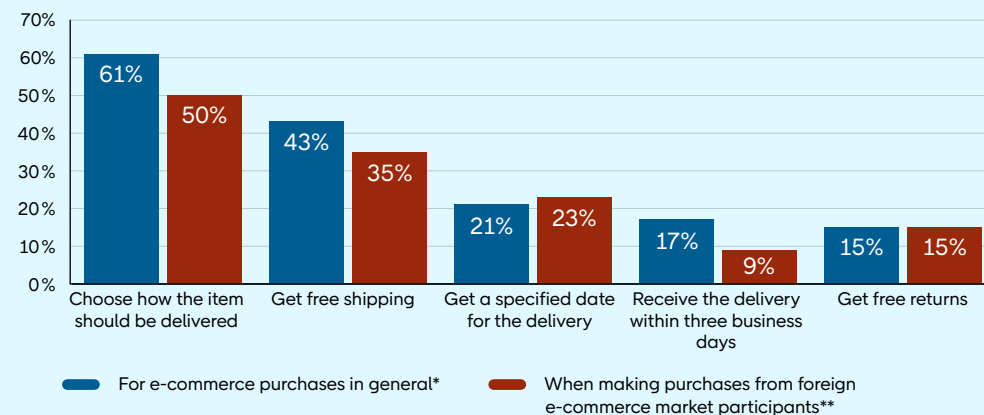
The consumer's confidence that their item will be delivered according to the delivery promise



Basis: Consumers who have shopped online

**Basis: Consumer, has made cross-border online purchases

Most important delivery aspects



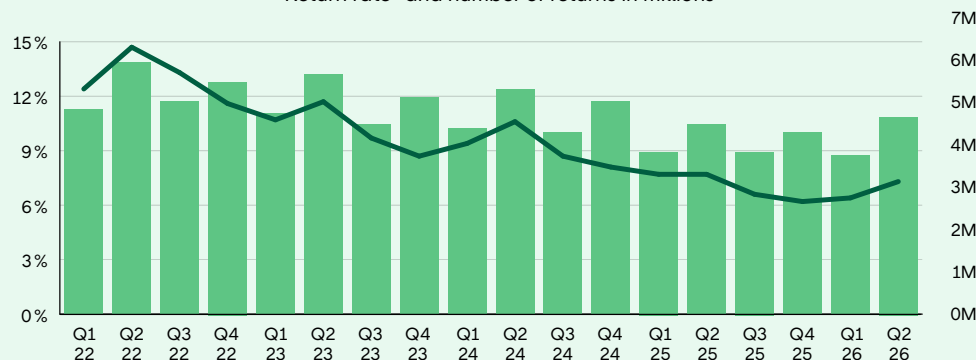
*Basis: Consumers who have shopped online

**Basis: Consumer, has made cross-border online purchases

¹⁾ Swedish Customs, September 2026

Consumer's most recent e-commerce delivery over time

Return rate* and number of returns in millions



Parcel Index Q 2026, Swedish Confederation of Transport Enterprises

*Returns/e-commerce parcels

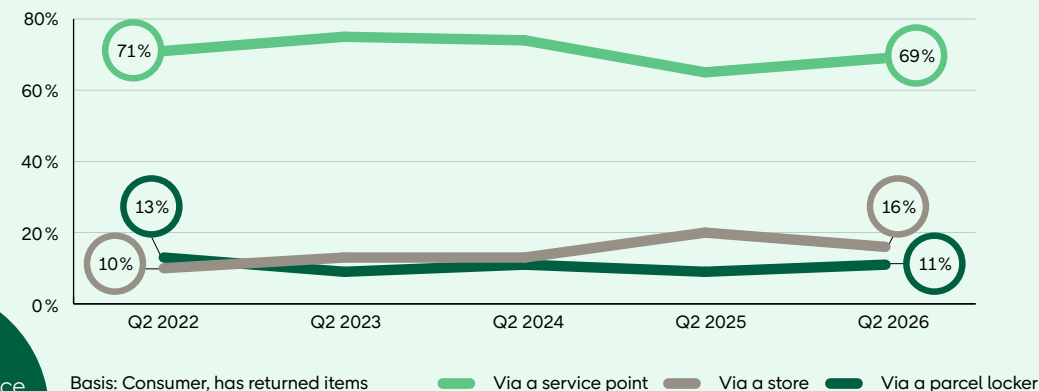
Return rate

Number of returns

5.1

million e-commerce parcels were returned in Q2 2026¹⁾

Top 3 returns options used by consumers for their most recent return



Basis: Consumer, has returned items

Via a service point

Via a store

Via a parcel locker

Fewer parcels sent back

In the first half of 2026, the number of e-commerce parcels increased while the return rate decreased. After the low number of returns in the first quarter, more parcels were returned in the second, but a lower percentage is being sent back over time.¹⁾

The lower return rate can be explained by the fact that e-commerce is growing in categories with few returns. Every third parcel comes from abroad today,¹⁾ and furthermore, increasing numbers of second-hand and pharmacy items are being purchased online.²⁾ In the case of both international and second-hand purchases, a complicated process can cause the consumer not to return the item. Pharmacy goods are also returned less often because purchases are often demand-driven and opened packs cannot usually be returned.

The situation in the world also contributes to a generally lower return rate. Greater price consciousness leads to fewer spontaneous purchases.²⁾ Alongside this, several e-retailers are actively working to reduce the return rate, for example by using technical solutions or by charging for returns. According to Reclaimit, a SaaS company operating in returns and warranty management across the Nordics, every third consumer has changed their purchasing behavior and made more conscious purchases as a result of the returns fee.³⁾

This development suggests that consumers are making more considered purchases, while e-retailers are working more actively to prevent returns. Furthermore, commerce is growing in segments in which returns have never been an obvious component.

Service points maintaining their status

The service point is still the obvious choice for consumers returning an item. However, there are differences between groups that indicate that the returns journey may be changing.

Younger consumers are leading development. Among 18–29 year olds, one in five consumers returned their most recent item via parcel locker compared to only one in ten among 65–79 year olds. Since the parcel locker became a returns option in 2021, it has gained faster traction among younger consumers. Older consumers are continuing to use the familiar service point to a greater extent.

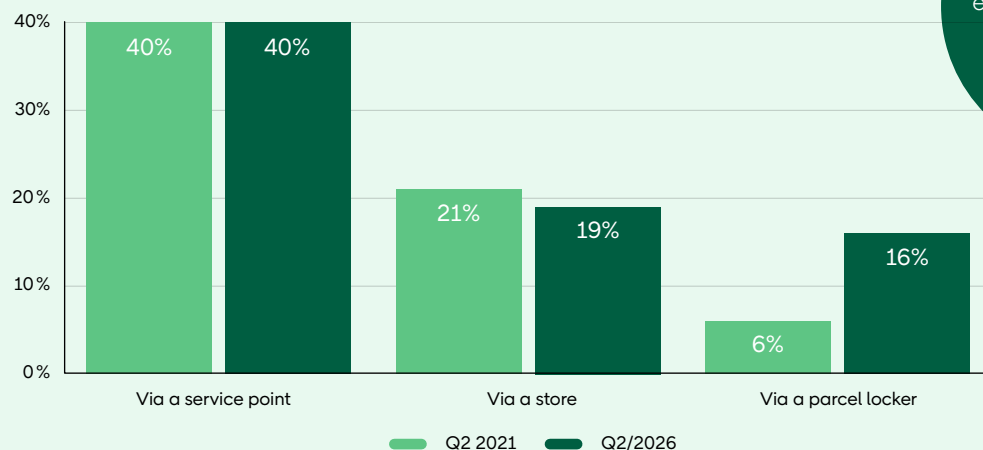
Habits are shaped by the options available, which is reflected in the fact that parcel lockers are most widely used in major cities where their availability is also greater. In smaller towns, the majority of consumers instead made their most recent return via a service point. New returns habits seem to be emerging in which both the desire to try out parcel lockers and their availability are greatest.

Slowly but surely, the parcel locker has become a natural part of the returns journey. On the next page, we take a closer look at what makes consumers choose parcel lockers specifically.

¹⁾ Parcel Index Q2 2026, Swedish Confederation of Transport Enterprises ²⁾ E-barometern Annual Report 2025, PostNord

³⁾ State of Returns 2025, Reclaimit

The consumer's preferred return option



Basis: Consumers who have shopped online

11%

used a parcel locker for their most recent e-commerce return**

1 in 3

e-retailers are offering returns via parcel lockers***

*Basis: Consumer, has made online purchases

**Basis: Consumer, has returned items

***Basis: All e-retailers

53%

think it should be easier to return an item purchased online in a physical store (50% Q2 2025)*

Is the parcel locker heading for a second boom?

The parcel locker has already made its breakthrough as a delivery option. Now it is also taking up more space in the returns journey. The flexibility and convenience that consumers have become accustomed to regarding deliveries are also expected when they return an item.

The parcel locker is increasingly viewed as a convenient returns option. Today, 16 percent of consumers prefer to return items via parcel locker compared to six percent in 2021. This development goes hand in hand with several market participants having expanded their parcel locker networks and opened them up to returns. The basic principle is largely the same between the market participants: book the return via an app, open a locker and leave the parcel there. When access to a convenient returns option increases, so does its use. This in turn builds a habit and makes the parcel locker a natural part of the purchase. Today, twenty percent of high-frequency e-commerce consumers prefer to return items via parcel locker compared to ten

percent of low-frequency ones.¹⁾The more often the consumer encounters different delivery and returns solutions, the more popular the parcel locker seems to become.

The need for choice does not stop at the parcel locker. Just over half of consumers wish it were easier to return online purchases in a physical store. Consumers are used to using digital tools when shopping in a physical store and expect returns to function just as smoothly regardless of channel.

When parcel lockers arrived, they quickly grew as a delivery method, but their growth has leveled off since then. Signs of a second boom period can be seen now that the parcel locker's areas of use during the purchase journey are expanding. For e-retailers, the next step is to link the parcel locker, service point and store together in a returns journey that offers as much choice and is as easy as the delivery journey.

¹⁾ High-frequency e-commerce consumers: make online purchases several times a month.

Low-frequency e-commerce consumers make online purchases less often than once a month

Daily life governs when returns take place

Just like deliveries, returns need to fit into daily life. Which returns option is best and when the item is actually sent back varies from purchase to purchase. The choice also depends on where consumers live and how accustomed they are to making purchases online.

Access to a larger number of returns points often means that returns are processed faster in big cities. Nearly 50 percent of city dwellers return the item as soon as possible compared to 35 percent of small-town residents. Big cities often offer more returns options close to home while also having more housing of a smaller size, leaving less space at home to store parcels waiting to be returned.

When there are return points nearby, it is easier to quickly return an item or take it with you and return it when you are on your way somewhere else. In larger cities, consumers more frequently combine returns with other errands or the journey

to work or studies. A combined offering of commerce, service and return points makes it easier to incorporate returns into daily routines.

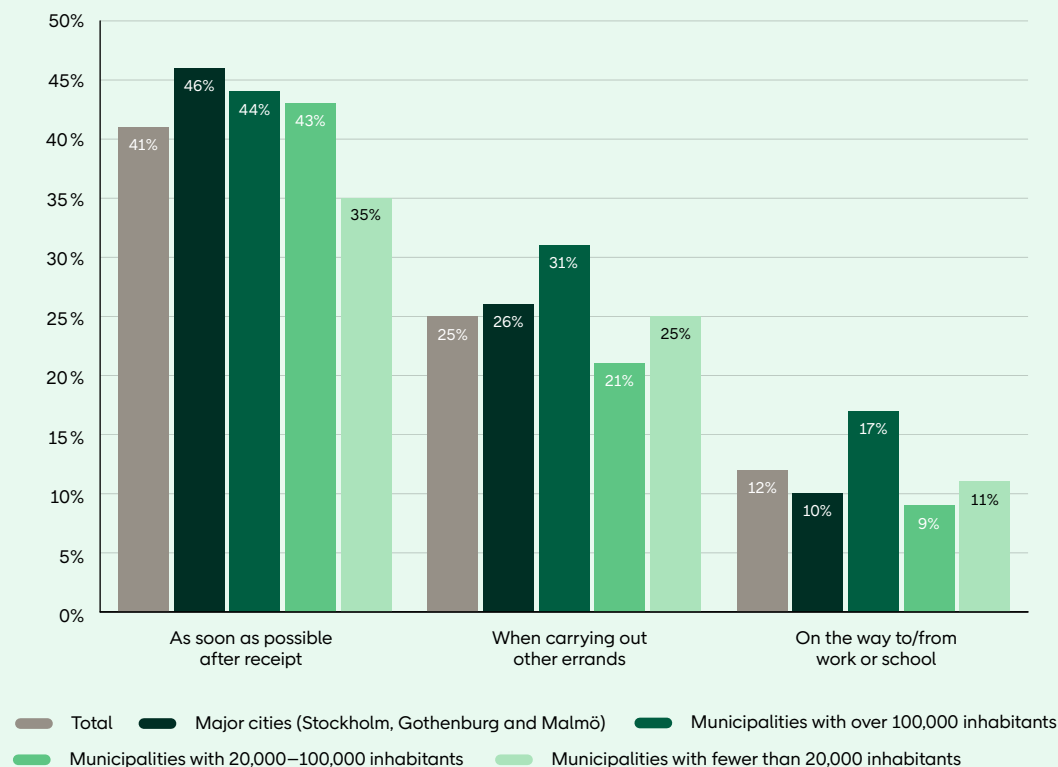
Age and how often the consumer makes online purchases seem to influence how returns fit into people's daily lives. Younger people, who are often habitual online shoppers, combine returns with other errands or the journey to work or studies to a greater extent. The more frequently a person makes online purchases, the more established returns become in their everyday life. Convenience is therefore not necessarily about returning an item as quickly as possible, but about being able to do it when and where it suits.

Today, the demands on returns are as great as those on deliveries. E-retailers therefore need to meet the demands of both those who want to return items immediately and those who take a bit longer.

14%

of consumers have returned an item in the past month*

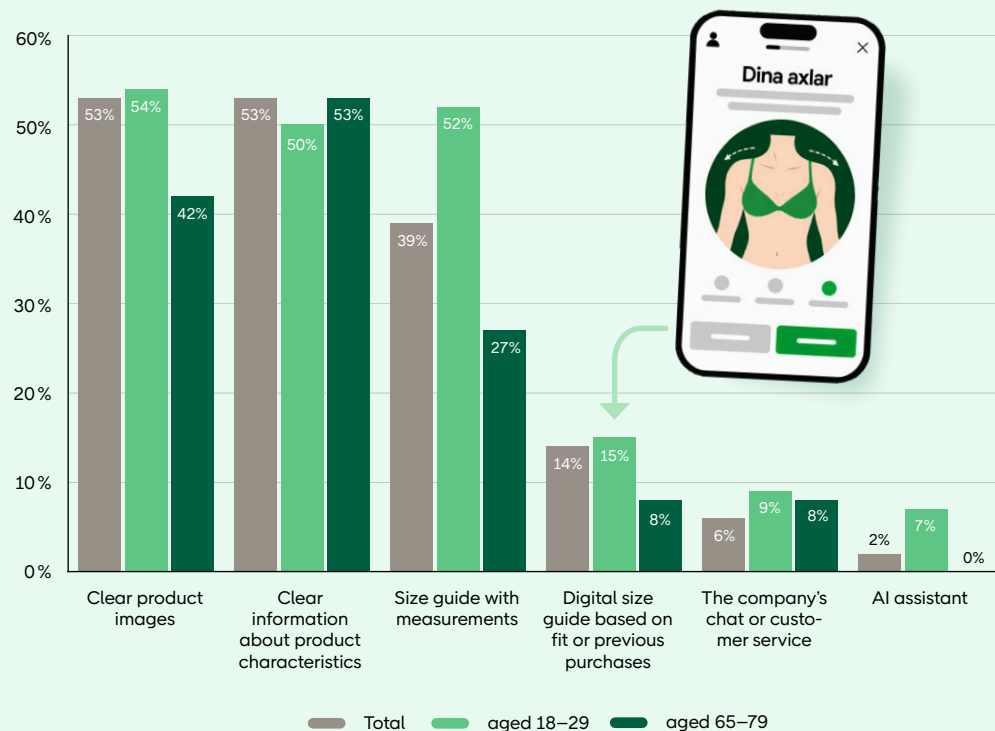
Top 3 ways to handle your returns



Basis: Consumers who have shopped online

*Basis: Consumers who have shopped online

Consumers' most important tools when making online purchases



Basis: Consumers who have shopped online

From returns management to correct from the start

Returns have long been considered something that only belongs at the end of the purchase journey. Whether or not an item is returned, however, is affected by many factors during this process. For example, correct images and accurate size advice are crucial to reducing the returns rate.¹⁾

The product page is the e-retailer's first opportunity to prevent unnecessary returns. Consumers prefer to use classic aids such as clear product images, descriptions and size guides when making online purchases. In fashion, where a poor fit is one of the most common reasons for returns among consumers,²⁾ clear measurements or a picture showing the garment from the right angle can make a big difference.

Traditional size guides are still the most established aid, especially among younger consumers. This may partly be a question of habit, but also due to younger people having a greater interest in second hand. In that segment, exact measurements are often important for assessing the fit of the garment and how well it will fit the individual. This reduces the risk of purchasing the wrong item, especially when the returns procedure is not obvious.

There is therefore a clear need for guidance, and digital sizing tools could be the next step. Several e-retailers have already started offering such solutions. Swedish women's fashion brand Adoore, for example, offers the consumer the possibility of entering their body measurements and fit preferences to obtain a recommended size. When the tools become more accurate and accessible, more consumers will probably use them. However, even small errors in the size recommendation can result in a poor fit and lead to the item being returned.

At the same time, a new market is emerging for technology that aims to stop returns before they become necessary. Altaria AI identifies purchases with a high risk of returns, for example when several sizes of the same garment are added to the shopping cart, and can then give the consumer extra guidance.³⁾ The consumer is also assisted in assessing the product prior to purchase in other sectors. For example, consumers can use VR (virtual reality) via Ikea Kreativ to see how furniture would fit in their home before making a purchase.⁴⁾

The work on returns is therefore moving increasingly closer to the beginning of the purchase journey. The goal is not to eliminate returns, but to make purchases more accurate from the start.

¹⁾ E-handel.se, March 2025 ²⁾ Behind the returns, June 2026, Kustom

³⁾ Altaria AI, September 2026 ⁴⁾ Ikea, September 2026

Low returns rate can be due to high returns friction

The return rate is a key metric, but a lower return rate is not always a sign that the right items are being purchased more often. As online purchases from abroad and purchases via second-hand platforms increase, consumers are finding more ways to deal with purchasing the wrong item than returning it. The item can be kept, resold or simply left lying around at home.

Returns of purchases from abroad are still less common than returns in general, but the gap is shrinking. In just two years, the proportion of consumers who have returned a purchase from abroad has increased from 37 to 53 percent. International trade has become a more established part of e-commerce, and returns behavior seems to be following suit. Foreign market participants have also become better at adapting their terms regarding returns to the Swedish market.

Inexpensive items, frequently purchased from abroad, still inhibit returns. The fact that the return is perceived as bothersome or that the item is not worth enough are two of the most common reasons for

the consumer refraining from returning an item. When it comes to inexpensive purchases from abroad, the return shipping can also equal or even exceed the value of the item. The low price that made the purchase attractive simply makes a return less justifiable, and the erroneous purchase is not visible in the returns statistics.

Returns for purchases made via second-hand platforms also fall a little outside the norm. When a return is not possible, feels too complicated or not worth the trouble, the consumer can instead choose to sell the item to someone else. In practice, the customer gets their money back in this case too, but circular behavior replaces the classic return.

The return rate therefore does not tell the whole story given that consumers have become accustomed to dealing with items purchased in error in additional ways. An item not being returned could mean that the correct item was purchased, but also that the item was too inexpensive to justify a return, that the process was too complicated or that the consumer sold the item to someone else.

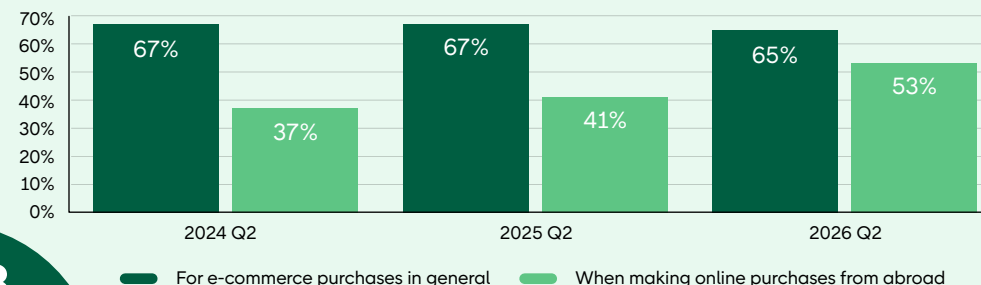
1 in 3

of all e-commerce packages consisted of packages from abroad in Q2 2026, compared to 1 in 6 in Q2 2022 ¹⁾

12%

of all e-commerce parcels consisted of second-hand parcels* in Q2 2026 (3% Q2 2023) ¹⁾

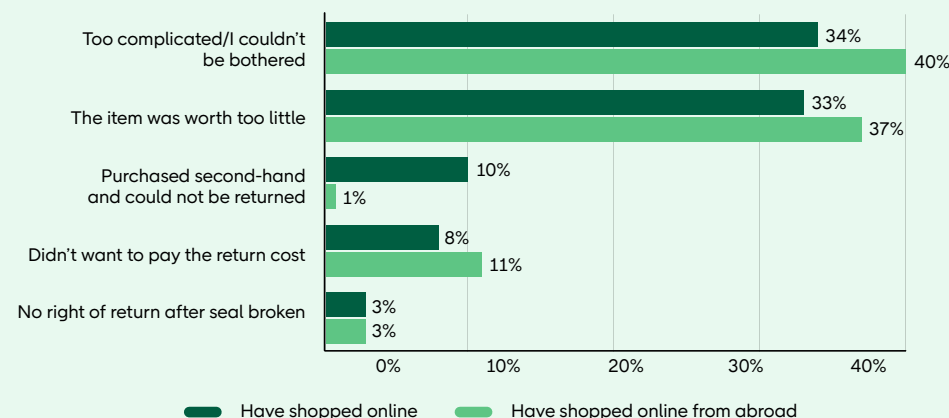
Percentage of consumers who have returned an item online that they did not want to keep



Basis: Consumers who have shopped online

**Basis: Consumer, has made cross-border online purchases

Top five most common reasons for not returning items



Basis: Consumer, has changed their mind about a purchase

*Tradera, Vinted, Sellpy, Tise, Plick, Blocket and Bokbörsen

¹⁾ Parcel Index Q2 2026, Swedish Confederation of Transport Enterprises

Data strength: The fuel that unlocks AI technology's potential

AI creates new opportunities for companies to streamline marketing, improve the customer experience and make more data-driven decisions. But the value of technology is largely determined by the quality of the available data. Claes Eriksson, Head of Measurement Google Nordics, describes how companies can build a strong data foundation to get better results from AI, strengthen their measurement capabilities and lay the groundwork for long-term growth.



Claes Eriksson

changing world. But while most marketers and business leaders focus on the AI models themselves, many forget what actually drives these systems. The truth is simple but decisive: strong data has a dual role to play today. It is both the

necessary foundation for activating and optimizing advertising in a new AI era and the absolute prerequisite for being able to measure and evaluate marketing investments reliably, as well as for the ability to create more advanced applications in marketing. Without a robust data foundation, AI optimization becomes ineffective and measurement misleading.

The efficiency of AI technology is directly linked to the information it learns from. In today's digital

landscape, in which privacy regulations and the phasing-out of third-party cookies limit traditional tracking, a company's own first-party data is its most valuable asset. When this data is combined with AI, advertisers gain access to outstanding pattern recognition and predictive insights, tailored to unique business goals. To succeed fully, organizations must break down internal silos and connect their data, teams and business results. For this reason, we are presenting a concrete four-step plan to build a strong data structure, activate your campaigns and measure your return. Strong data is the foundation for both successful AI activation and accurate measurement. →



Four steps towards increased data strength and growth

1. Connect your data sources

The journey begins by establishing a secure and stable pipeline for your data sources to the advertising platforms. The goal is to simplify and unify a traditional fragmented landscape in which valuable information is isolated in different silos.

“Enhance your data strength by replacing older third-party tags with modern first-party solutions for data collection. This allows you to manage your tracking in a secure, sustainable and privacy-friendly manner, directly via your own domain.”

“Centralize the data, gather all sources in one place. Use tools that simplify this process through ready-made workflows for direct connection to advertising systems, which facilitates management.”

2. Maximize data quality

When the data is flowing freely, you must ensure you are gathering the right signals. AI tools are only as smart as the data they are fed. If the data is incorrect, the AI learns the wrong lessons and optimizes for incorrect results, which becomes a silent killer of efficiency.

Marketers should focus on four central types of signal:

Build your data strength by integrating hashed customer data (such as encrypted email addresses or phone numbers) directly into your advertising infrastructure. By sharing this type of first-party data, AI models can more accurately match and attribute conversions to different devices and platforms.

Transaction and behavior signals: Measure the actual value of a purchase to prevent it being counted twice, and gain deeper insights into the customer journey on your website so that AI can optimize for your most valuable business goals.

letting AI use your own customer signals to steer bidding and target audience selection in completely new ways.

Target audiences: Find your most valuable customer segments and expand reach to similar target audiences.

Bidding: AI-driven bidding uses your data to identify new keywords and channels, optimizing the budget in real time.

Channel optimization: The data enables sophisticated attribution models that fairly distribute value to every touchpoint in the customer journey.

beyond simple last-click metrics, you can measure the business-critical key performance indicators (KPIs) that actually matter, such as sales and profit. A modern measurement toolbox combines three interacting components. Attribution: Advanced attribution models, such as data-driven attribution, help you understand which media touchpoints contribute most to the customer journey.

Incrementality tests: Through controlled experiments (such as geo- and conversion tests), you can measure the actual, incremental effect of your campaigns and see if an ad actually caused a conversion.

just about fine-tuning ongoing campaigns, it is about strategically preparing the organization for the future. AI anchored in a high-quality first-party data strategy drives intelligent optimization, ensuring that every invested krona yields maximum benefit. For forward-thinking business leaders, superior data strength is no longer an option – it is an absolute prerequisite for unlocking the full potential of modern AI and driving profitable growth.

A decisive factor for building strong data and robust measurement is the organization. We often see that the infrastructure for measurement and data strategy is quickly reduced to purely technical questions and decisions. Even though technology is a prerequisite, decisions must always be based on business priorities and commercial value. To maximize marketing return on investment and justify investments, close collaboration between marketing and IT is required, with both parties sharing a common understanding of both business goals and technical choices.

By taking control of your own data strength, you stop guessing and start investing. This is not just the key to getting the most out of AI – it is the only way to prove marketing's actual value on the bottom line.

“Companies with a first-party data strategy for AI tools are 1.5 times more likely to perform better than their competitors.”¹⁾

3. Activate your data and AI

High data quality is the key to optimally activating AI and transforming your signals into actual business results. High data quality functions as critical input for Google's AI and makes it possible to reach the right customers more efficiently. It is a question of

4. Demonstrate effect through modern measurement

The real effect of your data strength becomes clear in measurement. Like before the AI revolution, strong data remains the foundation for understanding what actually works and for measuring investments more effectively. By going

Marketing Mix Modeling (MMM):

Statistical models analyze investments against sales, which helps you optimize budgets across all channels, both digital and physical.

The way forward is to invest in future growth. Building data strength is not

¹⁾ AI in Marketer Journey, Google/Kantar

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PostNord is a leader in parcels and logistics services to, from and within the Nordics. Our business and non-business customers must be able to reach their recipients at the right time, reliably and efficiently – whether the task involves a global logistics solution, an advertising campaign or a birthday greeting. With around 21,000 employees, PostNord is one of the largest employers in the Nordic region and has a significant social responsibility. PostNord aims to offer an attractive, stimulating workplace. Visit us at www.postnord.com.

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About HUI Research

HUI Research specializes in the future consumption landscape, offering qualified decision-making, advice and knowledge marketing in commerce, consumption trends and economics to the private and public sectors. The company was founded in 1968 and is an independent subsidiary of the trade association Svensk Handel (Swedish Commerce).

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