International Post Corporation

Posti and Bring strengthen their cooperation in Sweden and Denmark: new, requested services for Finnish online stores

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Posti offers new internationalization opportunities for Finnish online stores in Sweden and Denmark by strengthening its cooperation with Bring, a company owned by the Norwegian postal service. As of February 2022, Swedish and Danish consumers will be able to order products from Finnish companies to be delivered to their homes in addition to parcel pickup points. In Sweden, home pallet deliveries will also be available.

Posti has long used Bring's delivery services, especially B2B services, in the Nordic countries. Similarly, Posti delivers some of Bring's items in Finland.

"We're happy that our cooperation with Bring is deepening and that we can offer Finnish companies diverse delivery solutions in Sweden and Denmark. Demand for home deliveries in particular has increased during the pandemic, and it seems that the change is permanent," says Arttu Hollmérus, who is responsible for Posti's parcel and e-commerce business.

Consumers want their online shopping as well as their deliveries to be easy and effortless. The service network in Sweden and Denmark covers approximately 3,000 pickup points. Bring has its own app for consumers, which allows them to, for example, change the delivery method of a parcel to be picked up to home delivery and vice versa.

Online stores can also make their customers' everyday lives easier with a wide range of additional services. When selecting a pallet home delivery, for example, the customer can have the items carried into their home or their old products recycled, if necessary.

Sweden is an important market for Finnish online stores

"At Bring we are constantly trying to find new ways, and flexible delivery options is high on our agenda – which is why it feels great to deliver from online stores from our neighboring country," says Lena Hillring, Partner Manager at Bring.

Online shopping activity in the neighboring countries is at a higher level than in Finland: In Sweden, 62% of consumers have bought something online in the past week, whereas

only 28% of Finns have made an online purchase in the past week.

Approximately a third (31%) of Finnish online buyers estimated that they have significantly or somewhat increased their online shopping in 2021. In Sweden, this figure is significantly higher: almost one in two consumers has increased their online shopping. This information comes from Kantar TNS's Big Online Shopping Survey 2021 commissioned by Posti.

Ambitious sustainability objectives unite

When it comes to environmental work, Bring strives to be a forerunner in its industry. Bring develops its environmental responsibility by investing in biogas, biodiesel and electric vehicles, for example. The delivery services provided by Bring in large cities are emission-free, and more than 50% of all home deliveries are fossil-free. Bring's goal is to be emission-free in Sweden and Denmark by 2025.

Posti plays an important role in reducing corporate emissions as a carrier of parcels and freight. In terms of its own operations, Posti's goal is zero emissions by 2030. Posti is investing in electricity even more: In Helsinki, the parcel home delivery service was renewed and is now carried out completely electronically. In the near future, the renewed service will also be extended to other areas.

Source: Posti

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