

E-commerce is growing from last year - one fifth have increased online shopping from a year ago

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E-commerce has been slightly more active this year than a year ago, according to Posti's new E-Commerce Index. The report follows e-commerce development in Finland during January-September 2024.

"There are small positive signs on the market, and we have delivered slightly more parcels this year at Posti than we did last year. We expect the same trend to continue during the active Christmas season, and for there to be slightly more parcels on the move than a year ago," says Kaj Kulp who oversees Posti's e-commerce services.

Pharmacy and cosmetics, goods trade, and clothes and shoes were the fastest growing product categories in Posti's parcel deliveries during January-September. Parcel volumes decreased most in pet products, consumer electronics, and sports and hobby.

20% order more online now than a year ago – parcel locker is the most popular pickup method

In Posti's September customer survey, around one fifth of respondents say that they order more online now than they did a year ago. Domestic stores are preferred, and 79% order from them regularly or occasionally. Around half of the respondents (52%) order regularly or occasionally from international online stores.

The most important reasons to shop online instead of brick-and-mortar stores are cheaper prices or better discounts (50%), being able to shop when it best suits you (49%), and wider selections (44%).

The most popular way to receive an online order is the parcel locker (65%). 20% of respondents prefer service points with staff, and 10% prefer home deliveries.

Secondhand growth is highlighted in under 30-year-olds

The e-commerce of used items is growing in Finland. The number of parcels delivered by Posti that contain secondhand treasures has multiplied by five in the past year.

The popularity of secondhand is highlighted among younger consumers. In Posti's customer survey, 66% of under 30-year-olds sell and 79% buy used items online regularly or occasionally. Out of all the respondents, 44% sell and 40% buy used items online regularly or occasionally.

Source: [Posti](#)