

PostNord report: How e-commerce is changing in the Nordics

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E-commerce in the Nordics continues to change as consumer behavior evolves, and the global landscape shifts. In the report E-commerce in the Nordics Spring 2026, PostNord summarizes how Nordic consumers shop online today, what they expect, and what opportunities lie ahead for e-commerce.

As a leading logistics provider in the Nordic region, PostNord has created this report to share knowledge and insights that help drive e-commerce forward. Through regular consumer surveys, we track how shopping behavior develops and how factors such as the economy, delivery options, payment methods, and sustainability influence online purchases.

“Although the Nordic countries share many similarities, consumer behavior differs across markets. Understanding both common patterns and local differences is crucial for businesses seeking to grow in an increasingly competitive and fast-changing e-commerce landscape,” says Annemarie Gardshol, President and CEO of PostNord.

Purchases are no longer guaranteed at checkout
E-commerce plays an important role in everyday life for many Nordic consumers. The spring report shows that online

shopping is increasingly shaped by more conscious and selective choices. Consumers are comparing prices more often, shopping across borders more frequently, and setting clear expectations for smooth deliveries and easy returns. At the same time, interest in circular options is growing, with second-hand goods and reuse becoming more important.

The report also shows that a purchase is no longer guaranteed at checkout. Payment solutions, delivery options, and how easy it is to return an item all play a crucial role in whether a consumer completes a purchase. Expectations vary between the Nordic countries and between different consumer groups.

Key findings from the report:

- 86% have shopped online in the past month
- 33% bought second-hand items online in the past month
- 71% have made an online purchase

- from abroad in the past year
- 28% have made a return in the past three months

About the report E-commerce in the Nordics

The spring report consists of 36 pages and includes:

- A Nordic overview with an in-depth comparative analysis of the Nordic e-commerce market
- Country-specific analyses for Sweden,

Denmark, Norway, and Finland

- Six thematic areas: e-commerce, international e-commerce, deliveries, payments, returns, and circular e-commerce
- The report is based on consumer surveys conducted in January and February 2026, with a total of 4,000 respondents aged 18–79. The sample is evenly distributed across the four Nordic countries.

Source: [PostNord](#)

