Great growth in online shopping â€“ in these counties we have shopped the most

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Akershus is the county where online shopping increased the most in 2025, according to figures from Posten Bring. The growth was 8.4 percent.

– 2025 was a hectic, but very good year for online shopping in Norway. In the fourth quarter, with Black Friday and Christmas shopping, parcel volume increased by 16.6 percent compared to last year, says Executive Vice President for e-commerce and logistics, Thomas Støkken at Posten Bring.

During the entire year of 2025, the group handled well over 100 million packages in the Nordic region. Online shopping packages account for well over half of these.

– As a result of new shopping habits online, package volumes are increasing sharply and high demands are placed on us. That is why we have invested in more capacity, more pickup points and better digital solutions. For customers, this means faster delivery, more choices and easier tracking. We expect continued growth in online shopping in 2026. At the same time, we will continue to strengthen capacity throughout the country, so that we are easily accessible and customers experience stable and predictable deliveries, says Støkken.

Strongest growth in Greater Oslo

Akershus, Østfold and Vestfold top the list. What these counties have in common is high population growth, proximity to large commercial areas and a high proportion of households with good purchasing power. In Northern Norway, however, growth has been lower.

– The region around Oslo is growing rapidly, both in population and online shopping activity. More households and high digitalization have a direct impact on package volumes. At the same time, we see that online shopping is particularly important in the rural areas, where the local product selection may be more limited, but the volume can vary more from year to year, says Støkken, who also adds:

– For example, we know that Røst and Rødøy are the municipalities in the country where the most packages are received per capita. So online shopping is very important in the districts.

GROWTH IN 2026: Executive Vice President for e-commerce and logistics at Posten Bring, Thomas Støkken, sees growth in online shopping also in 2026. Photo: Posten Bring

To facilitate customers, Posten Bring has been working since 2020 to expand the number of pickup locations where customers can receive packages, especially through the self-service parcel boxes.

– Parcel boxes have become an important supplement to traditional pickup locations. More and more people are choosing 24-hour delivery, which provides greater flexibility in a busy everyday life. Today, Parcel boxes can be found in over 2,100 locations across the country, concludes Støkken.

Source: Posten Bring

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