

The Shop Never Stops: Sweden's consumer preferences in ecommerce 2020

The retail landscape has dramatically shifted over the last year. Global eCommerce boomed, as online shopping became a necessity for most. In Sweden, however, restrictions looked very different than they did in other countries. While the rest of the world's retailers moved online out of necessity, the majority of Sweden's stayed open – so what did this mean for eCommerce in the region?



Magento carried out a survey of 501 consumers across Sweden to understand how their shopping behaviours have changed in the past 12 months. We discovered that their consumer expectations and preferences have still changed, albeit less severely than in other countries.

Swedish shoppers didn't increase online spending as much as other nations, and are more likely to compare prices and offers on multiple websites. But as restrictions tighten as the pandemic grows in the country, eCommerce retailers need the right insight to refocus their strategies.

Shopping habits have changed



What makes consumers spend more?



What do consumers want now?

49% say that the pandemic has changed their expectations of online shopping



Minimise friction



Planning and prices



Importance of the following when online shopping



About the research

This research was carried out in partnership with Loudhouse in October 2020. We interviewed 7,046 global consumers to understand how their online shopping behaviours have changed in the past 12 months. This included respondents from 13 regions from a range of age groups.



About Magento Commerce

Magento Commerce, which powers Adobe Commerce Cloud, is the leading eCommerce platform for brands of all sizes that support B2B, B2C and B2E use cases. Magento Commerce boasts a strong portfolio of cloud-based omnichannel solutions, integrating digital and physical shopping experiences and powering \$155 billion in gross merchandise.

Adobe Commerce Cloud, part of Adobe Experience Cloud, makes every brand interaction personal and every experience shoppable. Built on Magento Commerce, Adobe Commerce Cloud deeply integrates with Adobe Analytics Cloud, Adobe Marketing Cloud and Adobe Advertising Cloud.

Tailored to the needs of global B2C and B2B companies to support multiple brands, sites and countries and to orchestrate commerce across every channel, Adobe Commerce Cloud provides a highly customisable and scalable end-to-end platform to manage, personalise and optimise the commerce experience across every touchpoint.

Adobe is changing the world through digital experiences

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