

A young man with light hair and a goatee, wearing an orange jacket over a blue denim shirt and a dark sweater, is looking at his smartphone. He is standing in a brightly lit shopping mall with a blurred background of store fronts and lights. The text '130 vuotta' is visible on a sign in the background.

posti

# Online Shopping Survey 2021

eCom Next | October 7, 2021

# Survey themes

1. The effects of COVID-19 on online shopping
2. Online shopping and activity
3. Most popular delivery methods
4. Sustainability
5. Best online customer experience



**Noomi  
Jägerhorn**

Director of Sustainability



**Tommi  
Kässi**

Vice President,  
Parcel & eCommerce

# Implementation of the survey



The survey is now being carried out for the fourth time. The survey contents and the question sheet have been updated.

The survey was designed in collaboration with Kantar TNS Oy.

Data for the survey was collected by Kantar TNS.

The survey materials were collected as an online survey at Kantar's respondent panels from June 3 to June 14, 2021

The target group of the survey comprised online buyers between the ages of 18 and 79 in Finland, the Baltic countries and Sweden

- Finland 2,093 respondents
- Estonia 516 respondents
- Latvia 564 respondents
- Lithuania 513 respondents
- Sweden 1,231 respondents

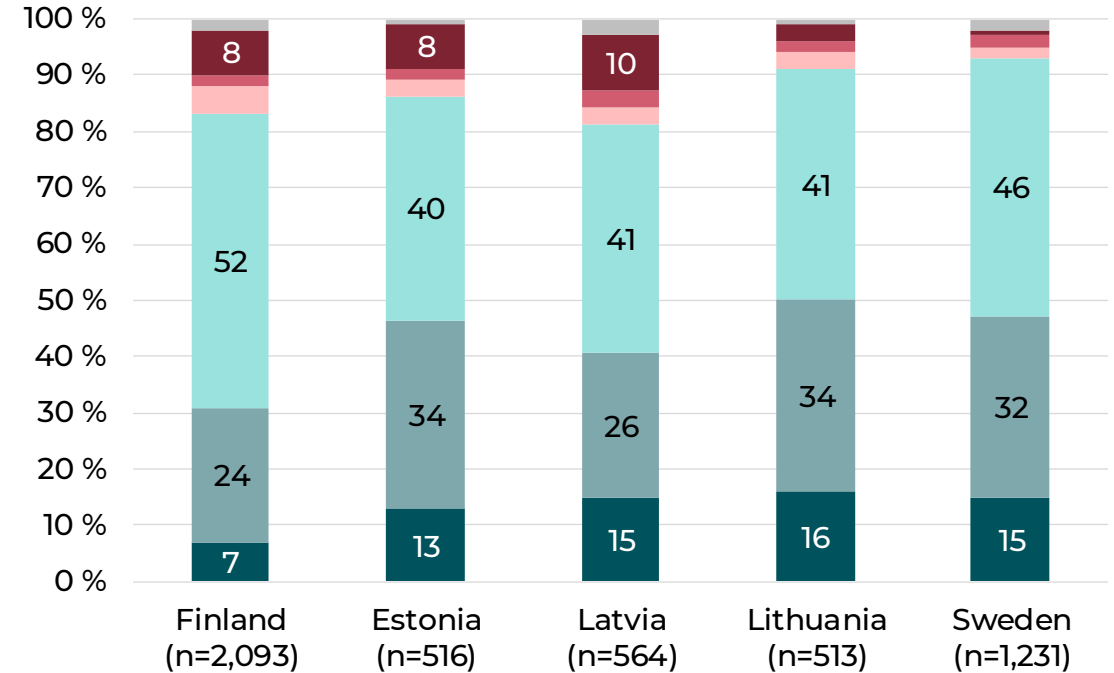
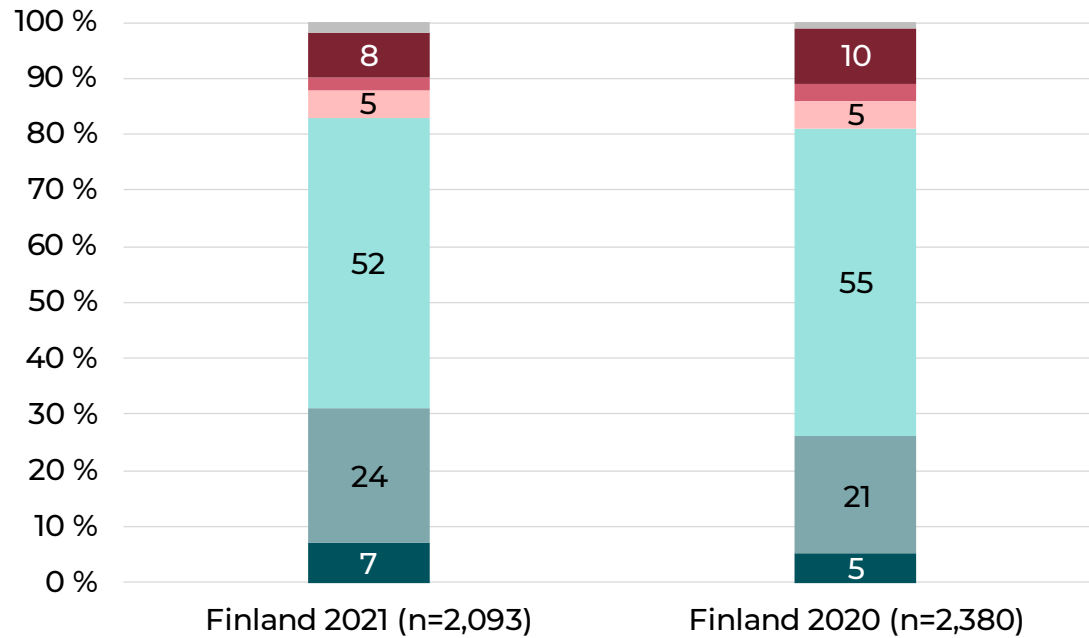
The statistical total margin of error of the Finnish results is approximately +2.2 percentage points.

# The effects of COVID-19 on online shopping

How has the second year of COVID-19 affected online retail? How will online shopping evolve after COVID-19?



# The volume of online purchases in Finland increased in spring 2021 compared to the previous year – the growth was even bigger in the neighboring countries

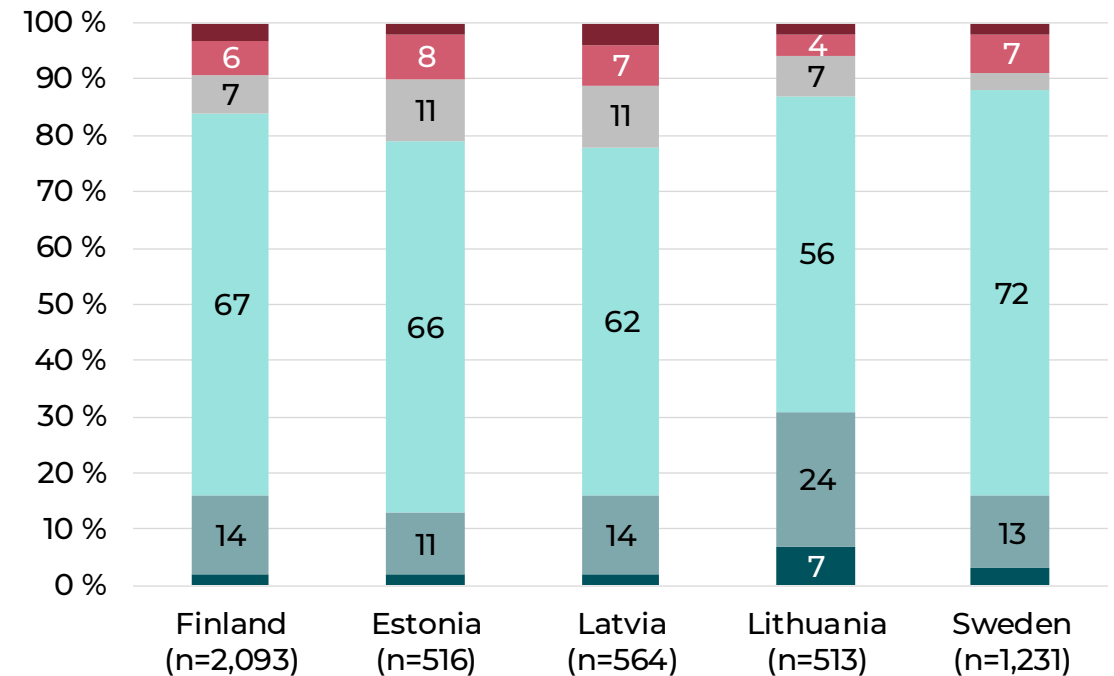
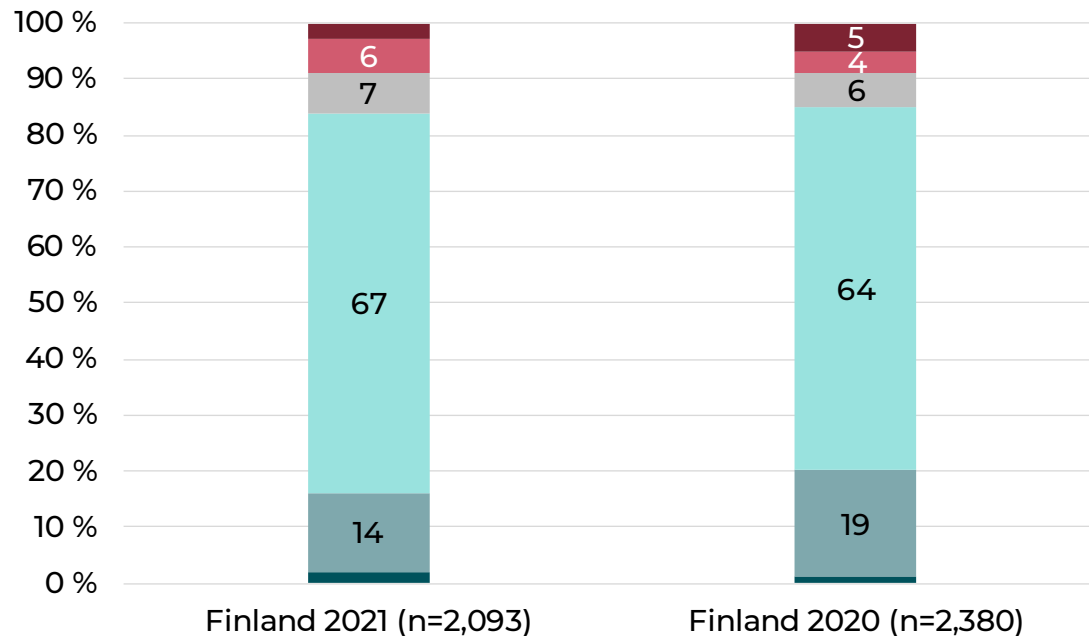


■ I shop significantly more online 
 ■ I shop somewhat more online 
 ■ I shop the same amount online  
■ I shop somewhat less online 
 ■ I shop significantly less online  
■ I don't buy products or goods online 
 ■ I don't know



**How has your online shopping activity changed in the last six months?**

# For the rest of the year, nearly 70% are planning to keep their online shopping at the same level, with 16% planning to increase it



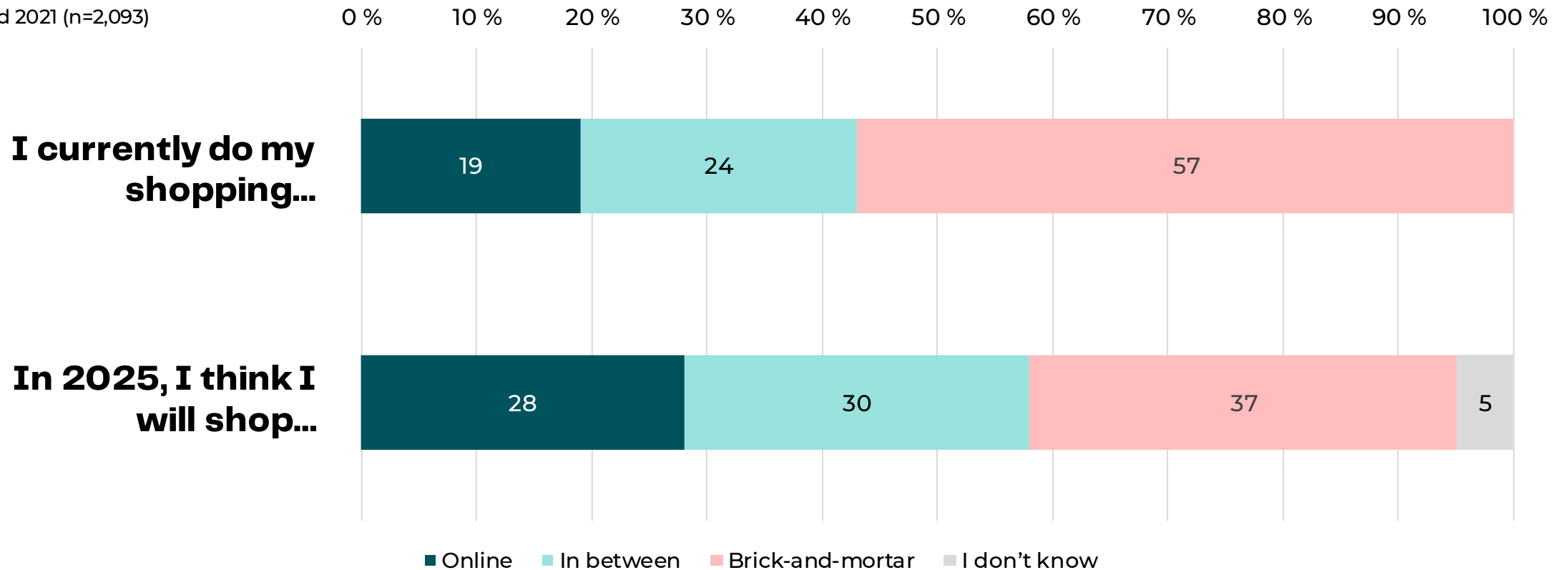
■ I buy significantly more 
 ■ I buy somewhat more 
 ■ I buy the same amount 
 ■ I don't know 
 ■ I buy somewhat less 
 ■ I buy significantly less



How much in total are you planning to buy products and goods online in the next six months?

# Consumers believe that the end of the COVID-19 pandemic will not put a stop to the trend

Finland 2021 (n=2,093)



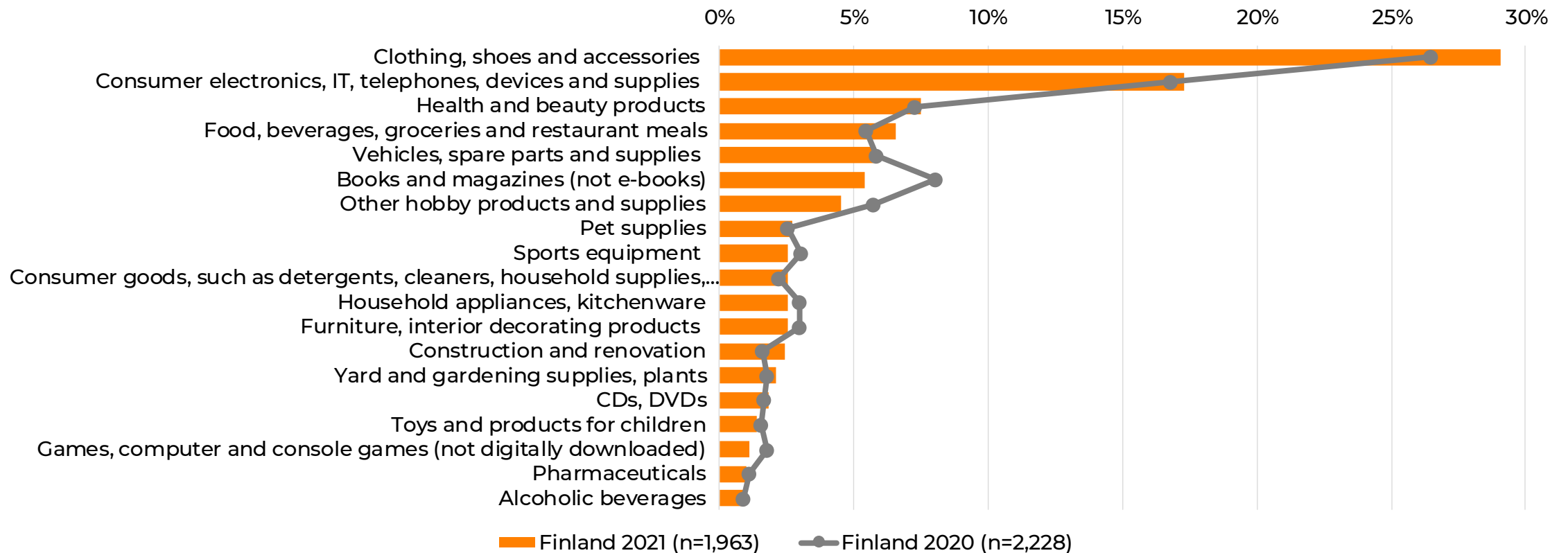
On a scale from 1 to 10, describe your attitude toward shopping between brick-and-mortar stores and online stores: Current situation – In 2025

# Online shopping and activity

What do you buy online – and how frequently? What would make you do more of your shopping online?

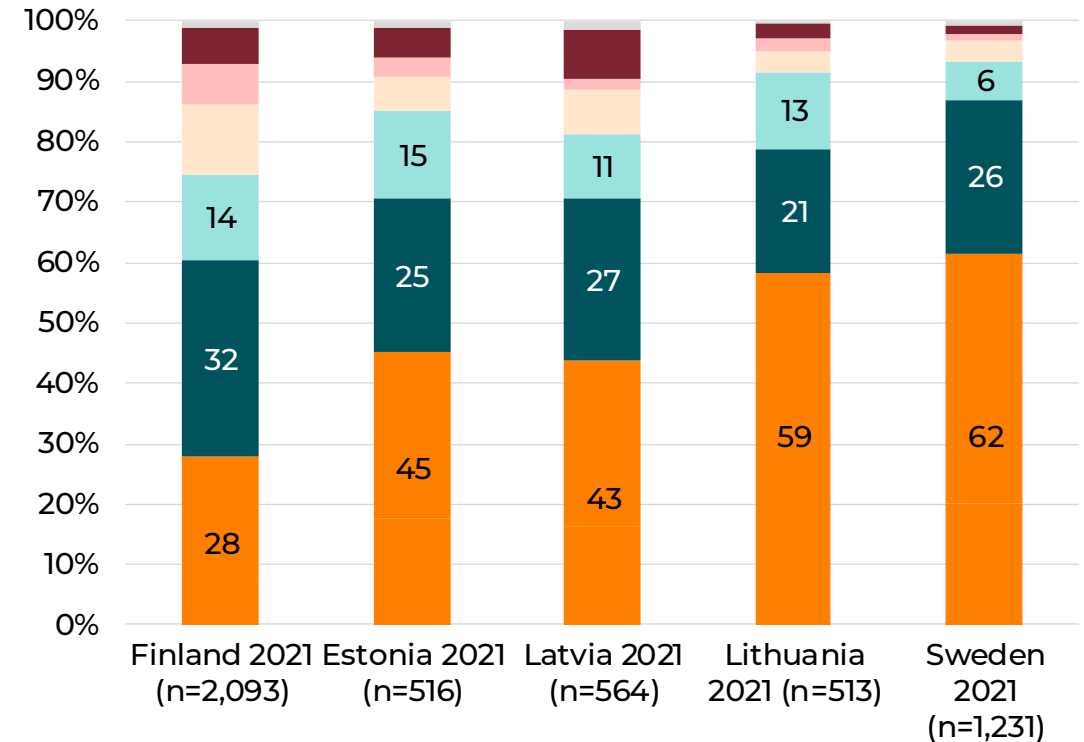
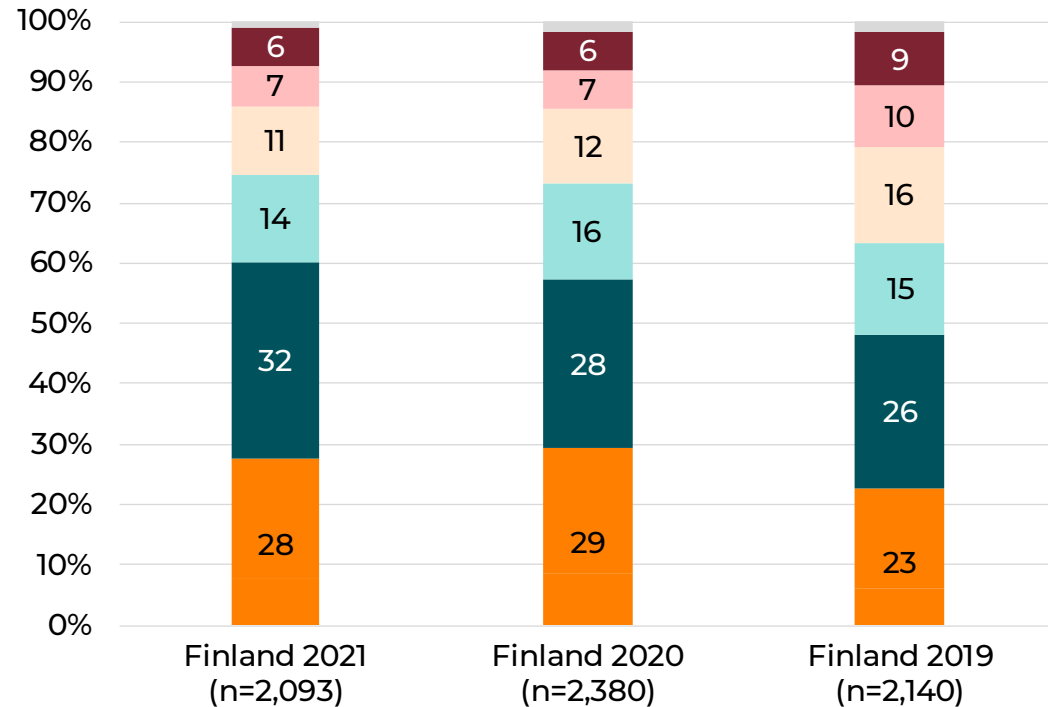


# The category split has remained even. The same product categories are still popular.



**What product(s) did you last buy online?**  
**Select a product that has been delivered, not one that is still on the way.**

# Finland has room for growth: 28% made purchases online during the last week; the corresponding figure in Sweden is 61%



■ In the last week 
 ■ In the last month 
 ■ In the last 2-3 months 
 ■ In the last 4-12 months 
 ■ Sometime before 
 ■ I don't buy products online 
 ■ I don't know



**When did you last buy products online?**



# How can the activity level be increased in Finland?

## Options

1

Faster deliveries

2

Environmental friendliness

3

Free deliveries

4

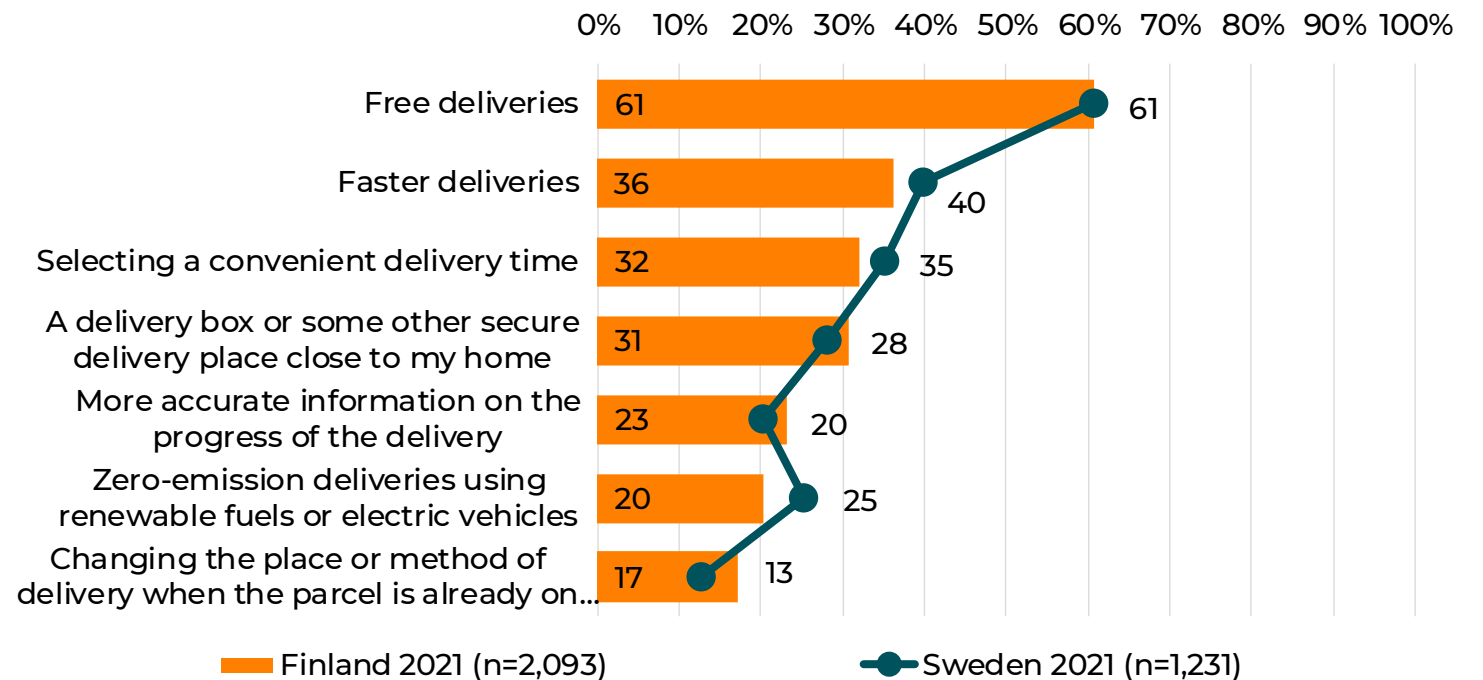
Freedom of choice (e.g. where the parcel is delivered)

# 61% would shop more online if they got free delivery



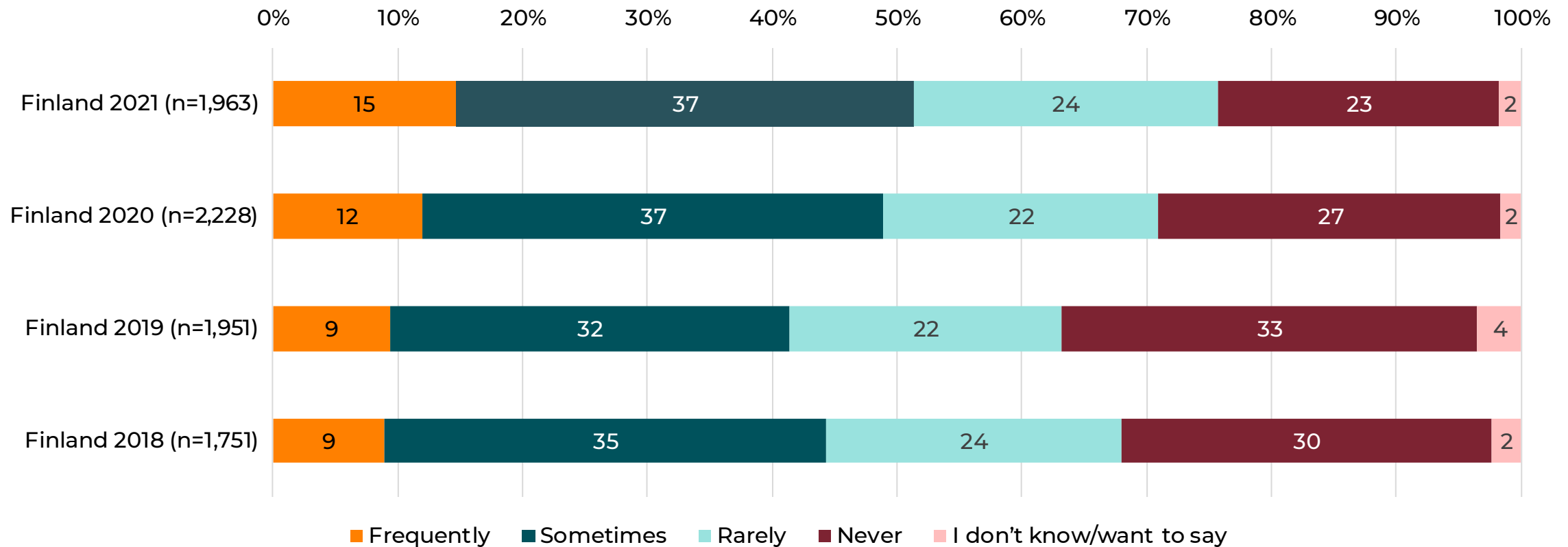
**A free delivery is also the key reason for buying more online in Sweden.** Zero-emission deliveries are more of a consideration in Sweden than in Finland.

## Yes, I would increase my shopping or make more of my purchases online



**Would the following opportunities relating to deliveries of goods contribute to you increasing your online shopping or starting to make more of your purchases online?**

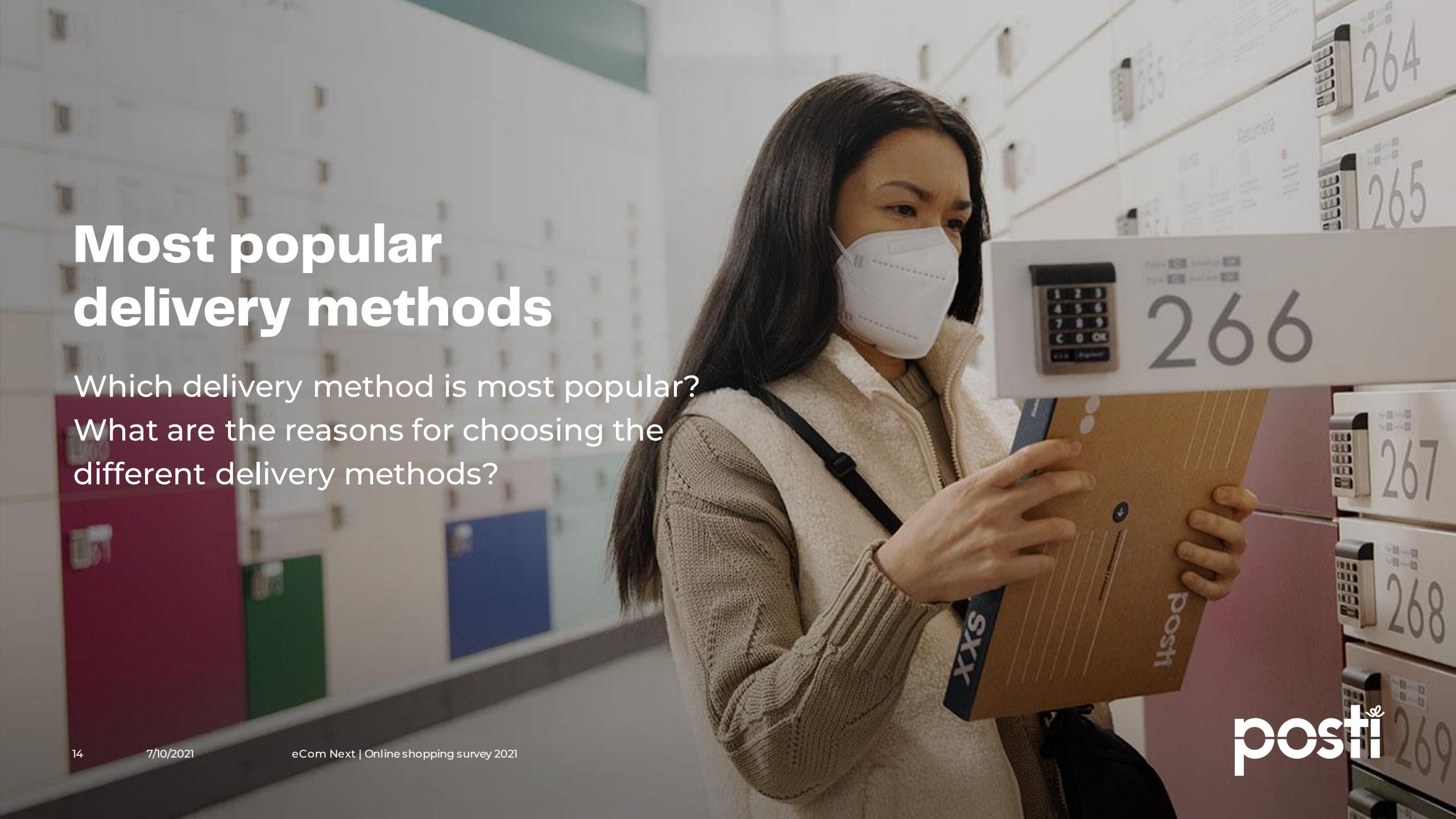
# 76% have sometimes added more items to the shopping cart to get free delivery



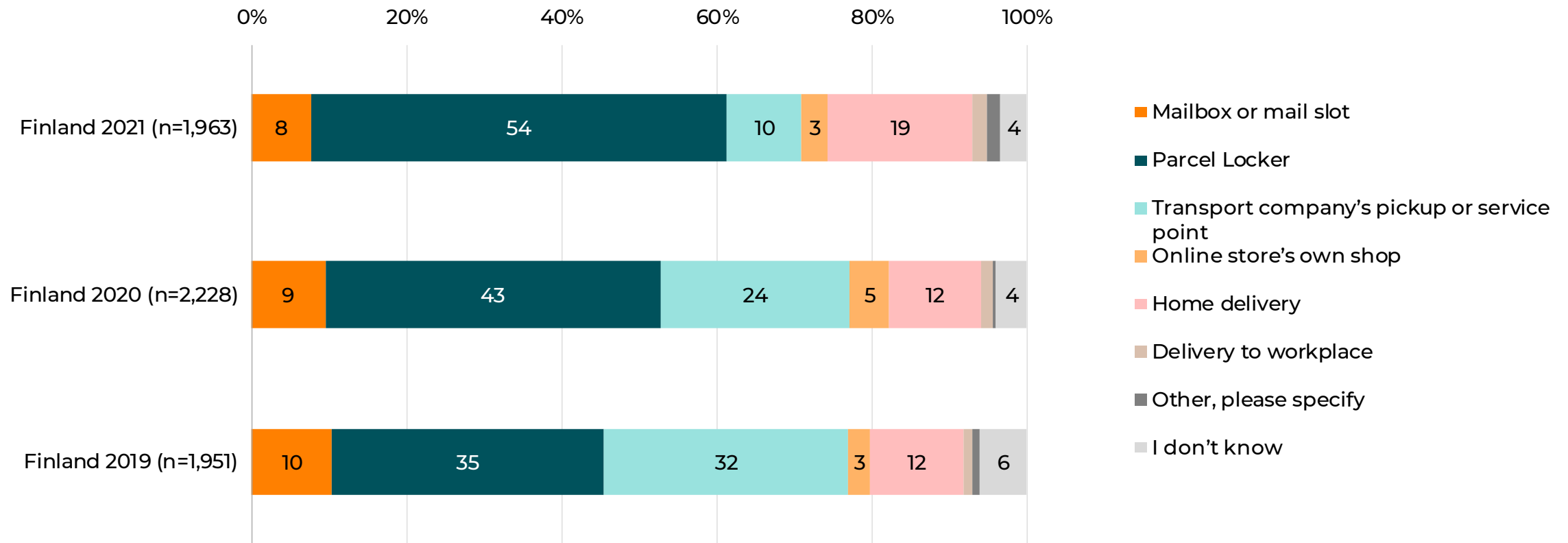
**How often have you increased the value of your shopping cart over a certain amount in order to receive a free delivery?**

# Most popular delivery methods

Which delivery method is most popular?  
What are the reasons for choosing the different delivery methods?

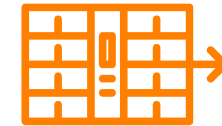
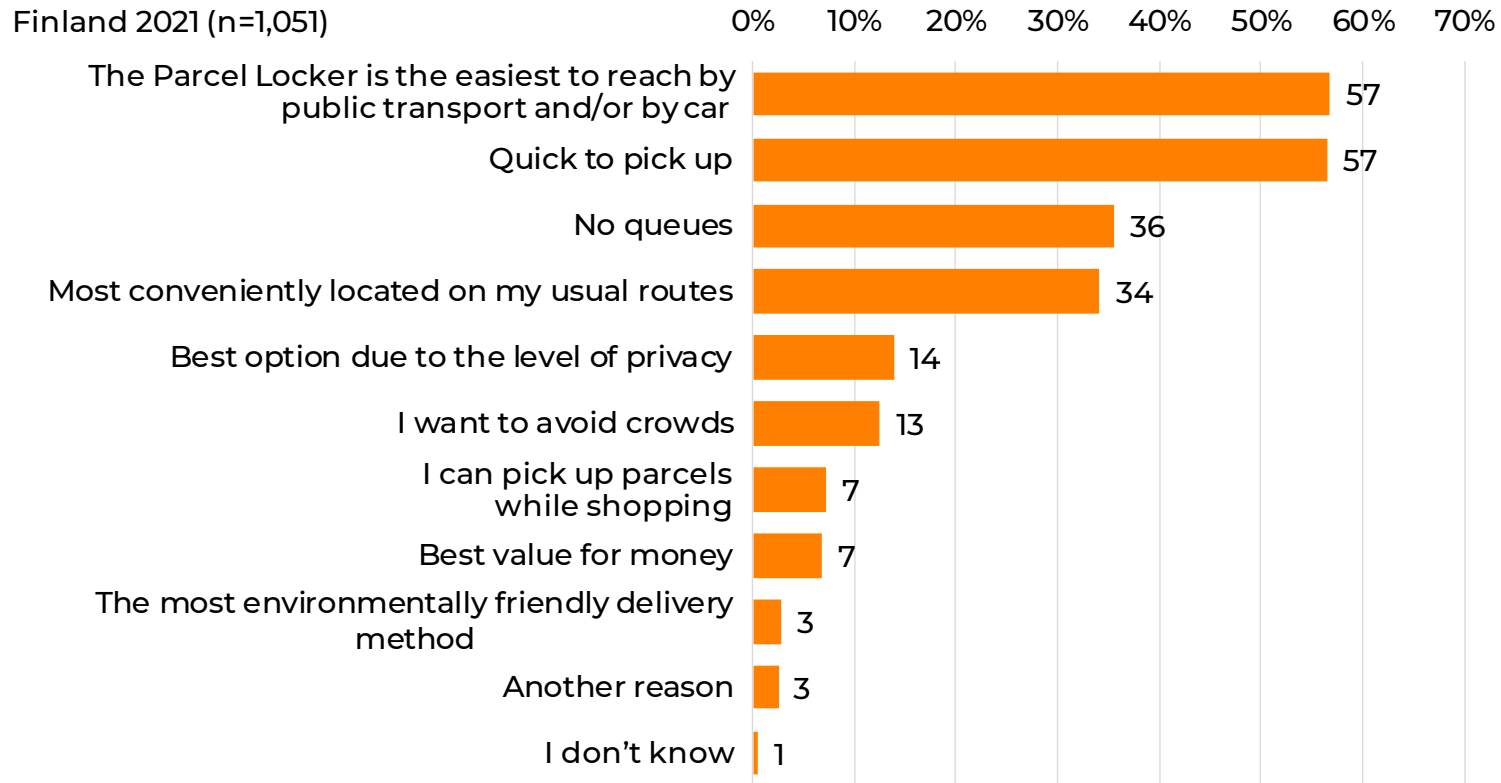


# Parcel Lockers are becoming more popular, home deliveries are also on the increase



**What is your favorite delivery method when shopping online?**

# Parcel Locker is a popular choice because it is fast and convenient when out shopping



**Posti Parcel locker is the most popular delivery method in each age group.**

It is especially popular among those aged 35–49.



**Why is the Posti Parcel Locker your preferred delivery method?**



# Home delivery is popular if you want to save time or have big items delivered to your doorstep

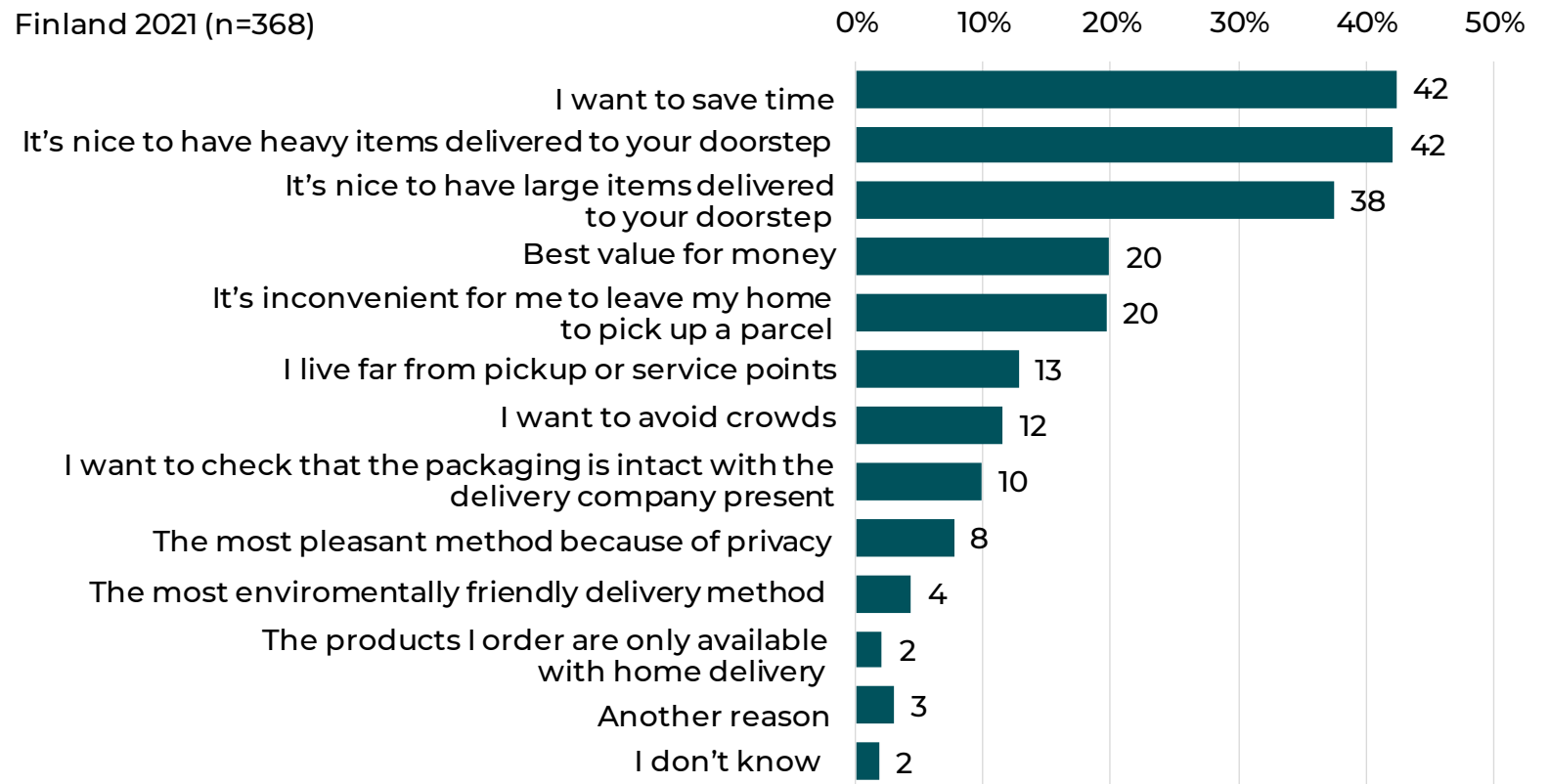


Home Delivery has increased significantly in popularity during COVID-19.

Home Delivery is most popular in the Helsinki area, where 26% of respondents use it.

The 50+ age group is more likely to select Home Delivery.

Finland 2021 (n=368)



Why is Home Delivery your preferred delivery method?

# Sustainability

What role does sustainability play in online retail? What are the factors consumers pay attention to when making a purchase decision?



# 56% think that **eco-friendly stores will succeed in the future** – many are hoping for decisive action in terms of transport and packaging materials

Finland 2021 (n=1,963)

%

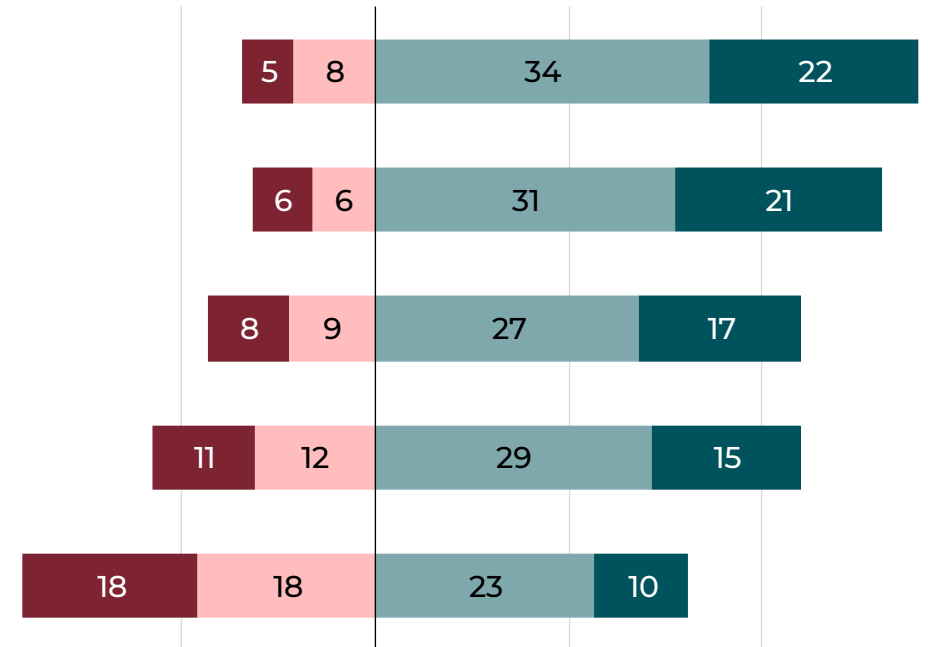
Future winners are online stores that take into account the environmental impacts of their operations

I would like the mode of transport I have chosen for online shopping to be environmentally sustainable

I prefer online stores that use recyclable packaging materials

It is very important to me that the transport company strives for zero emissions by using renewable fuels or electric vehicles

I would be willing to pay a few euros to make sure my purchase is transported in an environmentally friendly way

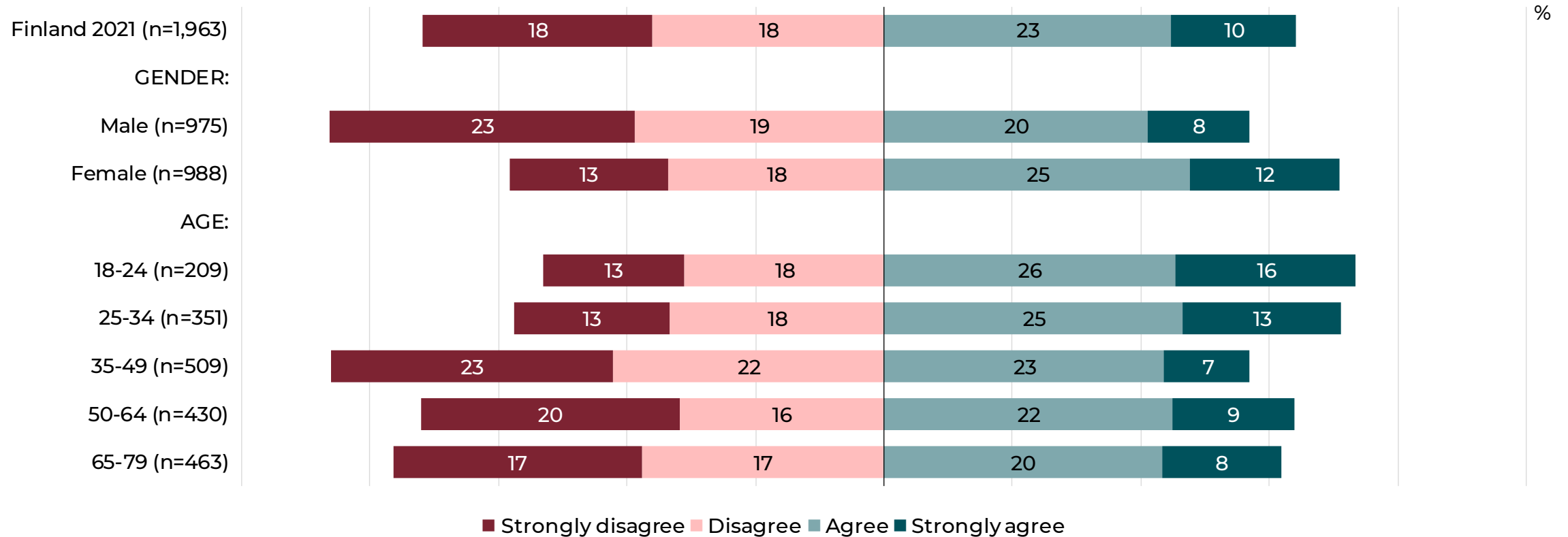


■ Strongly disagree ■ Disagree ■ Agree ■ Strongly agree



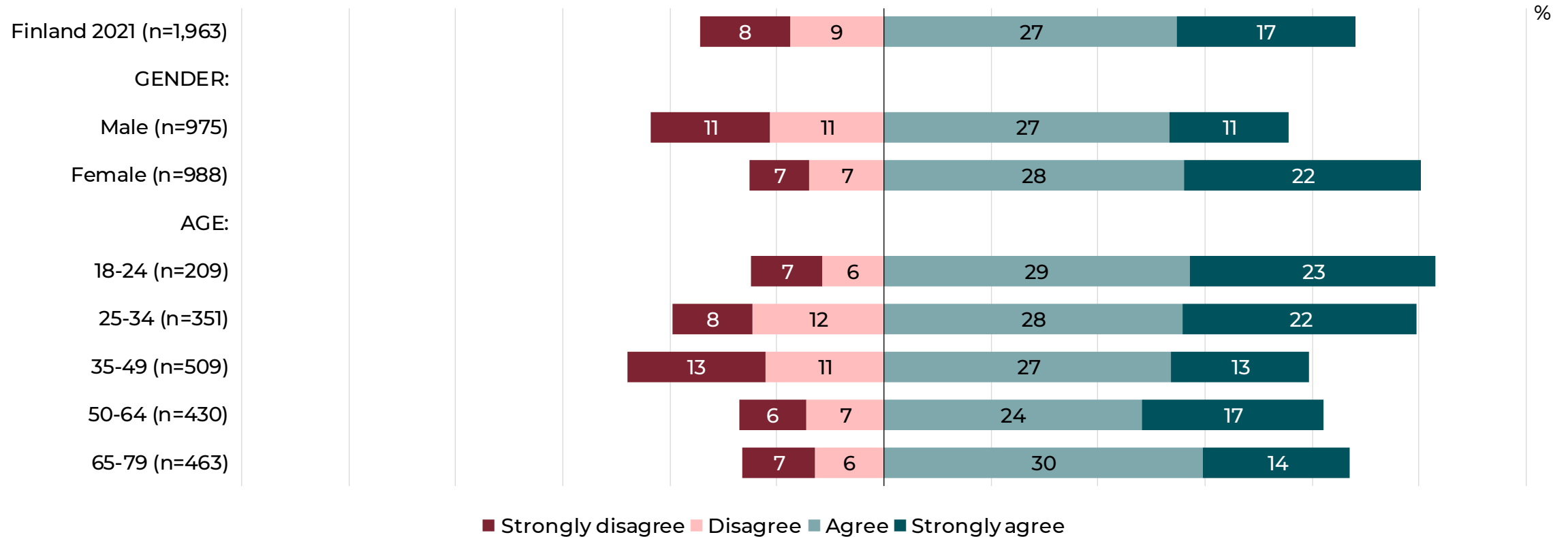
**How strongly do you agree or disagree with the following statement?**

# An additional fee for an eco-friendly delivery option divides opinions – younger respondents are readier to pay it, 42% of those aged 18–24



**I would be willing to pay a few euros to make sure my purchase is delivered in an environmentally friendly way**

# Think about packaging solutions: over 40% prefer online stores that use recyclable packaging materials



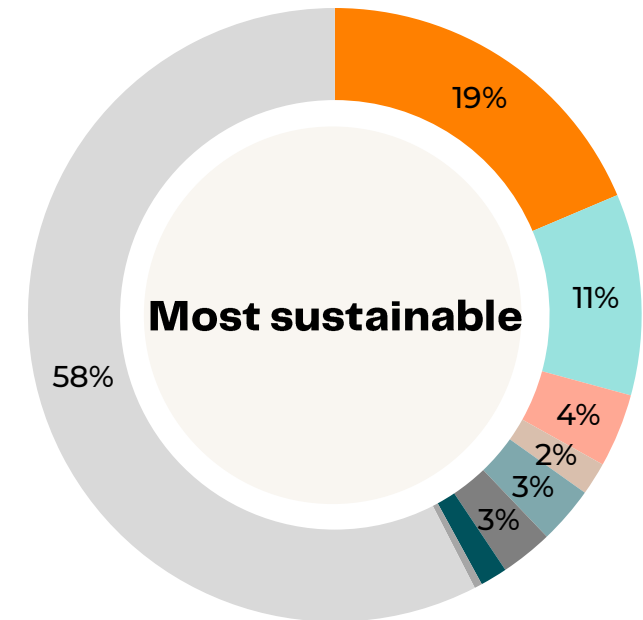
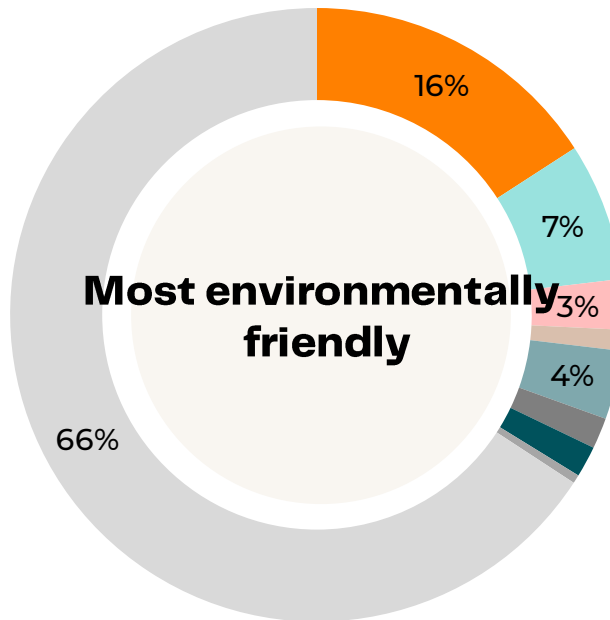
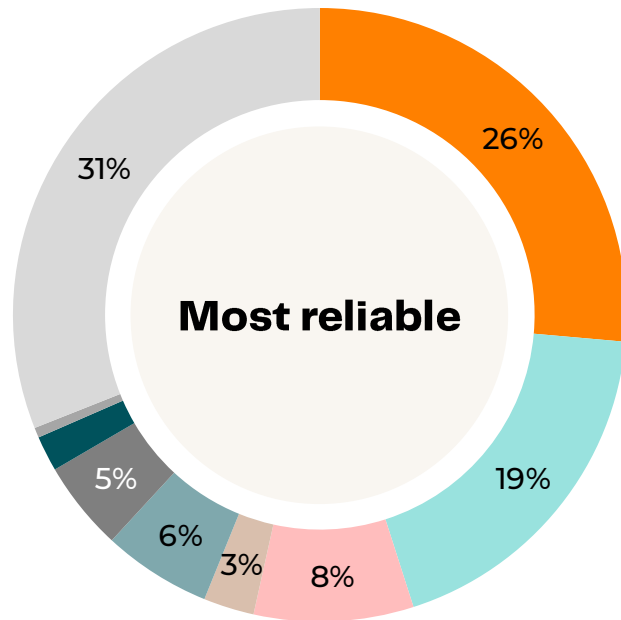
**I prefer online stores that use recyclable packaging materials**

# Posti is seen as a sustainable transport company

## – there is still room for improvement in communicating about sustainability



In your opinion, which of the transport companies is...



■ Posti 
 ■ Matkahuolto 
 ■ DHL 
 ■ UPS 
 ■ PostNord 
 ■ Schenker 
 ■ Budbee 
 ■ Fetch my stuff 
 ■ En osaa sanoa

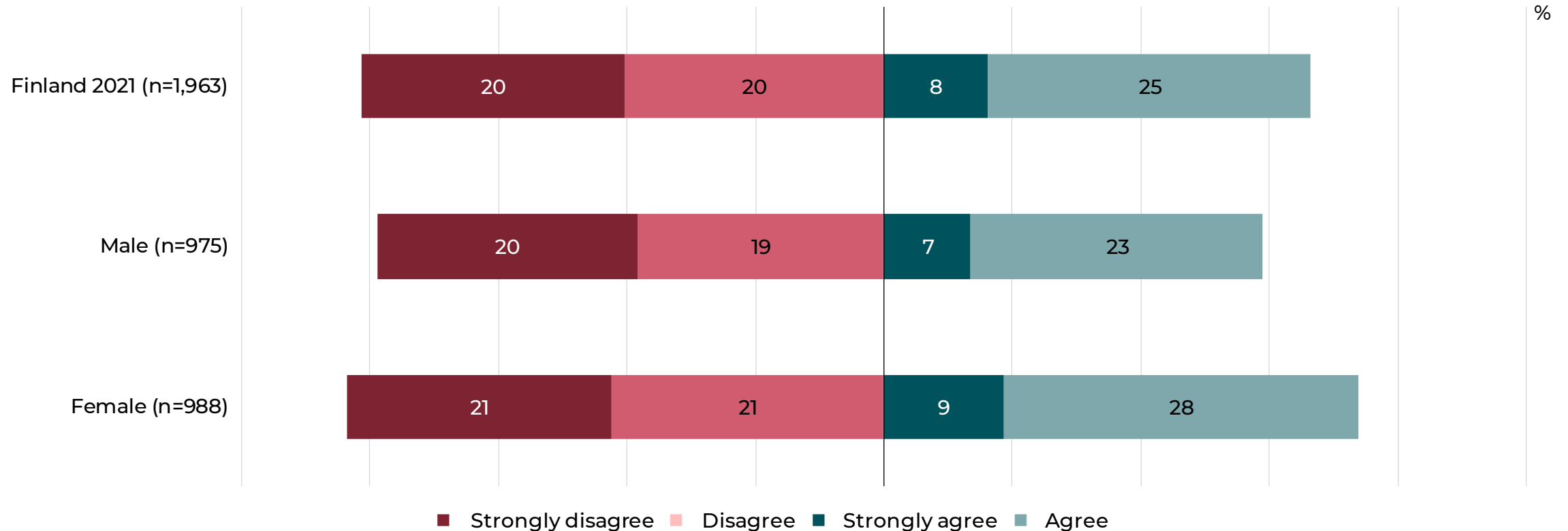
Finland 2021 (n=2,093)



# Best online customer experience

The internet has become an established shopping channel. We asked consumers which online store offers the best service.

# Online shopping is increasingly popular: over 30% enjoy it as much as shopping at brick-and-mortar stores



**I like shopping online just as much as shopping at brick-and-mortar stores**



# Based on your personal experience or impressions, which online store offered the best service?

Open-ended response. A total of 838 respondents named a specific online store

Verkkokauppa.com has always worked well

Probably JIMMS PC store because every now and then they send gummy bears with the products



posti