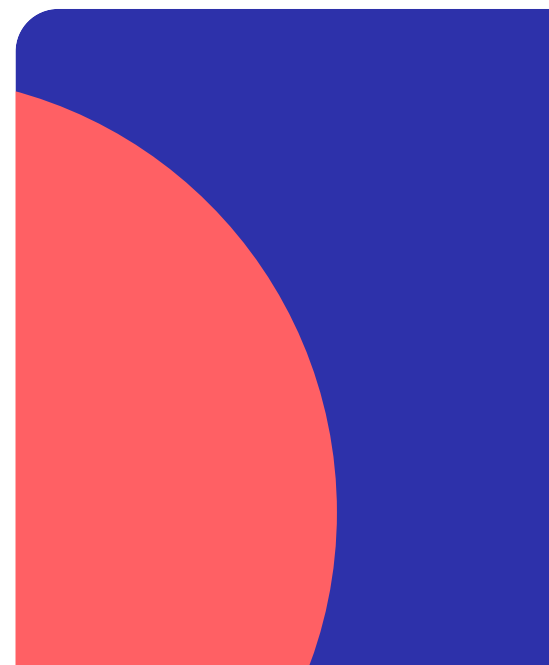


nexi

Ecommerce Report 2024 Denmark





Welcome to the eCommerce Report!

The Report presents the results of an extensive research conducted in 2024 on consumer behaviors across Europe to understand trends and dynamics of online shopping, with the aim to support eCommerce evolution, in retail and payments.

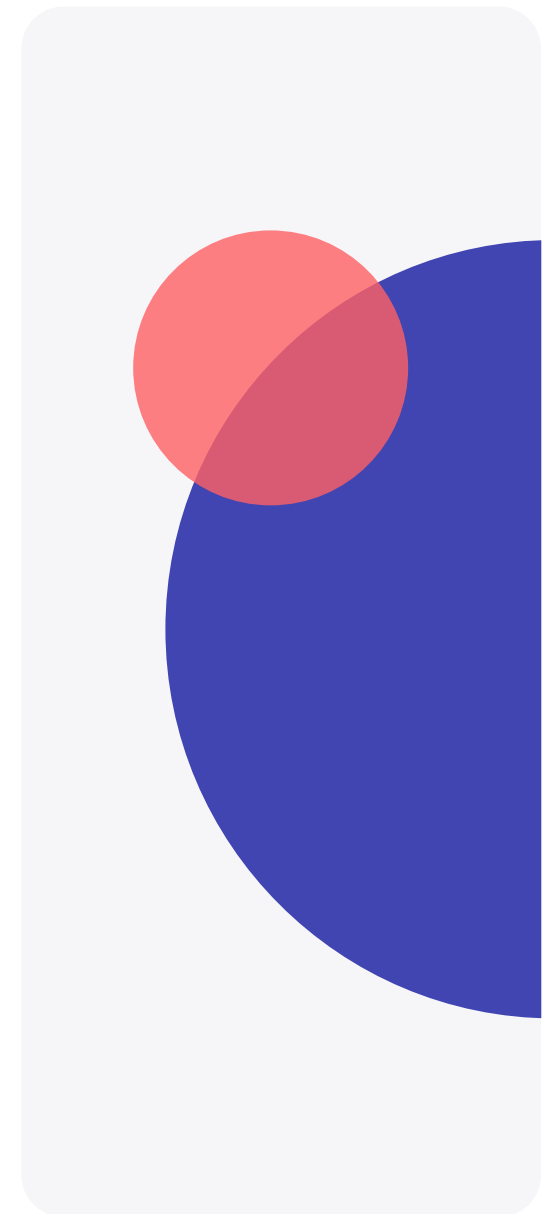
Geographies covered: **11 countries** across Europe
Northern: Denmark, Finland, Norway, Poland, Sweden.
Central Europe: Austria, Germany, Switzerland, Croatia
South Europe: Italy, Greece

Respondents: people between **18-79 years old**, with internet access, representative of the local population.

One major area of focus: habits in online shopping in order to understand behaviors in terms of choice of goods and services, general spending, factors that impact on choice of the webshop, shopping and payments.

Every week, throughout 2024, respondents were asked about the previous 28 days online shopping experience. The overall sample of respondents counts for 28.644 interviews, making this one of the widest survey on online shopping in Europe. In each country the response base was composed by 2604 respondents.

The research has been conducted by Teleperformance, on behalf of Nexi.



Ecommerce as a Mirror of Everyday Life

In 2024, online shopping in Denmark continued to be an essential part of daily life, reflecting consumer preferences as well as how people live, work, and relax. Data highlights the types of products and services that Danes chose to buy, offering insight into their priorities.



Clothing remained the most popular physical product purchased online, with **42.9%** of consumers buying apparel. Close behind were **beauty** and **personal care products** at **25.9%**, now a staple in the digital shopping basket. **Takeaway food** and ready meals followed at **21.7%**, emphasising the demand for convenience and comfort in everyday routines.

Online shoppers also demonstrated strong interest in **home electronics** at **19.8%**, **books** at **18.6%**, and **health-related products** at **18%**, underscoring the role of ecommerce in personal well-being.

When it comes to **services**, Danes displayed a clear preference for digital content and experiences. **Streaming platforms for music, film, and TV** remained the most popular service, purchased by **41.5%** of consumers. **Tickets for cultural and sporting events** were also widely bought online at **24.3%**, highlighting a strong interest in entertainment and shared experiences. **Memberships**, ranging from gyms to clubs, were purchased by **21.3%**.

In the **travel** category, a renewed interest in mobility emerged. **Parking services** led the segment at **21.2%**, followed by **public transport passes** at **19.9%**. **Hotel** bookings were chosen by **20%** of consumers, suggesting that travel—whether domestic or international—continues to be an important part of how people spend their time and budgets, being the top category in terms of spending.

Across all categories, a clear picture emerges: Danes are leveraging ecommerce to simplify daily tasks and enrich their leisure time. Online shopping in 2024 wasn't just about buying goods or services—it was about enabling lifestyles.

Whether ordering dinner, streaming a new series, or booking a weekend getaway, the digital shopping basket has become a reflection of how people prioritize time, comfort, and experience in a fast-paced world.

Denmark in 2024 Top Highlights

DISTRIBUTION

78%

of Respondents state they buy from local
websites in Denmark

53%

of Respondents indicate that speed is
what drives their payment method choice

DISTRIBUTION

43%

of Respondents indicate they bought
clothes online in the last 28 days

ESG

47%

of Respondents choose online shopping
for convenience of the experience and
lower prices

23%

of Respondents would accept longer
delivery time in favour of Planet
protection

1 What are your online shopping preferences? PAGE 5

1.1. ARE YOU AN ONLINE SHOPPER?

1.2. SUPPORTING LOCAL BUSINESSES

1.3. DELIVERY PREFERENCES

1.4. IS SUSTAINABILITY A PRIORITY?

2 Physical Goods PAGE 14

2.1. FASHION AND APPAREL

2.2. EVERYDAY NECESSITIES

2.3. HOUSEHOLD ITEMS

3 Services PAGE 20

4 Travel and hospitality PAGE 23

5 Payment methods PAGE 26

1

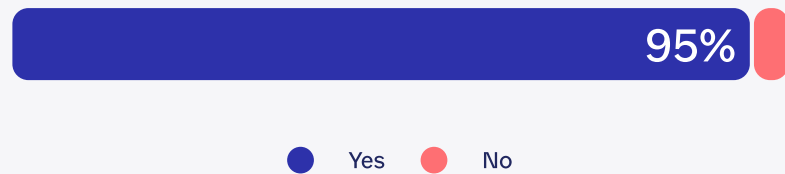
What are your online shopping preferences?



1.1 Are you an online shopper?

Shopping online is the new normal

People who have purchased online in the last 28 days in %



Closing in on our differences

People who have purchased online in the last 28 days by gender in %

Women



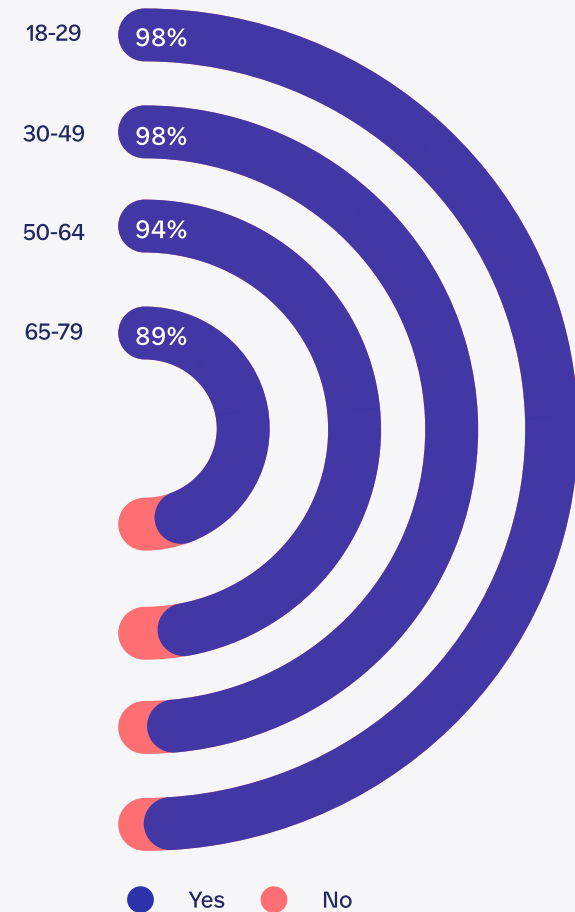
Men



● Yes ● No

eComm for everyone

People who have purchased online in the last 28 days by age in %

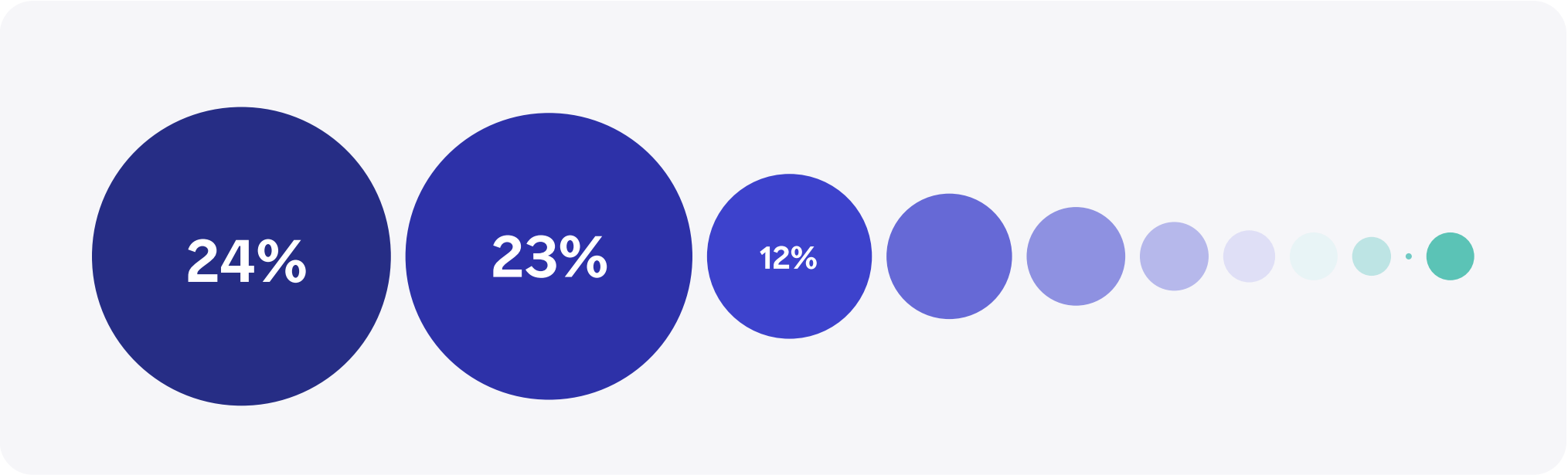


Simply convenient

Online shopping is seen as a smarter choice than in-store shopping due to its convenience, simplicity, and better prices. Respondents appreciate saving time by eliminating queues and crowds, offering unrestricted access at any time, and providing a wider range of products and options.

What are the reasons people shop online?

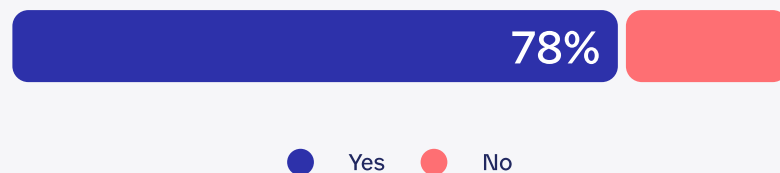
Convenient/simple	24%
Lower prices	23%
Save time	12%
Larger range	10%
Easy to compare prices	8%
Not dependent on opening hours	6%
More unique options	5%
Avoid crowds	4%
Avoid long queues	3%
Don't know	1%
Other	5%



1.2 Shopping local

Local over global

People who have purchased from a local online business in the last 28 days in %



Almost there

Gender differences when it comes to supporting local businesses in %

Women



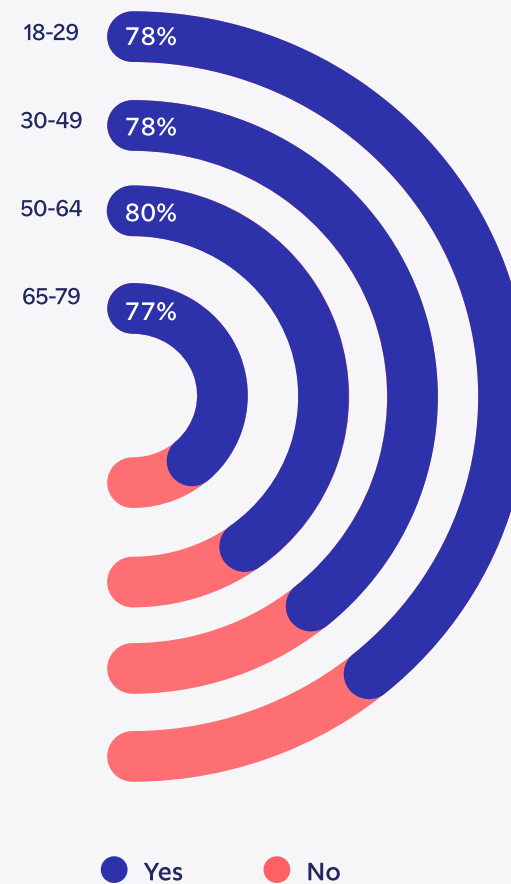
Men



Yes No

United in being local

Generational differences when it comes to local online shopping in %



1.3 Delivery

Near and convenient

The most preferred delivery options in %

Pick up

Pickup at nearest distribution point (e.g. post office, gas station) 39%

Pickup at nearest distribution station (e.g. parcel boxes) 25%

Pickup in store 7%

Delivery

Delivery at home 28%

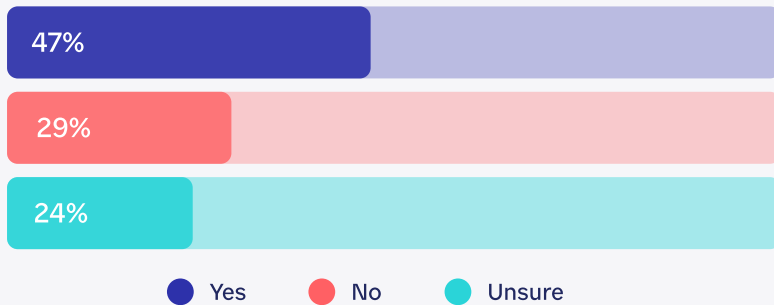
Don't know 1%



1.4 Do we prioritize sustainability?

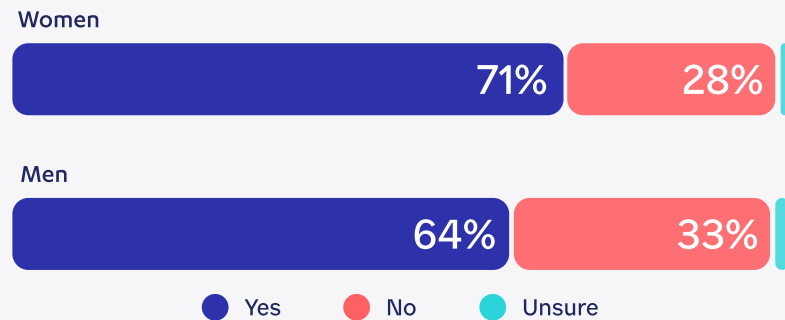
Sustainability over convenience

People who have said it is important that online stores care about the planet in %



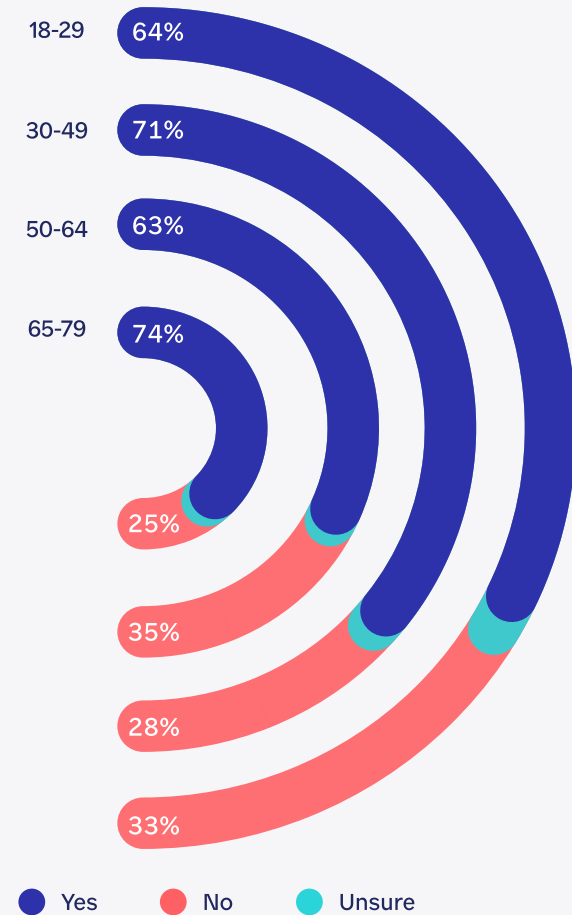
Leading the way

Gender differences between choosing any sustainable measures in %



Gen Green

Generational differences between choosing any sustainable measures in %



Sustainability starts with less packaging

Sustainability is mostly viewed as being primarily the responsibility of merchants, through measures like packaging reduction, logistical efficiency, and carbon offsetting.

However, this year, 23% of respondents expressed a willingness to accept longer delivery times in order to reduce environmental impact.

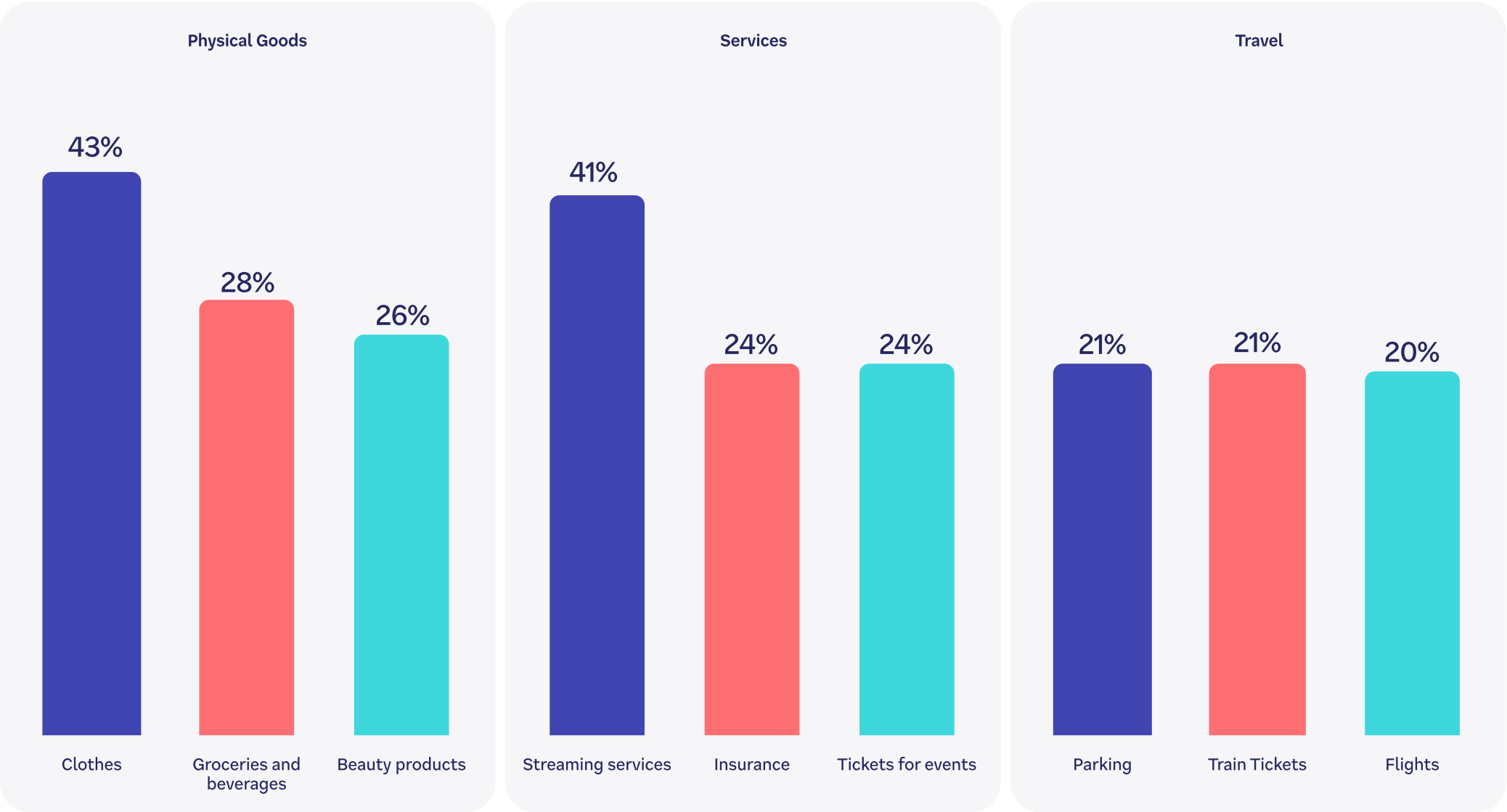
What type of measures would you prefer a website to offer?

Minimal packaging (wasteless transportation)	43%
Longer delivery times for streamlined logistics	23%
Environmentally friendly return procedures	22%
Option of climate friendly delivery (e.g. on bike)	18%
Carbon offsetting fee	18%
Other	3%
Don't know	26%



The key categories in eCommerce shopping in 2024

Goods or services purchased in the last 28 days in %

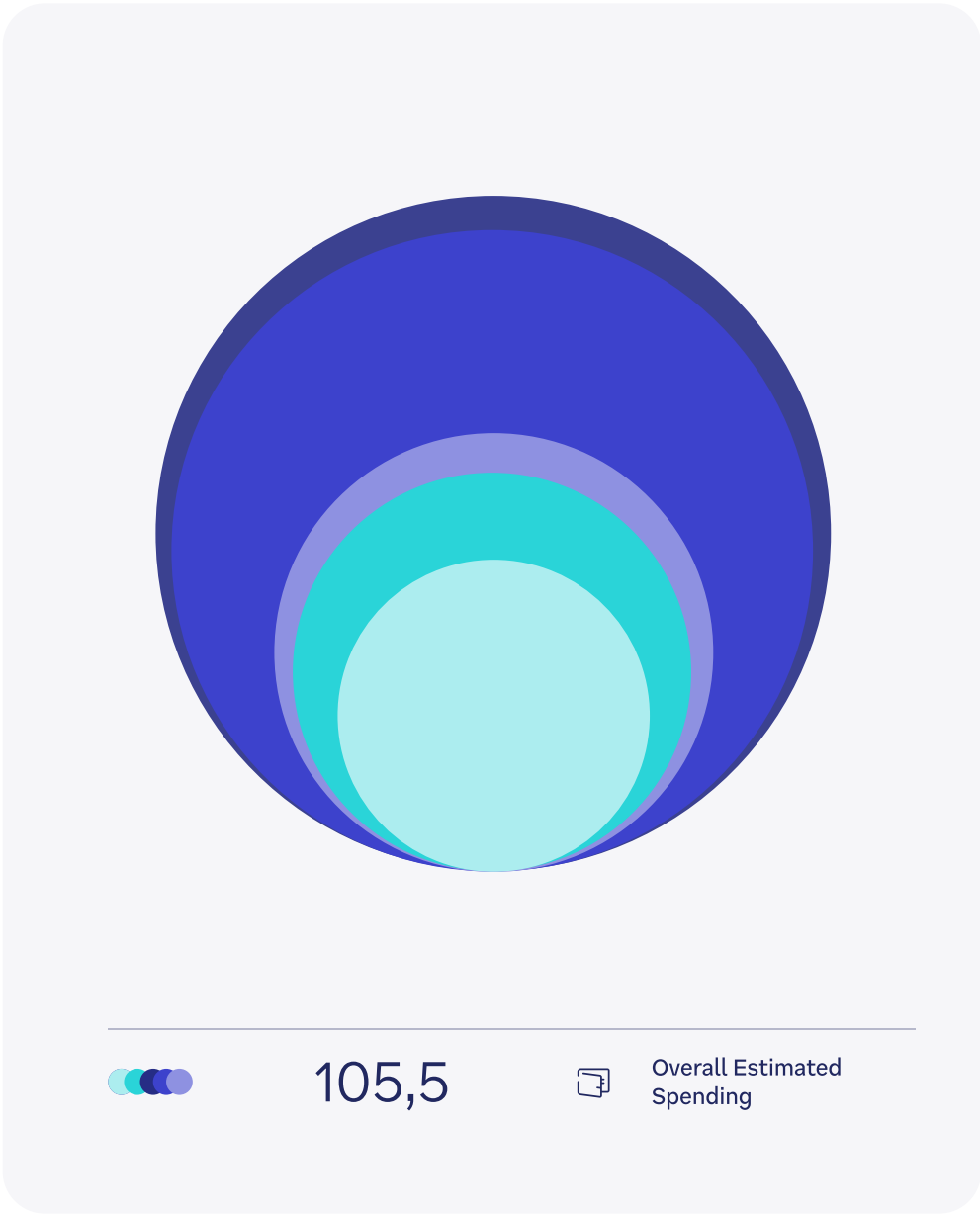


Getaways over Shopping sprees

Travel and hospitality represent naturally the top category in terms of spending, together with fashion, confirming the habit of using eCommerce mostly for discretionary goods. In any case the dynamic of the value, according to what declared by respondents, highlights the relevance also for everyday necessities, that is also confirmed by the growth of the frequency of purchases on daily basis.

Online spending in 2024
*estimated spending in billions of DKK

●	28,7	✈️	Travel and hospitality
●	27,5	👕	Fashion and apparel
●	18,6	🤝	Services
●	17,2	📺	Household items
●	13,5	🛒	Everyday necessities



2.1

Fashion and apparel

Physical goods



Monthly shopping habits

Clothes and other apparel purchased in the last 28 days in %

Clothing remains one of the most frequently purchased categories in online shopping, showing a 14 percentage point increase compared to the previous year. This growth aligns with a broader trend, where beauty products and shoes have also seen double-digit increases.



Changes in the top 3 categories

Change of buying clothes and other apparel in the last 28 days compared to 2023 in p.p.*



*Percentage points = p.p.

2.2

Everyday necessities

Physical goods



Monthly shopping habits

Everyday necessities purchased in the last 28 days in %

Groceries and pharmacy products are increasingly purchased online, significantly reshaping daily shopping habits. This trend is driven by the demand for convenience, wider product availability, and fast delivery options.



Changes in the top 3 categories

Change of buying everyday necessities in the last 28 days compared to 2023 in p.p.*



*Percentage points = p.p.

2.3

Household items

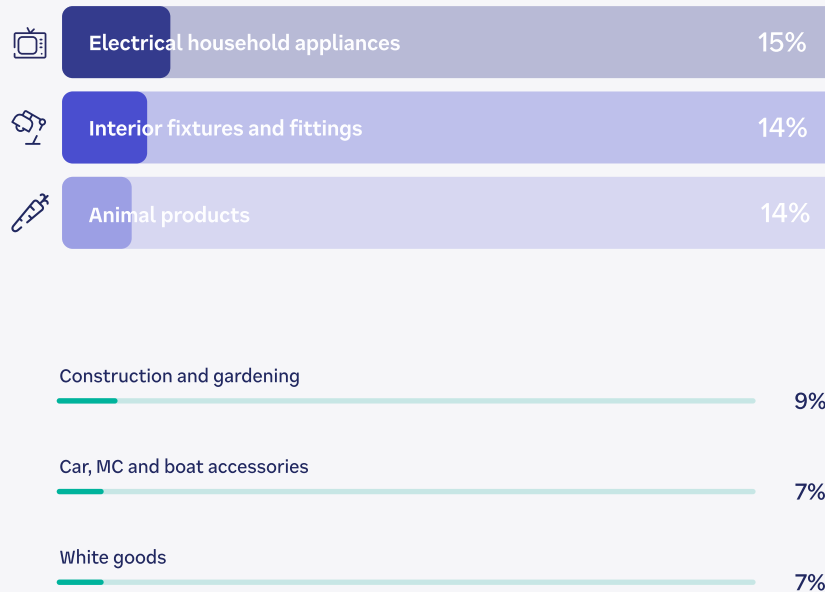
Physical goods



Monthly shopping habits

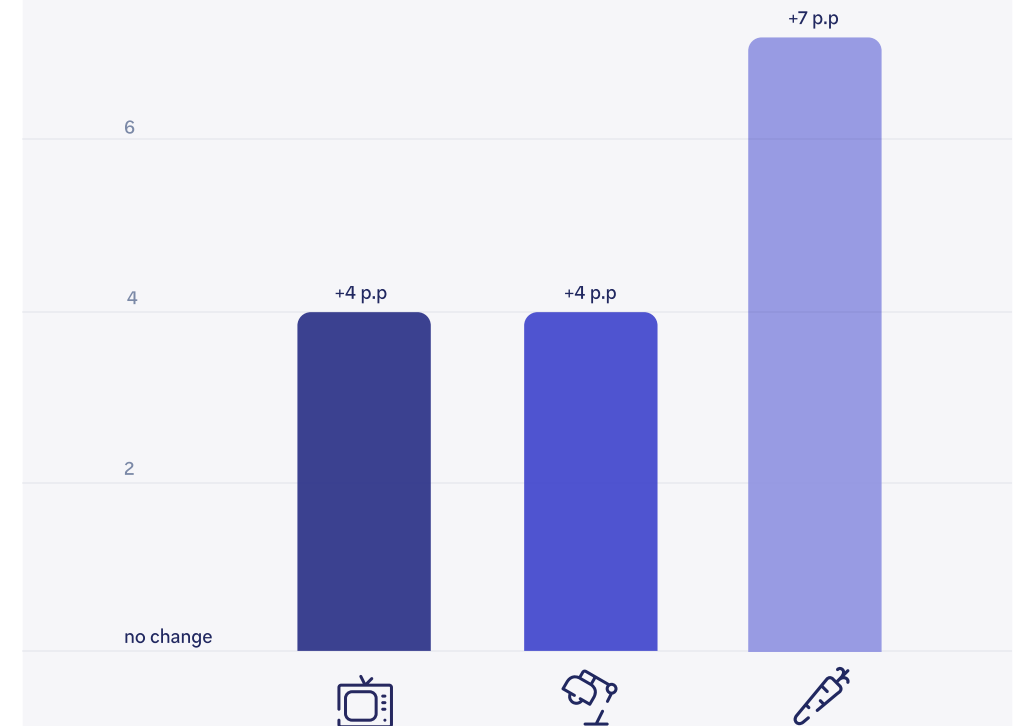
Household items purchased in the last 28 days in %

Among household items, pet supplies are experiencing a significant increase in online purchases, driven by convenience and a growing variety of products. However, the majority of transactions still come from electrical household items, which remain the dominant in this category of online shopping.



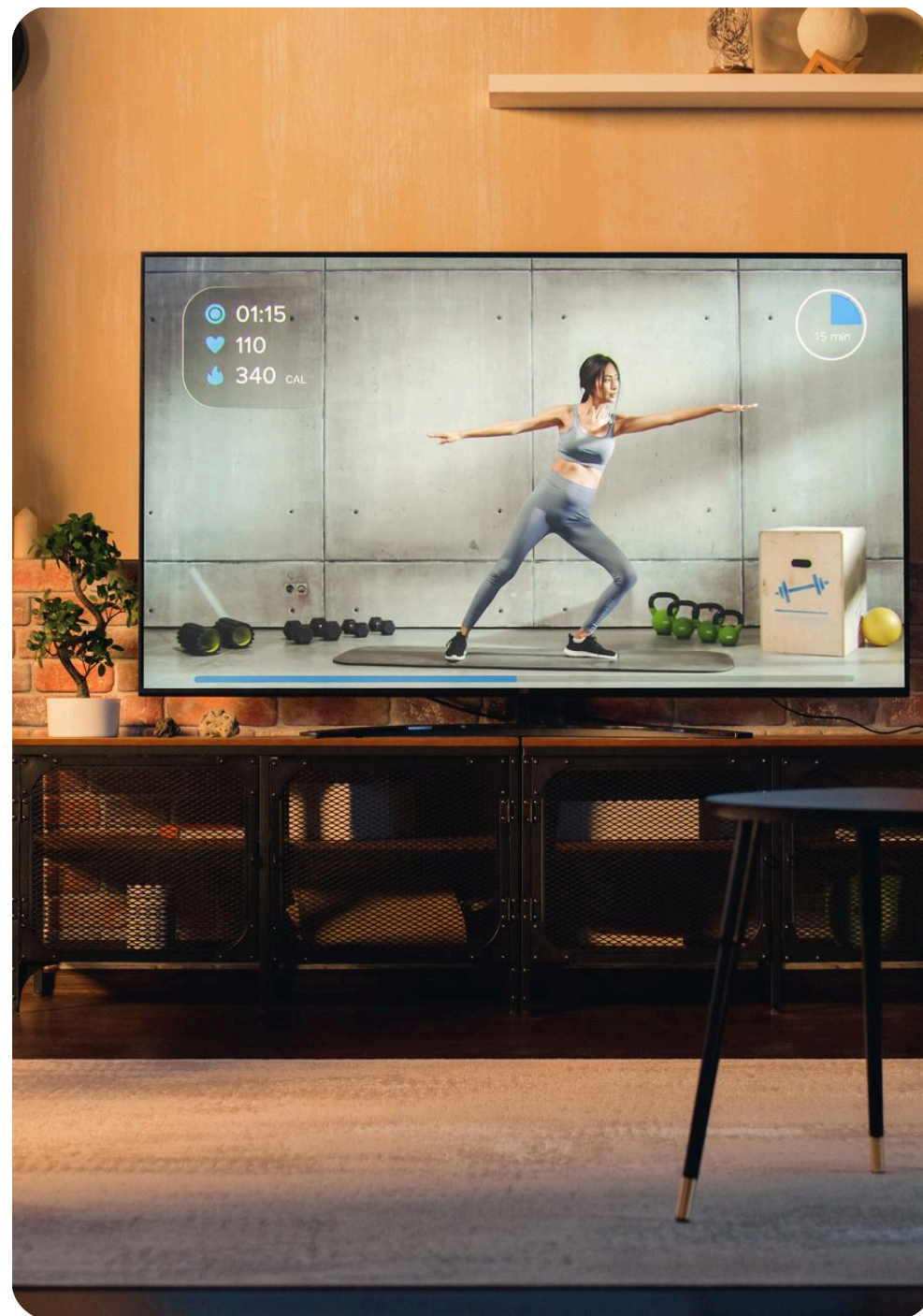
Changes in the top 3 categories

Change of buying household items in the last 28 days compared to 2023 in p.p.*



*Percentage points = p.p.

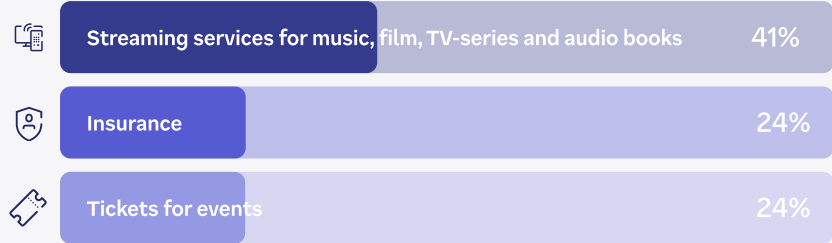
3 Services



Monthly shopping habits

Services purchased in the last 28 days in %

Streaming services still account for 41% of all online services, though they have seen a sharp decline compared to the previous year, signaling a maturing market. In contrast, the insurance sector is in a growth phase, representing 24% of total online service transactions and experiencing a high single-digit increase compared to 2023.



Changes in the top 3 categories

Change of buying services in the last 28 days compared to 2023 in p.p.*

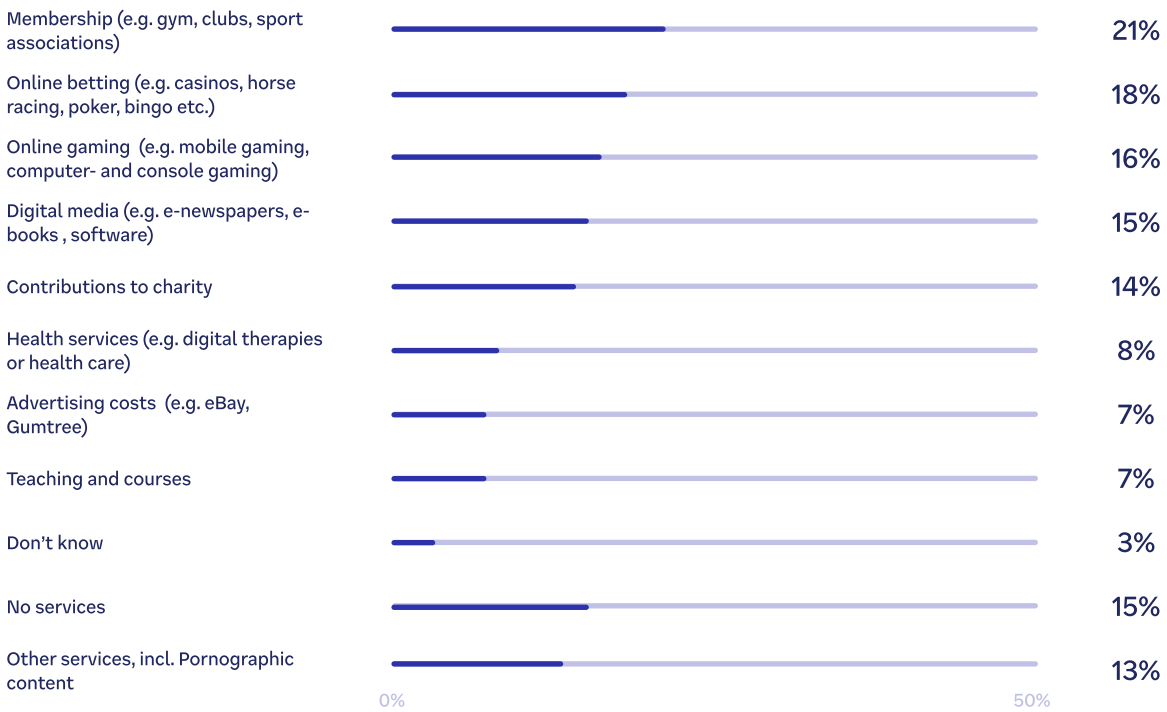


*Percentage points = p.p.



Also on our monthly shopping list:

Services purchased in the last 28 days in %



4

Travel and hospitality

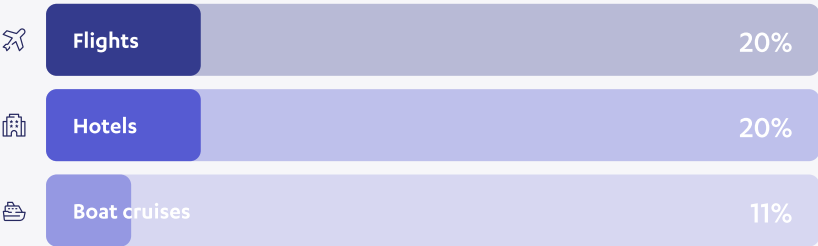


Monthly shopping habits

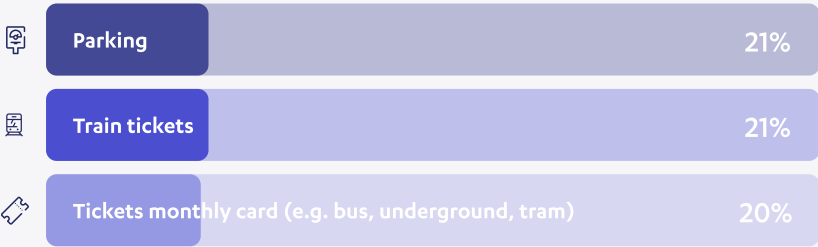
Travel/travel-related services purchased in the last 28 days in %

Flights and hospitality remain the top category in terms of expenditure and continue to be highly relevant in purchase frequency, showing a 10 percentage point increase compared to the previous year.

Travel

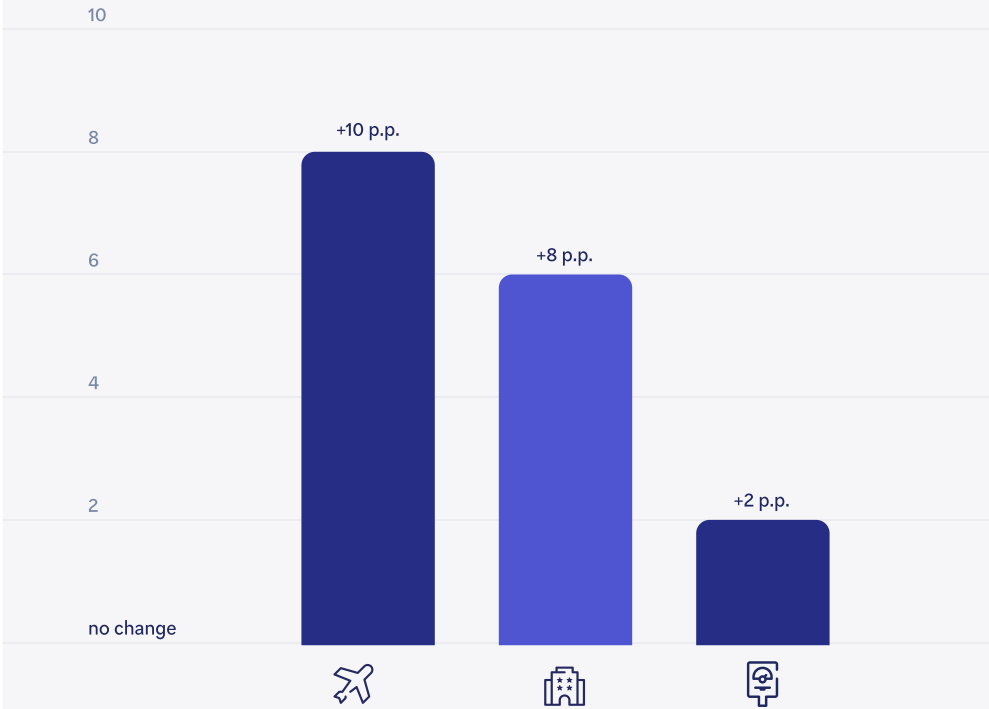


Daily transport



Changes in the top 3 categories

Change of buying travel/travel-related services in the last 28 days compared to 2023 in p.p.*



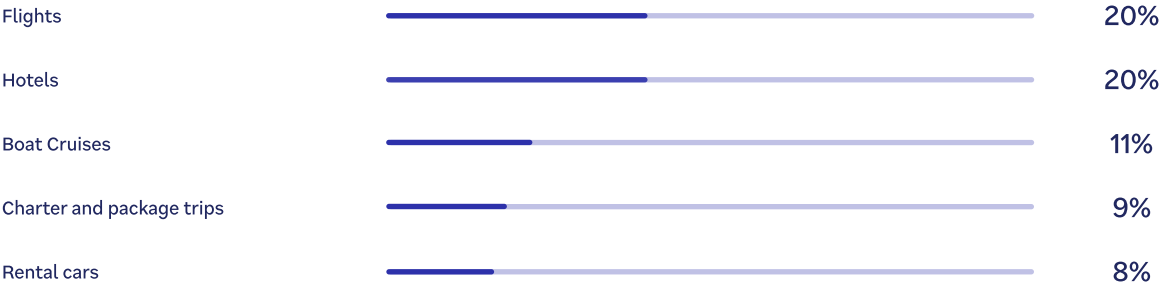
*Percentage points = p.p.



Overall monthly shopping list:

Travel/travel-related services purchased in the last 28 days in %

Travel



Daily transport



0%

50%

5

Payment methods and shopping experience



From Cards to Clicks

Credit and debit cards remain the most widely used and preferred payment methods for online transactions. However, MobilePay has gained significant traction, with over half of respondents reporting using it for an online purchase in the past 28 days.

This highlights a growing shift towards alternative digital payment solutions. Additionally, the use of Masterpass stands out in this country, with 6% of respondents opting for this method.

Speed and convenience are the primary factors driving the choice of payment solutions, though there is a rising sensitivity to low transaction costs as well.

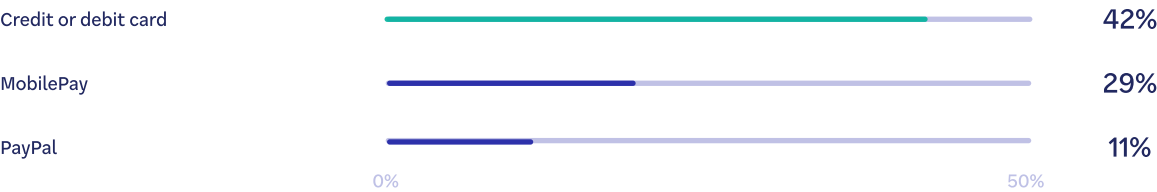
What do you pay online with?

Payment methods that were used in the last 28 days in %



What do you prefer paying online with?

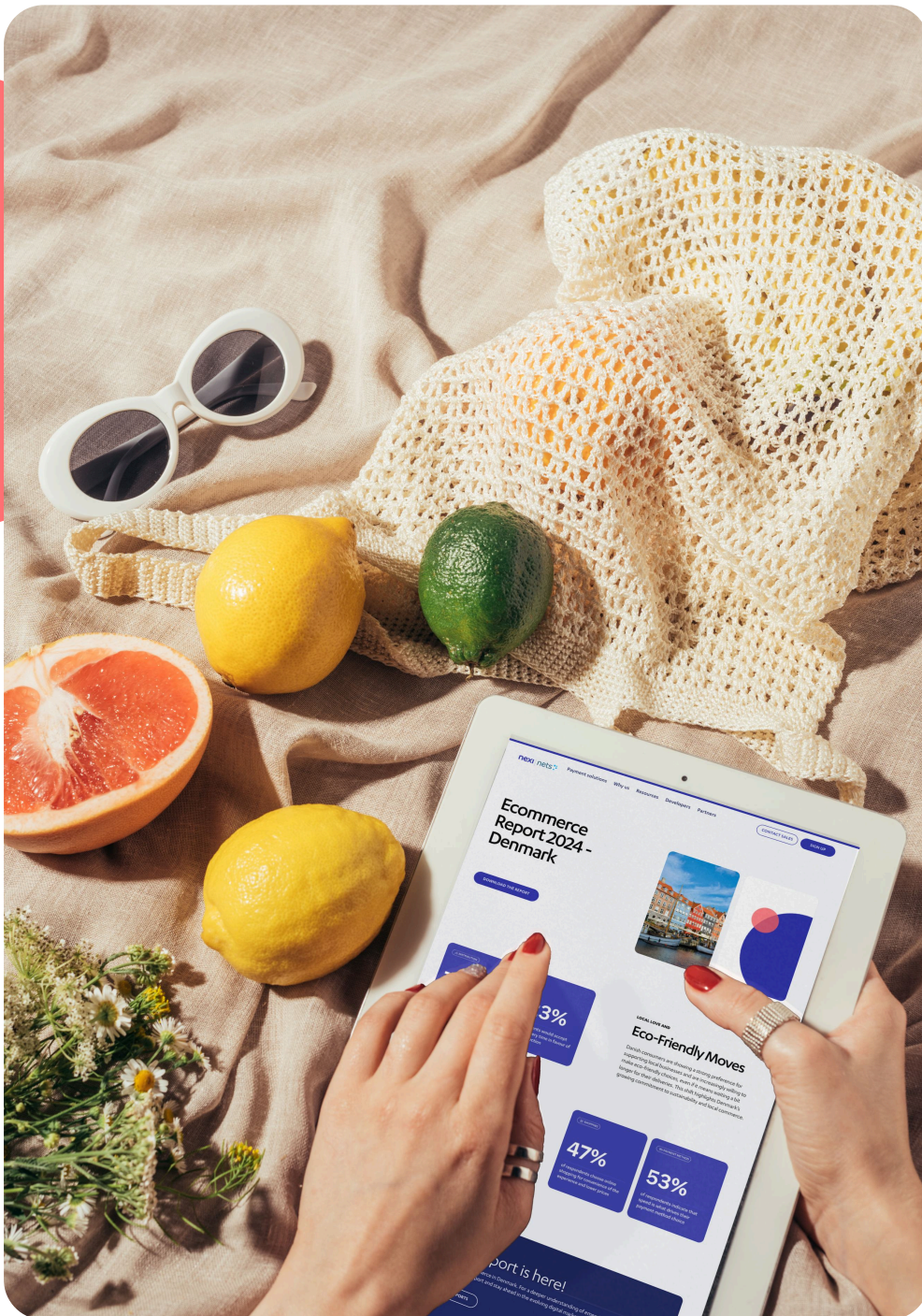
Top 3 preferred payment methods in %



What are the top reasons for choosing specific payment methods?

Fast	53%
Simple	20%
Secure	14%
Cheap	8%
Habit	6%
I want to be invoiced later	2%
I want to be able to pay the invoice in instalments	1%
Don't know	<1%
Other	<1%





Thanks for reading

As a part of Nexi Group, the leading Paytech in Denmark and in Europe, we offer innovative and reliable solutions that simplify payments, and enable businesses and financial institutions to better serve their customers.

We would be happy to present you our solutions and discuss together how to support your business.

GET STARTED →