



**Press Release**

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## DIBS E-Commerce Survey 2012 shows that consumers shop online more often and for smaller amounts

**DIBS, the leading provider of payment solutions for e-commerce, today publishes DIBS E-Commerce Survey 2012. The report shows that e-commerce is now a natural part of everyday life and that consumers shop online more often, but for smaller amounts.**

First launched in 2007, the report covers e-commerce in Sweden, Denmark, Norway, Finland, United Kingdom, Germany, France, Poland and Spain. It is 50 data rich pages and is available for media via DIBS. Here are some of the main conclusions:

Consumers shop more often online. On average, the consumers made 8.2 purchases during the past six months compared to 7.4 during the same period 2011, 6.6 during the same period 2010 and 6.3 during the same period 2009.

The pattern is the same in most countries. The number of purchases per person during the last six months was in Sweden 7.0 (6.6) Denmark 7.7 (6.8), Norway 7.2 (7.0), Finland 5.7 (5.9), United Kingdom 12.0 (11.0), Germany 8.2 (7.7), France 6.2 (5.8), Poland 6.0 (5.5) and Spain 6.5 (4.5).

While consumers shop online more often, they also spend less per purchase in several countries.

Based on consumers estimates, the total e-commerce market in all countries amounts to euro 226 billion, whereof Sweden 8.2, Denmark 4.8, Norway 6.0, Finland 4.0, UK 62.0, Germany 63.9, France 36.5, Poland 16.2, and Spain 24.3 billion. That is an increase of 6 percent since last year, perhaps dampened by the economic crisis. Poland and Spain grew much faster than the rest.

“E-commerce has entered a new phase of maturity and is now a natural part of everyday life. Consumers shop more often but the competition for consumers strengthens and e-stores operates in a continuously more competitive landscape,” says Eric Wallin, CEO of DIBS.

Consumers' perception of their consumption might also have been affected by the changing nature of e-commerce, as it becomes more commonplace, more often

subscription-based and more integrated into channels for commerce.

### **Travel remains the largest sector**

Travel-related consumption accounts for approximately 25% of the market in the nine countries. The second largest category is household consumables (13%), followed by electronics (12%) and home non-consumables (11%). Consumers indicate that will increase their consumption especially in fashion, travel, electronics and media next year.

### **Consumers want to simplify**

Consumers shop online because it is easy and saves time (69%). Less important, but still a significant driver is the ability to find lower prices (59%). Other major drivers for online shopping are opening hours (61%) and the ease to compare products and prices (61%).

### **About DIBS E-Commerce Survey 2012**

DIBS E-Commerce Survey 2012 is a data rich report of 50 pages, which give a detailed picture of e-commerce, with particular focus on e-commerce via smart phones and tablets. The report is available at [www.dibs.se](http://www.dibs.se).

The survey was conducted during the third quarter of 2012 by the research institute YouGov and is based on interviews with over 9,000 Internet users in Sweden, Denmark, Norway, Finland, UK, Germany, France, Poland and Spain. On September 25, an excerpt was published on e-commerce via smartphones and tablets.

### **For more information please contact**

Eric Wallin, CEO of DIBS, +46703 29 77 74 or [eric.wallin@dibs.se](mailto:eric.wallin@dibs.se)