



Dansk e-handel 2019



@patrikmuller



www.linkedin.com/in/patrikm



patrik.muller@dibs.se

nets:



DIBS

Dansk e-handel 2019

WWW.DIBS.DK/PUBLIKATIONER





Samlet estimeret forbrug i Norden i 2019

592

MILLIARDER DANSKE KRONER

Online forbrug 2019

140.741.046.165

DANSKE KRONER



01 Vækst 2018-2019



Online forbrug 2018

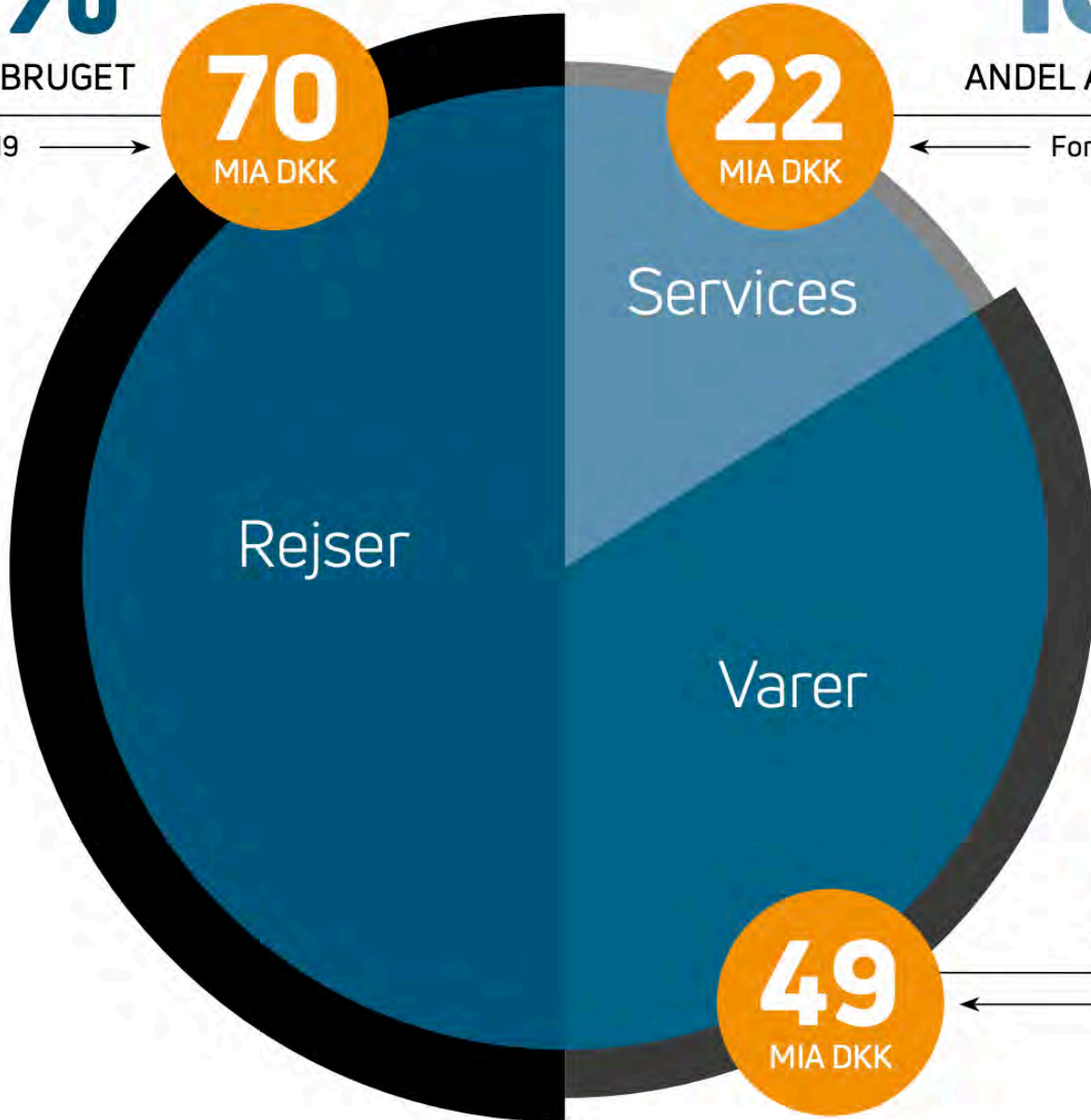
133.488.157.305

nets

50 %

ANDEL AF FORBRUGET

Forbrug 2019



70
MIA DKK

22
MIA DKK

16 %

ANDEL AF FORBRUGET

Forbrug 2019

Services

Rejser

Varer

34 %

ANDEL AF FORBRUGET

Forbrug 2019

49
MIA DKK

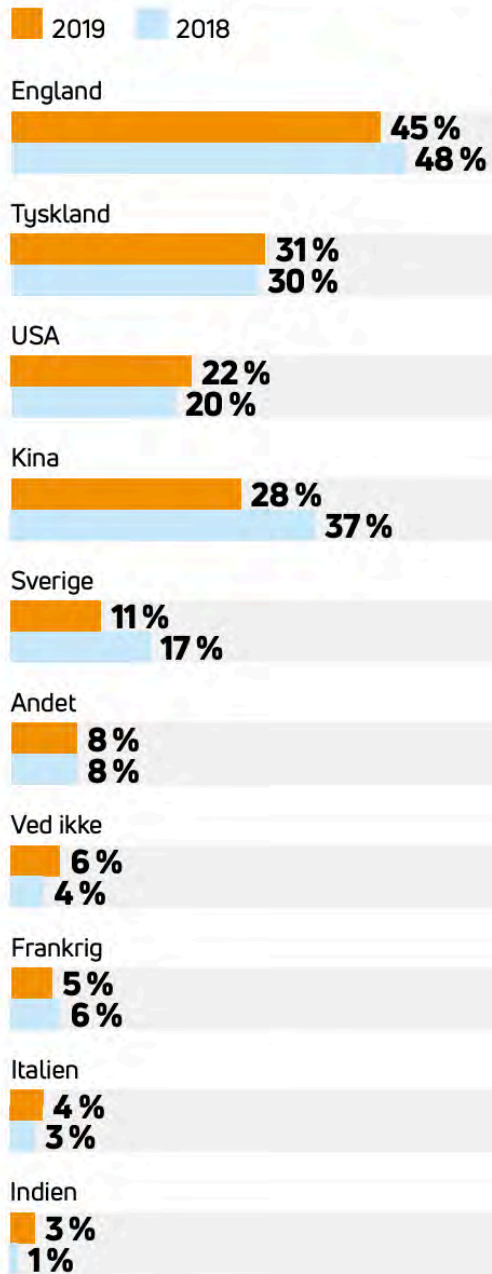




Shopping from abroad

nets 

13 Fra hvilke lande handler danskerne?



46 %
procent af danskerne har
handlet i udenlandske
webshops.



15 Varför handlar du INTE i utländska webbshopper?

Osäker på tullavgifter/moms



Svårt att returnera produkter



Osäker på butiksvillkoren (t.ex. retur och leverans)



Osäker på mina rättigheter som konsument (t.ex. garanti och reklamation)



Vill stödja butikerna i mitt eget land



Jag litar inte på utländska nätbutiker



Lång leveranstid



Den totala summan inklusive frakt var för stor



Vill ha support på mitt eget språk



Vet inte



A large orange circle is positioned in the upper left quadrant, partially overlapping a white arc that curves from the top left towards the bottom right. The background is a solid teal color.

Payments

nets 



1%
Netbank

1%
Andre betalingsmetoder

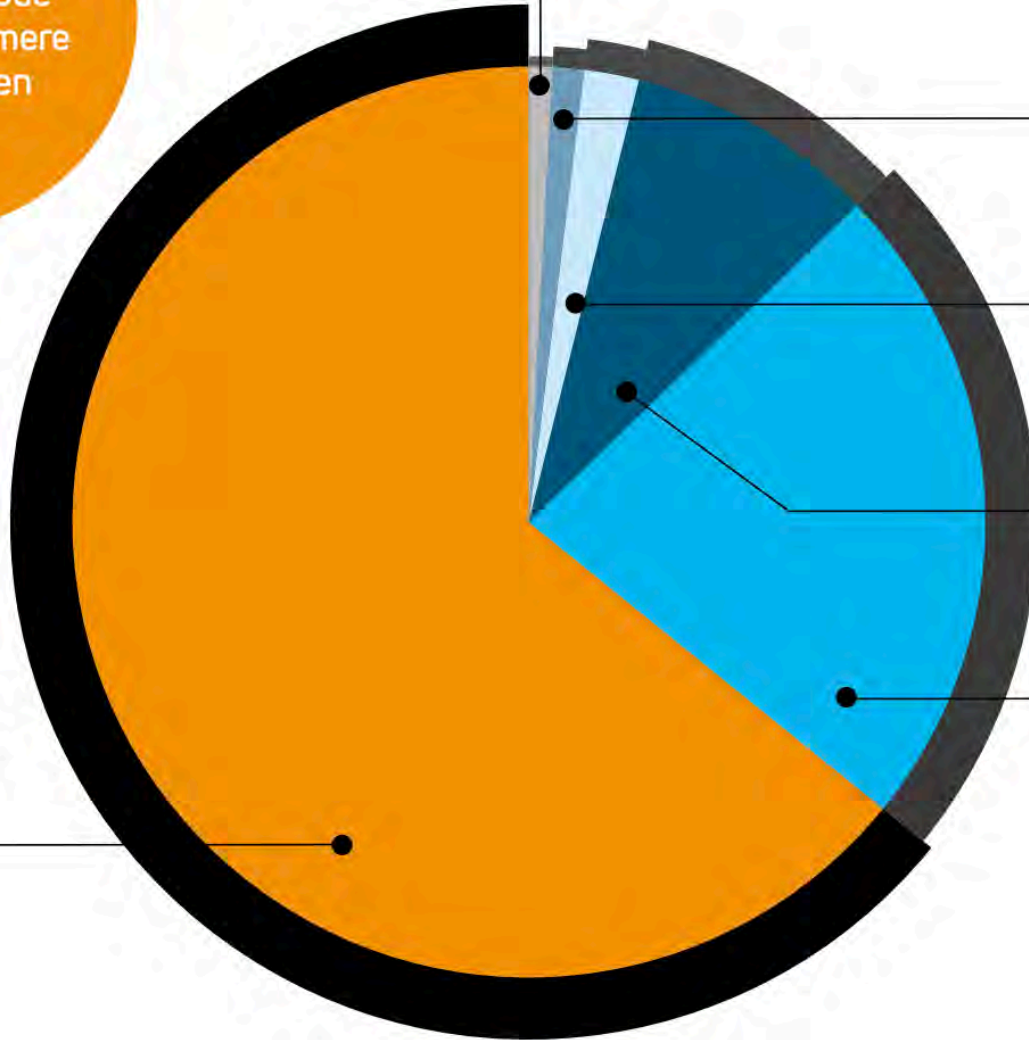
2%
Faktura

9%
PayPal

23%
MobilePay

64%
Kort

MobilePay er den eneste betalingsmetode som er blevet mere populær siden sidste år.



Danmark

Kort (fx Visa, Mastercard og American Express JCB)



MobilePay



PayPal



Faktura



Netbank



Norge

Kort (fx Visa, Mastercard og American Express JCB)



PayPal



Vipps



Faktura



Andet



Sverige

Kort (fx Visa, Mastercard og American Express JCB)



Faktura



Swish



Netbank



PayPal



Finland

Netbank



Kort (fx Visa, Mastercard og American Express JCB)



Faktura



PayPal



Delbetaling



A large orange circle is positioned in the upper right quadrant, partially overlapping a thin white arc that curves from the top left towards the bottom right.

Abandoned purchases

nets 



Øyvind L. Høysæter

@oyvindlh

Follow

Internet-shopping



12 Hvorfor har du afbrudt et køb?

2019 2018

Samlet pris inklusiv levering var for dyr



Usikkerhed omkring handelsbetingelser og vilkår (returvilkår, levering etc)



Manglende tillid til webshoppen



Tekniske problemer med hjemmesiden



Andet



Personlig dataregistering var for besværlig



Webshoppen tilbød ikke den betalingsmetode, jeg gerne ville bruge



Betalingsprocessen fungerede ikke



Yderligere sikkerhedsforanstaltninger ved betaling, fx SMS-kode



35 %

har afbrudt
et køb.





MENY

0,00 KR
KURV



LEKETØY

Elefant



20,00 kr

KJØP

ELEKTRONIKK

Game Boy



25,00 kr

KJØP

LEKETØY

Snurrebass



20,00 kr

KJØP

LEKETØY

Krokodille



15,00 kr

KJØP

LEKETØY

Rubiks kube



LEKETØY

Fidget spinner

LEKETØY

Blikk-robot



LEKETØY

Dinosaur



20

Foretrækker at slippe for at indtaste deres kortoplysninger

Fordelt på alder

15-24 år



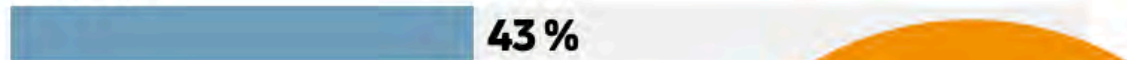
25-34 år



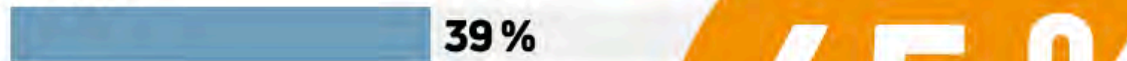
35-44 år



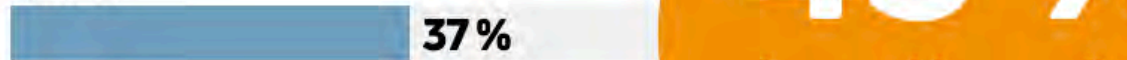
45-54 år



55-65 år



66-74 år



45 %

foretrækker at slippe
for at indtaste deres
kortoplysninger.



A large orange circle is positioned in the upper right quadrant of the slide. A thin white arc starts from the left edge, curves upwards and then downwards, passing through the orange circle. The background is a solid teal color.

Retail is
changing

nets 

The logo for 'nets' consists of the word 'nets' in a white, lowercase, sans-serif font, followed by a cluster of four small blue dots arranged in a 2x2 grid.

- 
- A large American flag is shown waving in the wind against a clear blue sky. The flag is the primary visual element, with its stars and stripes clearly visible. A semi-transparent dark grey rectangular box is overlaid on the middle of the flag, containing a bulleted list of text.
- 7000 shops closed in USA
 - 3000 shops opened, mostly budget (Dollar General, Five Below, Aldi)

**The retail apocalypse is far from over
as analysts predict 75,000 more store
closures**

SAMFUND - 30. mar. 2019 - 8.24

Solo Company lukker 22 tøjbutikker: Kunne ikke udbetale løn til de ansatte

KICKI SØS BENGTSSEN



4.000 danske butikker er lukket på fire år: Her er butikkerne, vi dropper



Interflora-butik på Frederiksberg. Foto: Google Maps

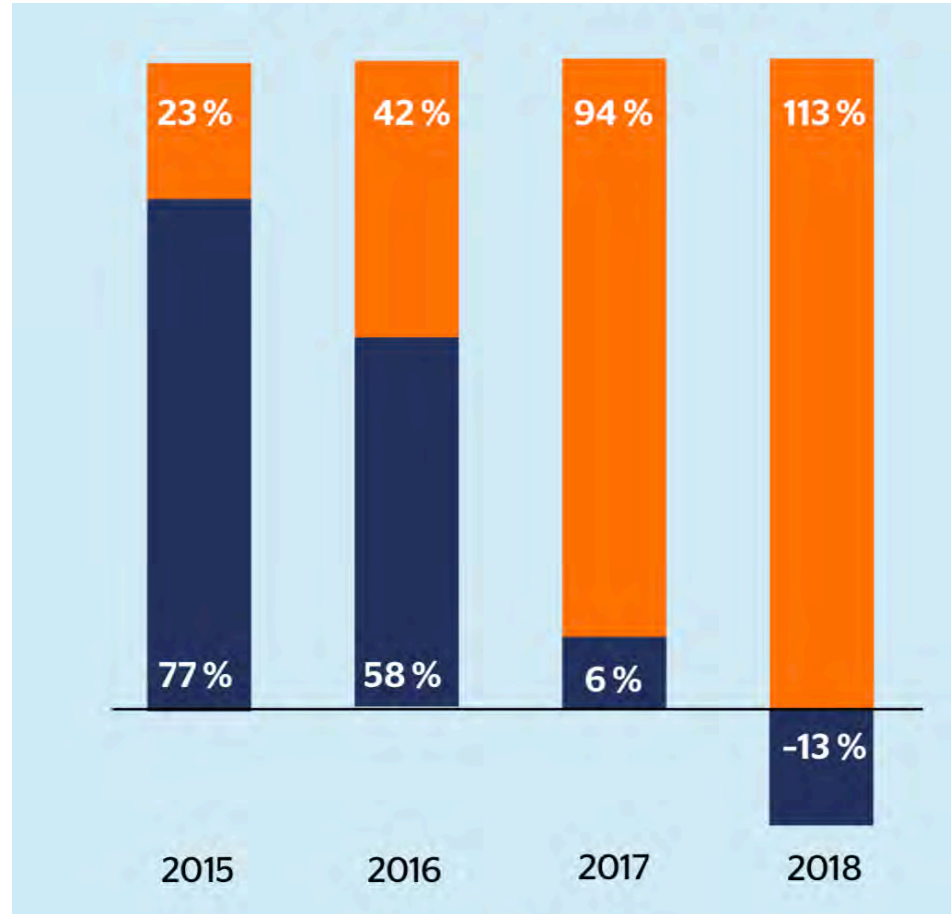
31 procent af butikkerne i frivillige kæder lukket på 10 år

VIRKSOMHEDER

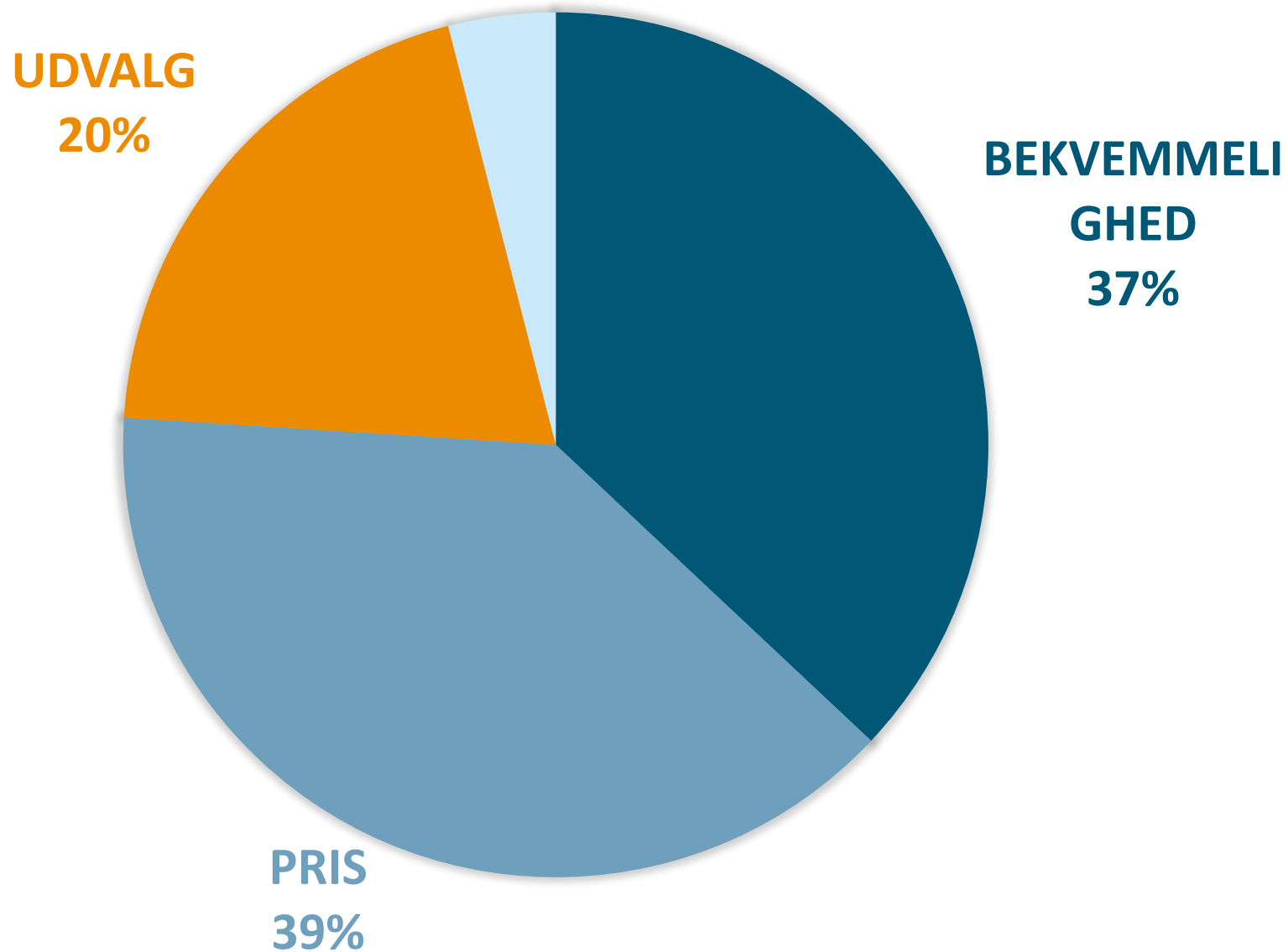
Efter historisk mange tomme butikker i København: Nu falder lejepriserne

I København har kvadratmeterpriserne på butikslokaler de seneste 10 år været på himmelfart, og historisk mange butikker har stået tomme. Men nu er lejepriserne begyndt at falde.

All the growth for consumer goods are online



REASONS TO BUY ONLINE

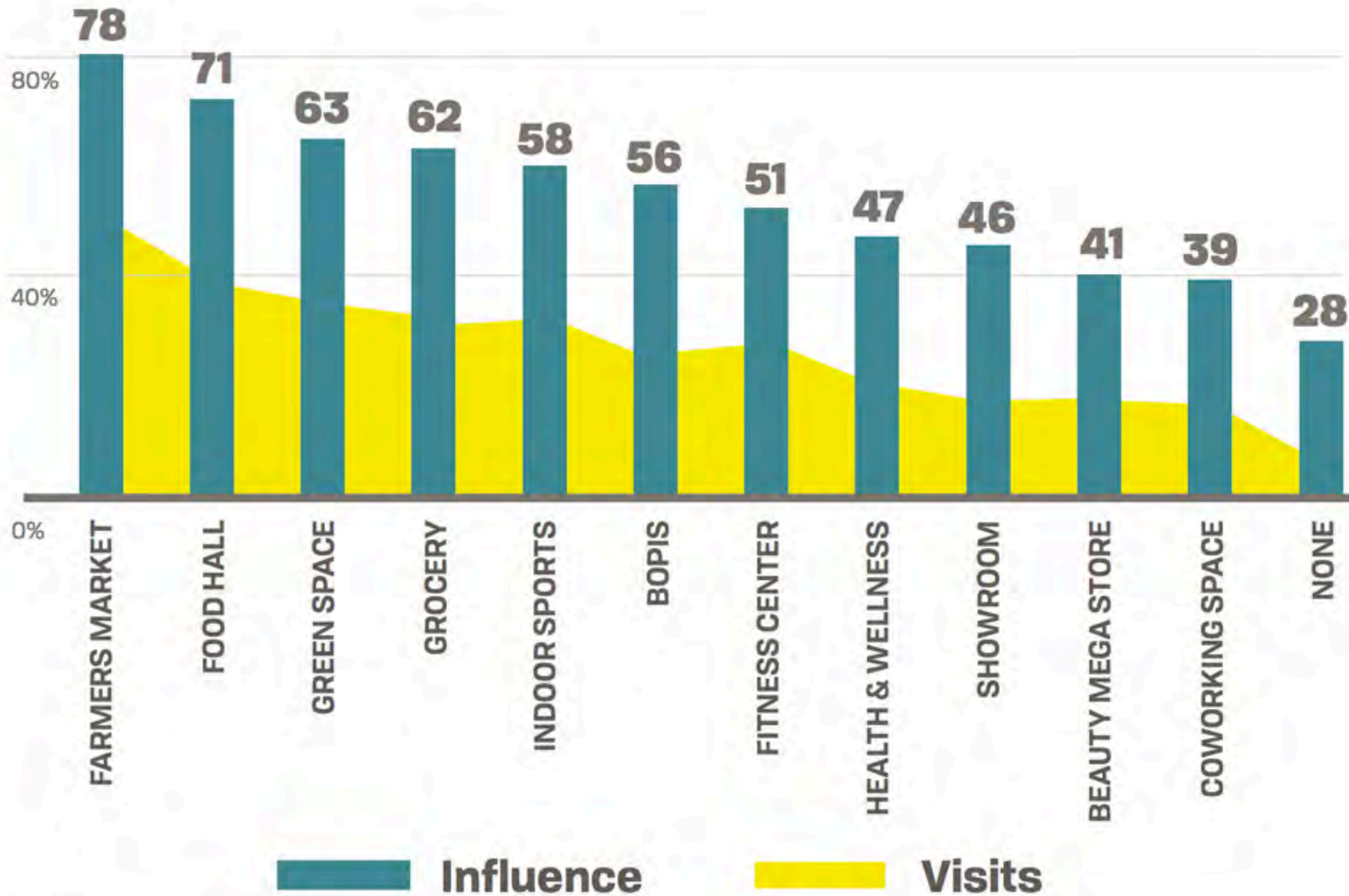


A large orange circle is positioned in the upper right quadrant of the frame. A thin white arc starts from the left edge, curves upwards and then downwards, passing through the orange circle.

The experience

nets 

Influence & Visit Frequency





Select your silhouette

Create your canvas

Pick your pack

MEDIAL PATCH

LACELESS PLATE

TIEBYS

FOAMED

POLYESTER TAPE

EYELETS

LACES

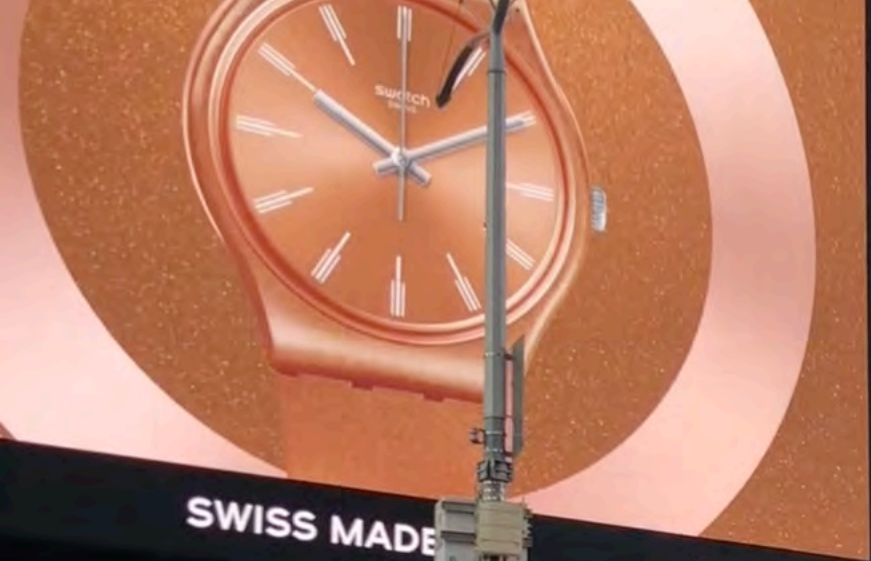
TIE CAP

TIE BINDER

OUTSOLE







SWISS MADE

THE WORLD



Levi's®

MARRIOTT MARQUIS

HOW WILL IT END?

JAN 24

SEPHORA

MARRIOTT MARQUIS



ONE WAY



INNOCITA
NEW YEAR, NEW WATCHES



point of experience NOT point of sale

A large orange circle is positioned in the upper left quadrant, partially overlapping a thin white arc that curves from the top left towards the bottom right. The background is a solid dark teal color.

The new
channel for e-
commerce

nets 

The logo icon for 'nets' consists of four small blue dots arranged in a 2x2 grid.



BRIEF

Digitally native brands set to open 850 stores in 5 years

THE WALL STREET JOURNAL.

In New York, a Glitzy New Mall Devotes a Floor to Online Retailers

Hudson Yards is betting that a developer can counter the rise of internet shopping

By *Esther Fung* and *Keiko Morris*

Jan. 15, 2019 9:00 a.m. ET



Developers of a glitzy new Manhattan shopping center think they have found a way to cash in on the surge in e-commerce: stock a floor with companies that began as online-only retailers.



SAN FRANCISCO



Q Sök

Bli en värd

Hjälp

Registrera dig

Logga in



Dela

Spara

Visa foton

Marine Layer Loft

Chicago



Marine Layer

🏠 Hel lägenhet

6 gäster 3 sovrum 3 sängar 1 badrum

📍 Bra läge

100 % av de senaste gästerna gav platsen fem stjärnor.

🌟 Marine Layer är en Superhost.

Superhost är erfarna värdar med bra omdömen som ser till att gästerna får trevliga vistelser.

Lägg till datum för priser

★★★★★ 80

Datum

Incheckning → Utcheckning

Gäster

1 gäst



Lägg till datum

This is what award-winning
comfort feels like.

Shop the mattresses

TIME

GOOD
HOUSEKEEPING

Google
Customer Reviews

ARCHITECTURAL
DIGEST

FAST
COMPANY

IELS

2014

TODAY

1 mattress



Products for the entire
bedroom

1 e-commerce channel



Omni-channel with 20+
retail stores and
partnerships with Target,
Nordstrom, Hudson's Bay

1 country (U.S.)



Availability around the world

Casper

Casper

Ready for bed?

WORK RAIN TIGHT

FROM HEAD WRITERS OF 'SATURDAY NIGHT LIVE'

1/4

**consumers feel more
connected with brands
when they visit a store**



1-3%

Conversion from website

>50%

Conversion In-store

A large orange circle is positioned in the upper left quadrant, partially overlapping a white arc that curves from the top left towards the bottom right. The background is a solid teal color.

Tech makes everything
possible

nets 

The logo icon for 'nets' consists of four small blue dots arranged in a 2x2 grid.





Ready for Work? This Bike Always Is.

When we sat down to engineer our urban commuter, we wanted to do something different.

URBAN COMMUTER

Best Selling Bikes





Urban Commuter Bike

\$499 Starting at \$86 a month.

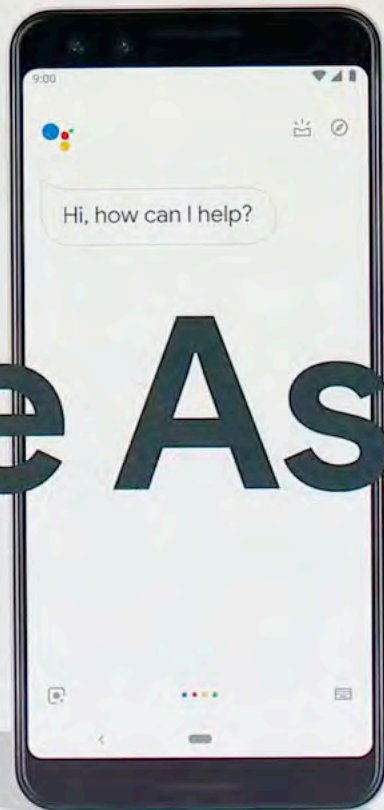
★★★★★ 648 reviews

Sorry, this product is currently out of stock.

A local dealer may have inventory!



Google Assistant





BEST DEALS OF THE WEEK

LOW price 5/\$10

GIANT

Please ask for assistance

18



Glorified
vending
machine or
a revolution?



The screenshot displays a video feed of a crowd at an event. A central figure, a man in a blue shirt, has a green skeletal overlay on his face, indicating facial tracking. The interface includes a settings panel at the bottom with the following sections:

- General Settings** (selected):
 - Performance Settings: Performance slider set to Accuracy.
 - Face Detection Constraints: Min Face Size and Max Face Size sliders.
- Detected features**:
 - Age
 - Gender
 - Mood
 - Ethnicity
 - Head Pose
 - Clothing Colors
 - Expressions
- Special Modalities**:
 - Face Tracking
 - Infrared Mode
 - Asian Mode
 - Threads (max 16)
 - Show visualization

5 FPS



Dansk e-handel 2019

WWW.DIBS.DK/PUBLIKATIONER





@patrikmuller



www.linkedin.com/in/patrikm



patrik.muller@dibs.se