



# KANTAR MEDIA **NORDIC CONSUMER RESEARCH REPORT**

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*By Kantar Media and Agera PR*




# NORDIC MARKETS

## Online Shopping Insights 2025



### COUNTRIES

 Sweden

 Norway

 Denmark

 Finland

Total  
respondents  
from four  
countries:

**4511**



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Sweden: 1053, Norway: 1176, Denmark: 1149, Finland: 1133.

Fielding: January.

# Nordic Overview

## 1 Brand Awareness

86%

of consumers have shopped on Temu, know someone who has, or are familiar with the platform.



## 2 Price Transparency and Competition



76%

of consumers say that Temu improves competition and prices, with more than one-third considering the impact to be significant.

50%

of consumers consider affordable prices to be Temu's biggest advantage.

## 3 Shopping Accessibility and Convenience



65%

of consumers have found unique products on Temu.



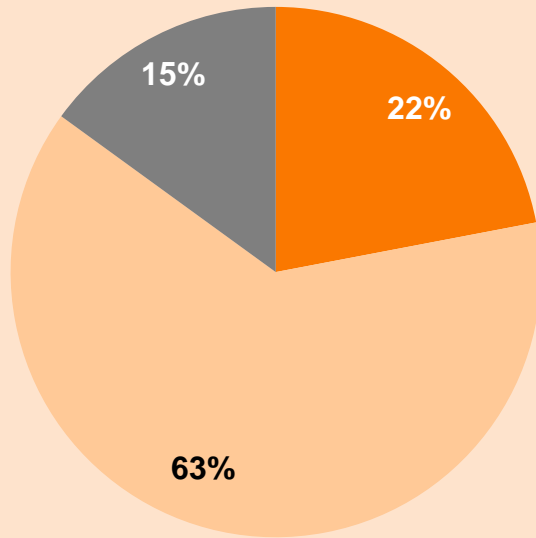
# Have you shopped on Temu?



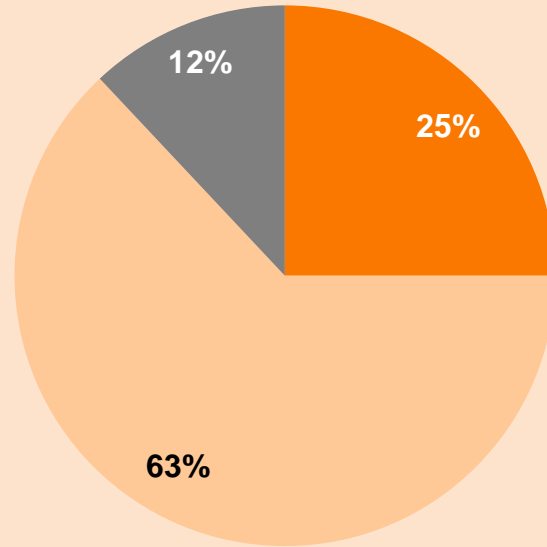
Yes, I've shopped at Temu

No, but either I know others who have, or I'm familiar with Temu

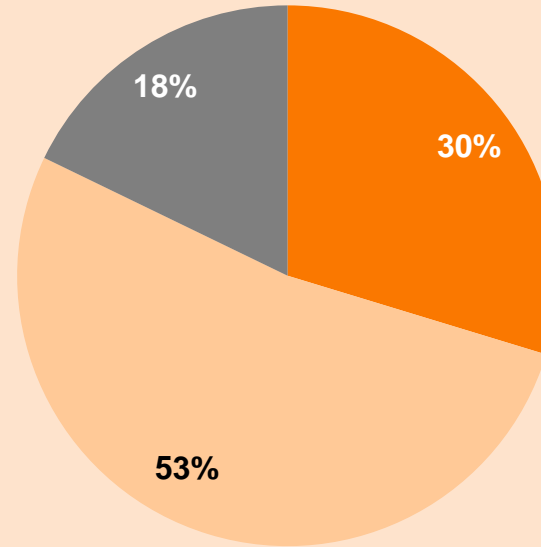
Not familiar with Temu



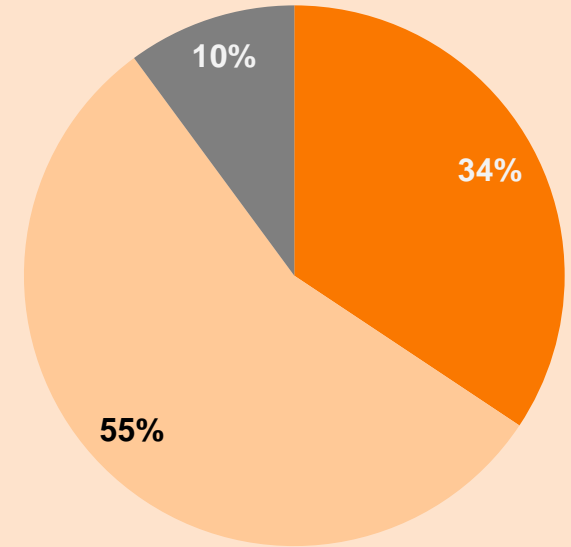
 Sweden



 Denmark



 Finland



 Norway



Do you think that e-commerce platforms like Temu have a positive effect on price and competition in other stores?



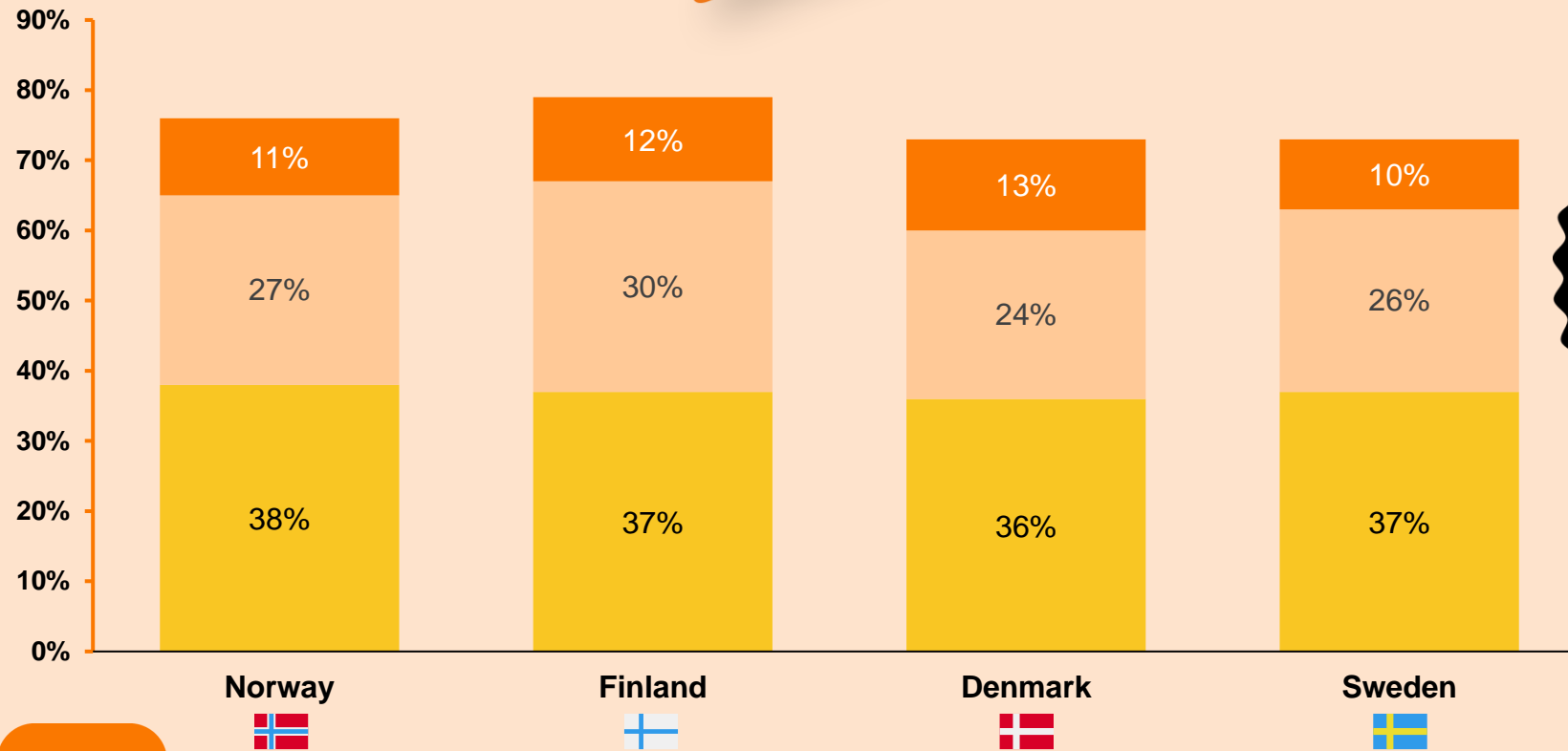
Big effect



Medium effect



Little effect



**76%**  
of consumers say that Temu improves competition and prices, with more than one-third considering the impact to be **significant**.



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Can you buy everything you need within walking distance?



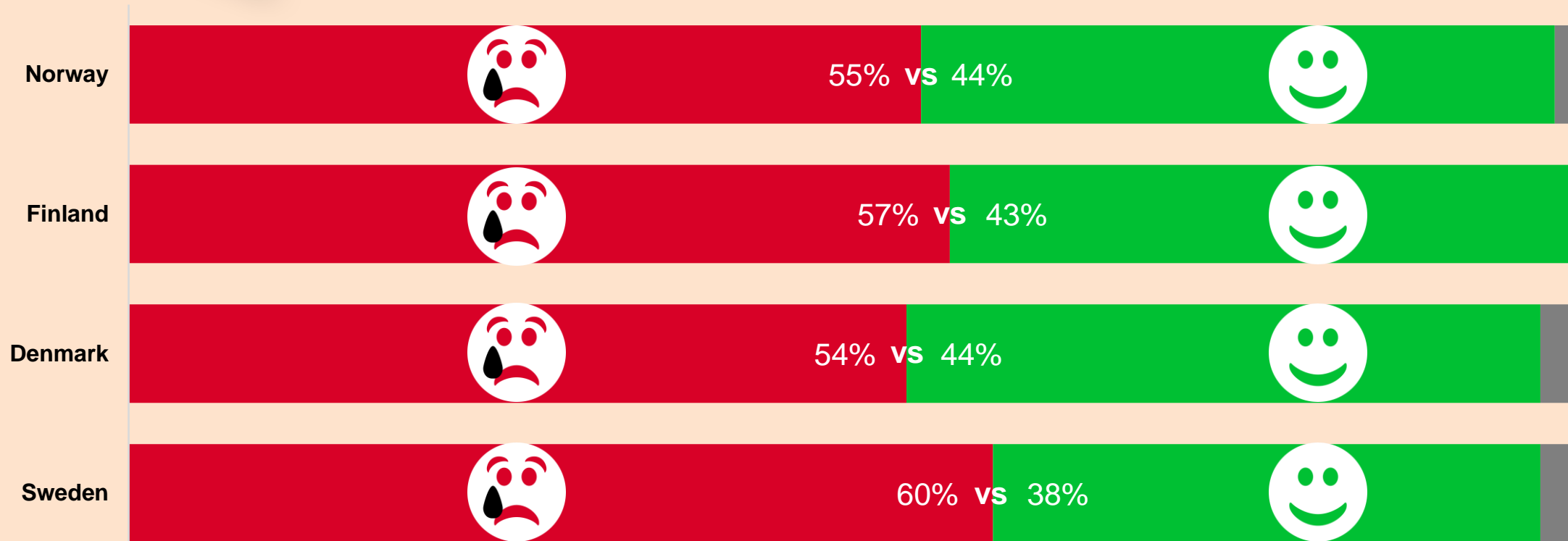
Cannot access everything within walking distance



Can buy almost everything



To some extent or not sure



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# How far is it to your nearest store?



0-1km



0-5km



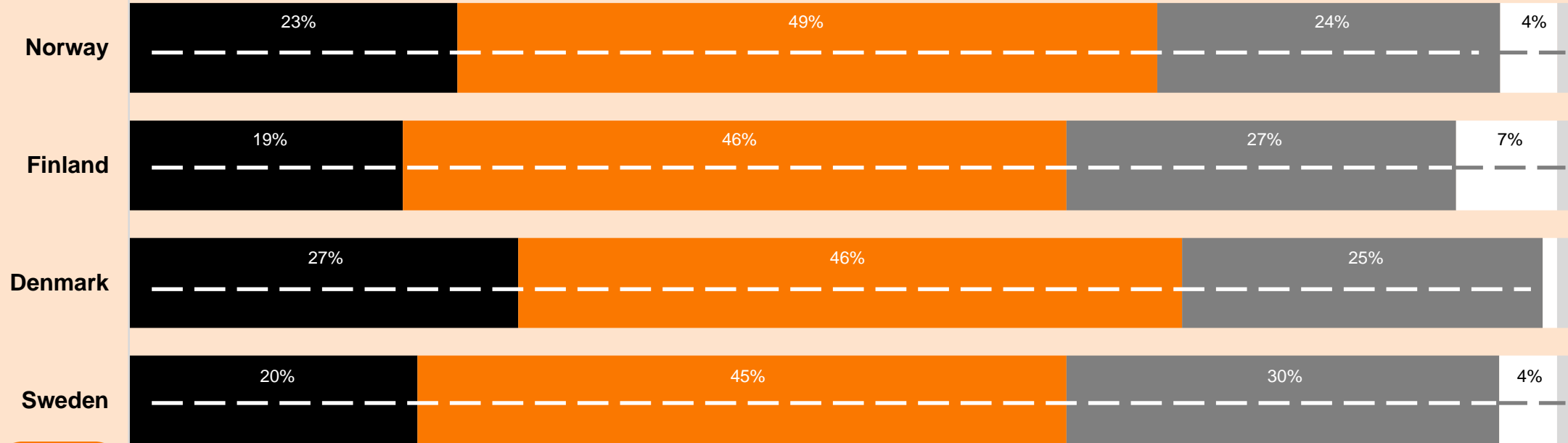
5-30km



30km+



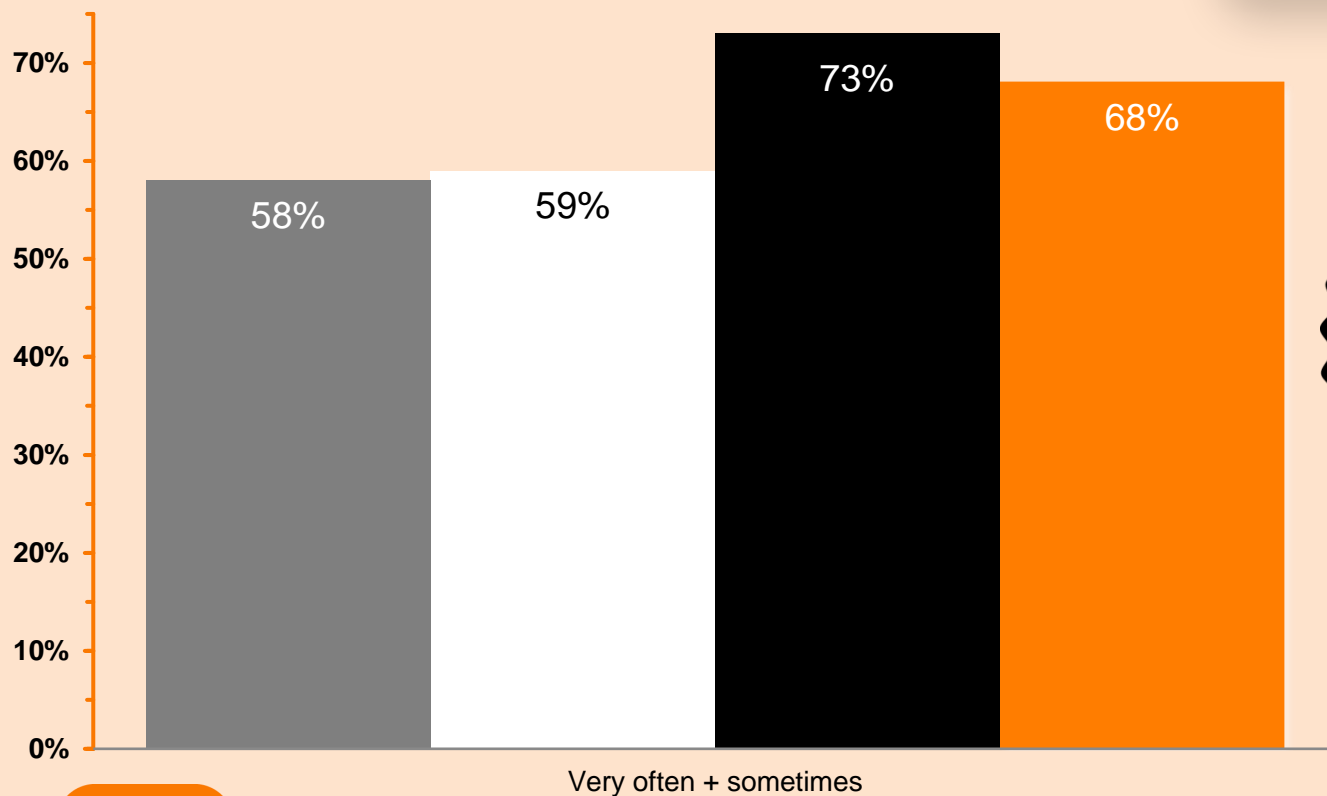
Don't know



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■ Sweden ■ Denmark ■ Finland ■ Norway

**How often do you find unique products on Temu that are not available in local shops or other e-commerce platforms?**



**65%**

65% of consumers have found unique products on Temu that are unavailable locally or on other platforms.

*"I love hunting for unique gadgets, decorations, and household items that aren't available in nearby stores, and Temu consistently delivers with its wide range of affordable, high-quality products."*

– Danish Consumer



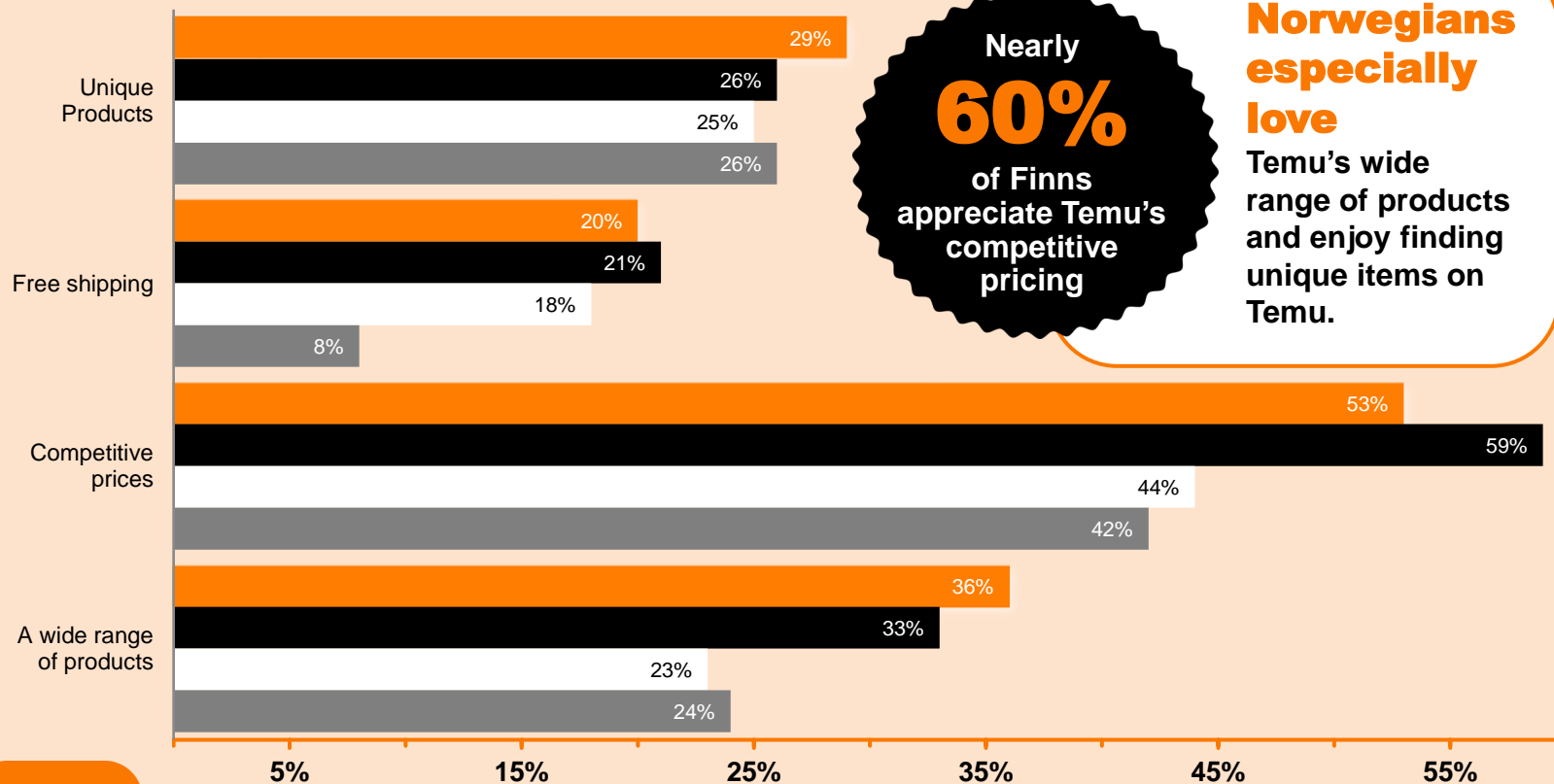
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# What's the biggest benefit with shopping on Temu?



Sweden
  Denmark
  Finland
  Norway



Nearly **60%** of Finns appreciate Temu's competitive pricing

**Norwegians especially love** Temu's wide range of products and enjoy finding unique items on Temu.

*Temu offers a wide selection. It's so much easier to find exactly what I'm looking for on Temu. If I need something in a specific color, for example, it's just a few searches away*

– Norwegian Consumer

*Ordering on Temu is fairly simple, deliveries are usually fast.*

– Swedish Consumer



TO WHAT EXTENT DO YOU AGREE WITH THE FOLLOWING STATEMENT?  
**I can afford everything I want and need on Temu.**



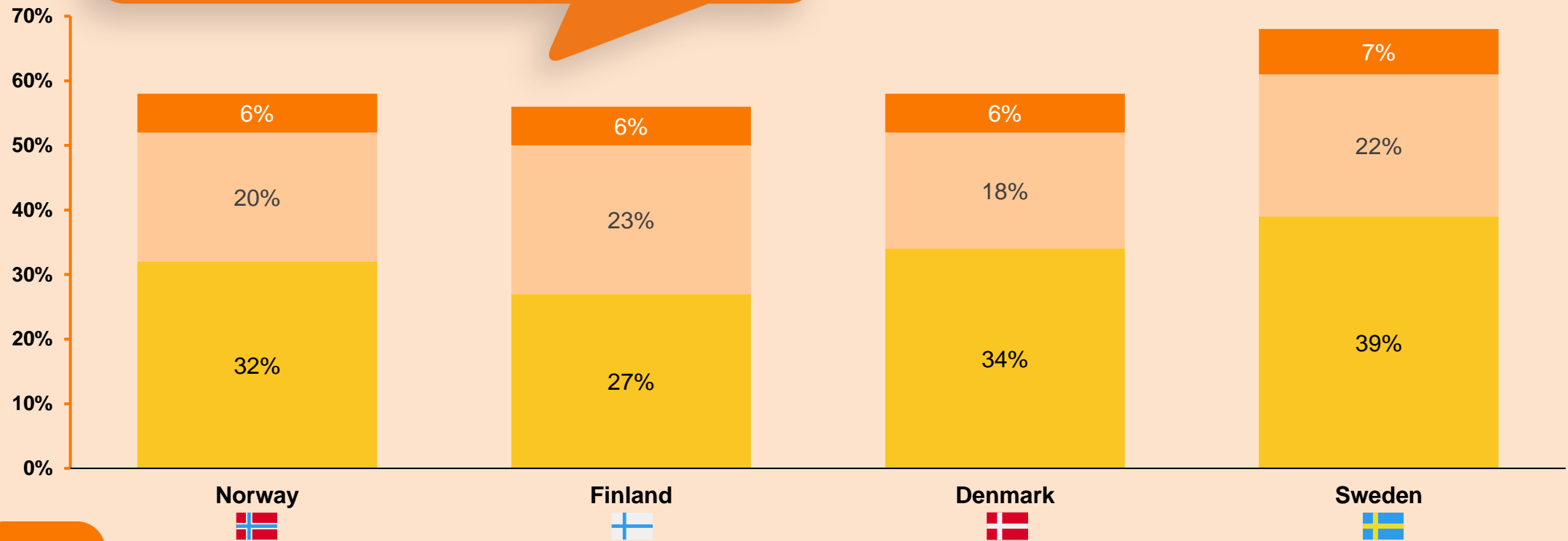
Completely agree



I mostly agree



I agree to some degree



**Consumers who could afford products due to Temu.**



Temu's affordable prices allow **43%** of Finns to purchase products that were once beyond their budget.

**43%**



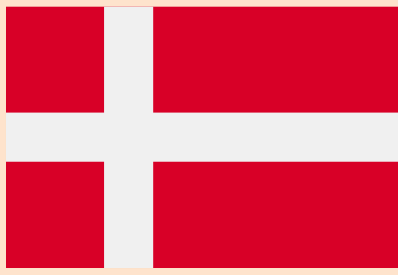
Finland

**23%**



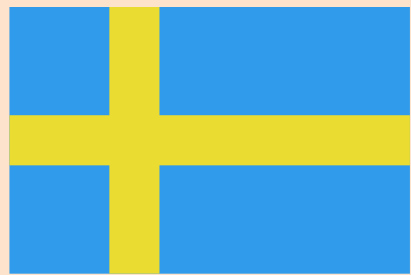
Norway

**17%**



Denmark

**16%**



Sweden



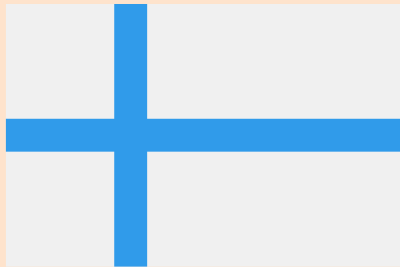
Temu offers products of similar or better quality at more affordable prices.



Nearly **1/3** of Finns and Norwegians say that Temu offers products of similar or better quality at more affordable prices.

*"The items on Temu are much cheaper than the same items in stores. We all love to spend less money—especially now, when everything in our lives has become more expensive. I'm grateful that Temu offers affordable prices. Stores sell the same products as those on Temu but with a significant markup."— Finnish Consumer*

28%



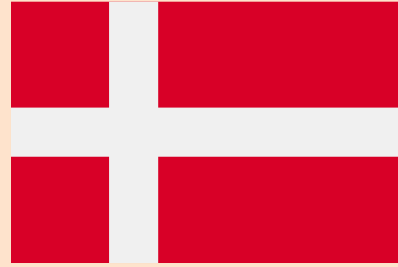
Finland

28%



Norway

18%



Denmark

15%



Sweden



## 4 Country Highlights



### Sweden

**60% of Swedes cannot meet their shopping needs within walking distance.** Temu's local warehouse services will improve delivery efficiency, fill gaps in offline retail, and enhance the accessibility of online shopping for Swedish consumers.

### Denmark

**60%** of Danes report finding unique or hard-to-find products on Temu.

**88% of Danes are aware of or have shopped on Temu.**

**73%** think that e-commerce platforms like Temu have a positive effect on price and competition in other stores

### Finland

Temu's affordable prices allow 43% of Finns to purchase products that were once beyond their budget.

Additionally, Finnish consumers are more price-sensitive, with **59% citing "affordable prices" as Temu's core advantage.**

### Norway

In the Nordic region, **Norwegians especially love Temu's wide range of products and enjoy discovering unique items on the platform.**

68% of consumers have found unique products on Temu that are unavailable locally or on other platforms.

