

# NORWAY

The Cross-Border  
Ecommerce Opportunity

December 2021

Although Norway is a relatively small country, it is a very active cross-border ecommerce market, posing an attractive opportunity for ecommerce retailers and brands across the world. 98%<sup>1</sup> of Norway's population is connected to the internet and with high banking and smartphone penetration, as well as high-quality transport infrastructure<sup>2</sup>, the country's ecommerce levels match those of the UK, Europe's leading market for ecommerce uptake<sup>3</sup>.

Moreover, Norway's retail ecommerce share is ranked fifth highest in the world<sup>4</sup>. Over 85%<sup>5</sup> of Norway's population above the age of 14 have shopped online, and 37.5%<sup>6</sup> of total online retail in 2020 came from cross-border ecommerce.



Population<sup>7</sup>  
**5.48M**



Currency  
**Norwegian krone**



Language  
**Norwegian**

## The Norwegian ecommerce market



Internet users  
(% of population)<sup>1</sup>

**98%**



Digital buyers in 2021  
(% of internet users aged 14+)<sup>5</sup>

**85.4%**



Estimated average spend per  
person per year (15-79 years)<sup>8</sup>

**€635**



% of population who buy  
cross-border (15-79 years)<sup>8</sup>

**83%**



% ecommerce of total  
retail sales in 2021<sup>9</sup>

**17.6%**



2021 retail  
ecommerce sales<sup>9</sup>

**\$14.32B**



2020 cross-border B2C  
ecommerce revenue<sup>10</sup>

**€6B**

## A fast-growing ecommerce market



Digital buyers by 2025  
(% of internet users aged 14+)<sup>5</sup>

**86.9%**



2025 retail  
ecommerce sales<sup>9</sup>

**\$16.48B**



Ecommerce annual growth  
rate (CAGR 2021-2025)<sup>11</sup>

**13.63%**



2021 uplift in the  
ecommerce market<sup>9</sup>

**5.2%**

### Most popular payment methods for ecommerce purchases<sup>3</sup>



#### Card

Cards are the dominant ecommerce payment method in Norway, accounting for 50% of all transactions. This is expected to reach 52% in 2023.



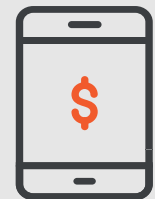
#### Bank Transfer

Bank transfer is the second-most popular payment method for the market, with usage forecast to increase from 22% to 32% by the end of 2023.



#### Digital Wallet

Digital wallets and open invoicing account for 23% of all ecommerce payments.



**53%** of the market's ecommerce transactions are made via a mobile device; one of the highest mobile commerce rates in Europe<sup>3</sup>. This rate is growing at a faster pace than overall ecommerce, forecast to reach a value of **€13.2 billion** in 2023<sup>3</sup>.



Fashion is the largest segment in ecommerce sales of physical goods, with projected market volume in 2021 reaching

**\$2,948M**<sup>13</sup>

### Tax and Duties<sup>14</sup>



All products of all values purchased online by shoppers in Norway are liable for VAT (Value Added Tax). International ecommerce retailers are liable for collecting VAT at the checkout on items under the value of 3,000 NOK (approximately 328 USD). This requires the retailer to register for VAT in Norway.

Duties are also imposed on applicable items within a parcel which have a value exceeding 3,000 NOK. For parcels including individual items exceeding 3,000 NOK, taxes and duties are collected at the Norwegian border.

### Shipping and logistics



Norway is highly ranked in the World Bank International Logistics Performance Index<sup>2</sup> and over 82% of its population live in Urban areas<sup>15</sup>. As such, Norway is an attractive market for cross-border ecommerce merchants, due to high-quality transport infrastructure which makes shipping into and within Norway simple, fast and efficient.

### Local holidays and online shopping peaks



February

**Mother's Day** - In Norway, Mother's Day is celebrated on the second Sunday in February.

November

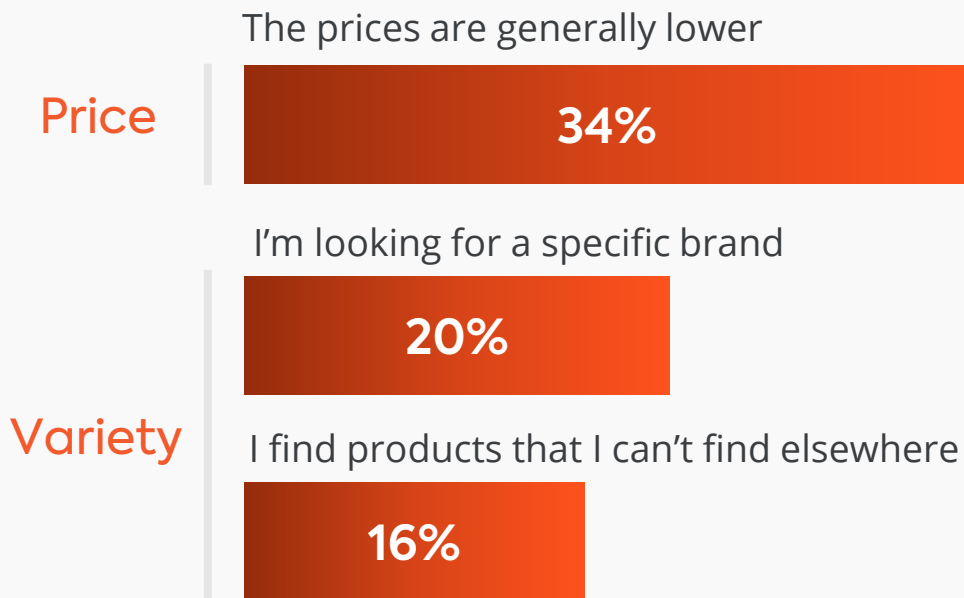
**Father's Day** - Celebrated in Norway and across Scandinavia on the second Sunday in November.  
**Black Friday** - The global event is growing in popularity in Norway. 45% of Norwegian online shoppers intended to shop online during Black Friday 2020, a significant increase compared to 35% who made purchases online in 2019<sup>12</sup>.

## Norway: The Cross-border Ecommerce Opportunity

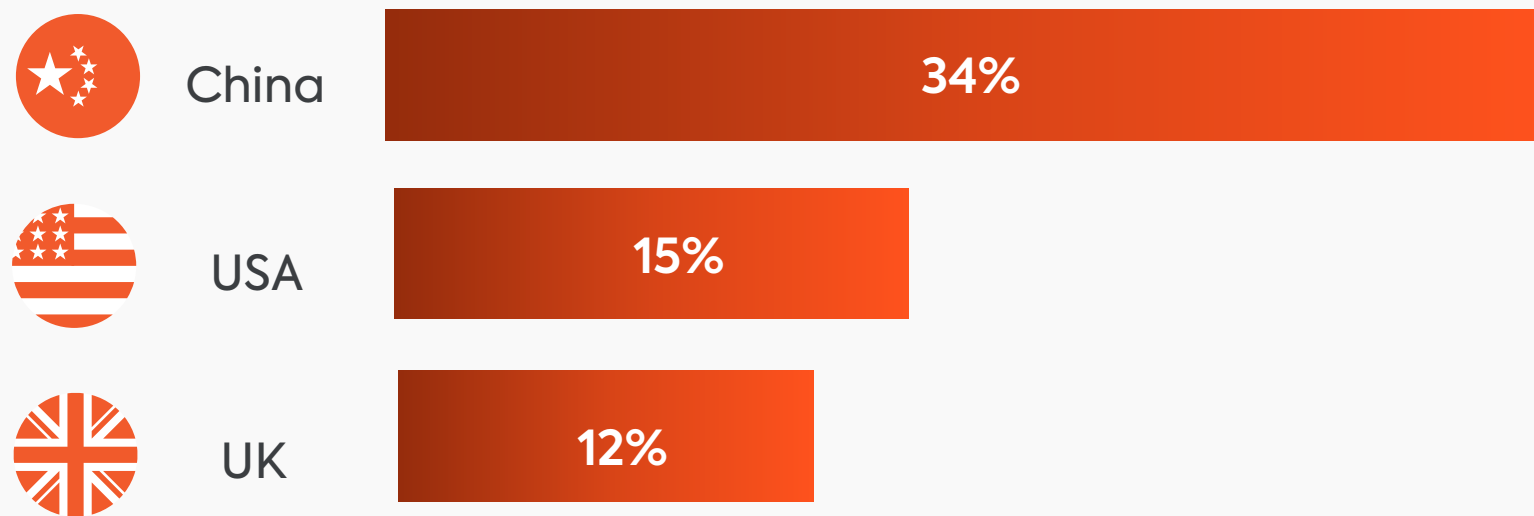
### The Norwegian Cross-border Ecommerce Shopper

#### Top reasons for buying online cross-border<sup>16</sup>

  
**25%**  
of online purchases (1 in 4) made in Norway are from international websites<sup>3</sup>



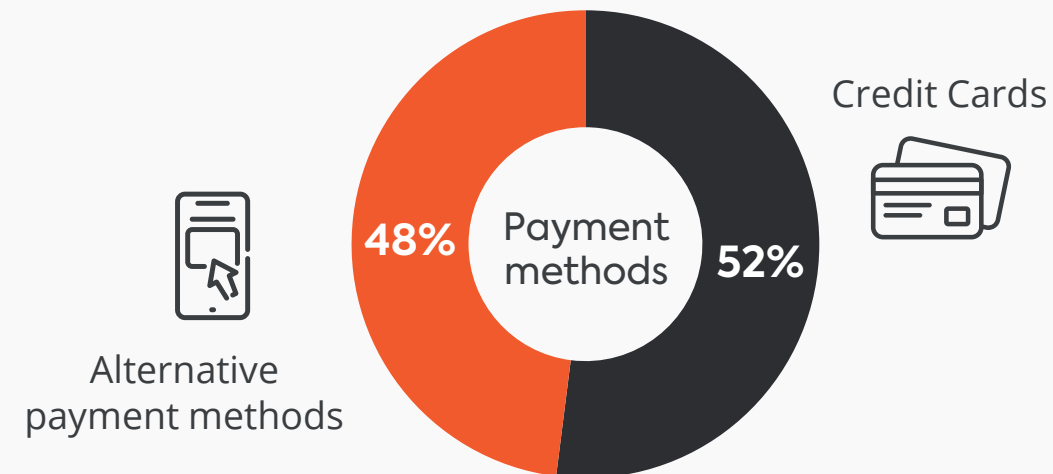
#### Top cross-border shopping origin markets<sup>3</sup>



#### Local shopping preferences<sup>17</sup>

**98%**

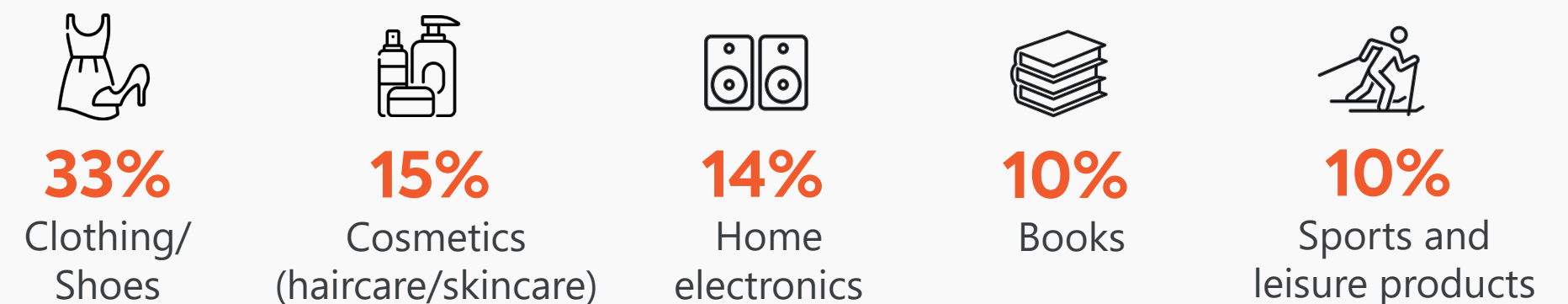
of Norwegian cross-border ecommerce shoppers prefer to purchase in the local currency (NOK)



#### Local market best practice

Provide your Norwegian customers with prices inclusive of all taxes and duties, informing them that no additional fees will be added to their purchase at checkout or upon delivery.

#### Top cross-border ecommerce product categories<sup>8</sup>



To discover more about increasing your online sales for the Norwegian market, contact our cross-border ecommerce experts at [info@global-e.com](mailto:info@global-e.com) or visit our website: [www.global-e.com](http://www.global-e.com)

## About Global-e

Global-e (Nasdaq: GLBE) is the world's leading platform to enable and accelerate global, direct-to-consumer cross-border ecommerce growth. The chosen partner of hundreds of retailers and brands across the United States, Europe and Asia, Global-e makes selling internationally as simple as selling domestically.

Our end-to-end ecommerce solutions combine best-in-class localisation capabilities, big-data best-practice business intelligence models, streamlined international logistics and vast cross-border experience, enabling online retailers to offer customers in over 200 destinations worldwide a seamless localised shopping experience. This includes local messaging per market, local pricing supported in 100+ currencies, 150+ local and alternative payment methods, local tax and duty calculation with prepayment options for a guaranteed landed cost, multiple shipping options at attractive rates and easy returns.

For more information, please visit our website: [www.global-e.com](http://www.global-e.com)

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