

## Zalando and Verkkokauppa.com selected as the best online stores

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Consumers have selected Germany's Zalando (12%) as the best online store and Verkkokauppa.com (10%) as the best domestic online store. Adlibris (7%), CDON (7%) and Amazon (6%) were also included among the top five online stores. The results come from Kantar TNS's Suuri verkkokauppa 2019 online store survey commissioned by Posti.

According to Sami Finne, Vice President, International eCommerce at Posti, consumers prefer a wide selection when shopping online.

"It's clear who the top online stores are. Congratulations to Zalando and Verkkokauppa.com. It's pleasing to see that dozens of other companies were also mentioned as the best online stores in the survey. The e-commerce market is extremely diverse, and consumers have many good options to choose from. Swedish and German online stores are expanding quickly," says Finne, explaining consumer behavior.

The German Zalando sells clothes and shoes to 17 European countries, including Finland.

"We are honored to receive this award, which is yet another proof that our efforts in terms of customer satisfaction are paying off. We want to become the Starting Point for Fashion by delivering a best-in-class shopping experience that is tailored to customer's needs. Our convenience proposition is a key driver to achieve this goal by deepening our relationships with our over 28 million active customers, who can select from over

400,000 articles that come from more than 2000 brands," says David Hejgaard, Commercial Head Nordics, Zalando.

From the start, Verkkokauppa.com has been built on e-commerce's terms, and it strives to be at the forefront in the trade sector's revolution where business is increasingly carried out online. The company believes that by combining e-commerce and giant stores it will be able to serve its customers in the most efficient way.

"We have a strong desire to grow and develop our position as the best multi-channel shopping place. Getting this recognition directly from the consumers is the best reward that we could get for our work, and it's also a sign of our position in Finland. We develop our online store at full speed in a customer-oriented manner. We will continue to lean on our strengths while always offering an interesting selection of products for competitive prices. We want to thank our customers for voting for us," says Panu Porkka, CEO at Verkkokauppa.com.

Source: [Posti](#)