

E-commerce is picking up speed - 70% of Posti customers prefer domestic online stores

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According to Posti's new E-Commerce Index, domestic online stores are more popular than international ones and the growth of recommerce continues. The report measures e-commerce development in Finland in 2024.

"There have been a few downward years on the market, but in 2024, Posti parcel volumes turned back toward growth. We believe that the same development will continue, and 2025 will be a year of growth in e-commerce," says Kaj Kulp who oversees Posti's e-commerce services.

Product categories that grew Posti parcel volume the most in 2024 were pharmacy and cosmetics, goods trade, and clothes and shoes.

Domestic online stores are more popular, but cheaper prices and wider selections attract customers abroad

According to Posti's January customer survey, domestic online stores are more popular than international ones. 82 percent of respondents order regularly or occasionally from domestic online stores, while 52 per cent order regularly or occasionally from international online stores. 70 percent say that they at least somewhat prefer domestic stores.

Respondents order from international online

stores because prices are cheaper, selections are wider, and the product they want is not available in Finland. The most popular countries are Germany (42%), Sweden (33%) and China (31%).

Recommerce growth continues – gifts are also bought and sold secondhand
Recommerce continues its growth. 12 percent of Posti's customer survey respondents are now buying and selling more used items online than they did a year ago. The number of Posti parcels containing secondhand goods has multiplied by five in a year.

The popularity of recommerce also offers new possibilities for gift givers and receivers. 52 percent of respondents would like to buy more used gifts. 40 percent have at some point resold a gift they've been given.

You can download the report on [Posti's website](#).

Source: [Posti](#)