

# OMNI-1000 Nordics



OrderDynamics' Omni-1000 is fact-based research, investigating well over 1000 retailers around the world. 80 retailer websites across Sweden, Finland, and Denmark were studied for the Nordic portion of this research. This cheatsheet displays the major facts Nordic retailers need to know.

- 1** The Nordics are more advanced than other regions when it comes to omni-channel retail, but the countries **still have a lot of work to do** to keep up with changing customer expectations.
- 2** Half of the retailers in the Nordics that offer click and collect **do not advertise it on their home page**. This is a major missed opportunity for a market as advanced as this region.
- 3** Quite troubling is that **65.0%** of the retailers in the region charge restocking fees for returns. Unlike other regions, it seems to be the accepted practice. It may be due to how dispersed the population is in the area, however, this **MUST change** to enhance the customer experience and build loyalty.
- 4** Nordic retailers are doing well with click and collect pick-up speed: **70%** commit to pickup within 24 hours. **23.3%** state that orders will be ready for pickup within 1-2 days. There is still room for improvement, as **6.7%** committed to 2 or more days for a pickup.
- 5** Another Nordic return-policy oddity is that **22.5%** of retailers do not state their returns policy, or are unclear about the number of days customers have to return an item.
- 6** Click and collect (buy-online-pickup-in-store - BOPIS), is evident in **57.5%** of Nordic retail sites. Compared to other retail markets studied, the Nordics **are advanced in omni-channel**.
- 7** The high side of the minimum order value reaches **€210, in the Fashion category**. Averages across retail sectors gravitate around the €50 range.
- 8** **Inventory visibility** has been made a value and a priority for Nordic retailers, as the **majority** provide at least a basic instock indicator on their site. However, only **43.8%** provide store level inventory info, and **13.8%** provide detailed inventory down to the store count.
- 9** **47.6%** of non-click and collect retailers allow items purchased online to be returned in-store. This amount increases drastically for retailers who do offer Buy Online Pickup In-store (BOPIS): **91.3%** of these retailers offer this service.
- 10** Impressive is that most retailers offer two pickup option (in-store) at **82.6%**. This is exponentially better than other regions, but Nordic retailers can offer even more options if they want to compete.



Click [here](#) to download the full Omni-1000 Nordics report.

Toll Free: (866)559-8123  
Phone: (905)695-3182  
email: [info@OrderDynamics.com](mailto:info@OrderDynamics.com)