

# Scandinavian Shopper Deep Dive

## The New E-Commerce Calendar

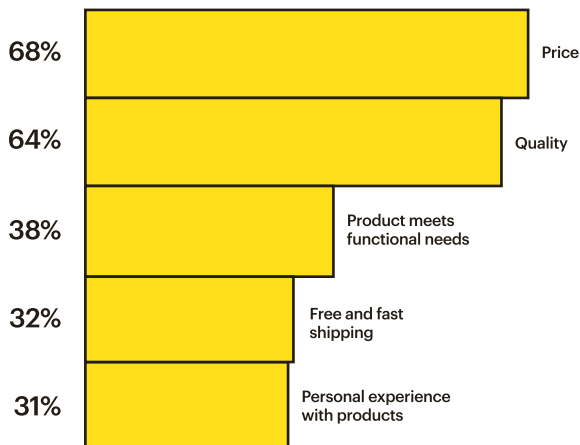


When planning your approach to The New E-Commerce Calendar, it's crucial to consider consumer shopping behaviors on a regional level. Ignoring these differences makes you appear out of touch with local sentiments and customs, which risks alienating your audience. A localized approach, tailored to local attitudes and shopping behaviors, is crucial for success.

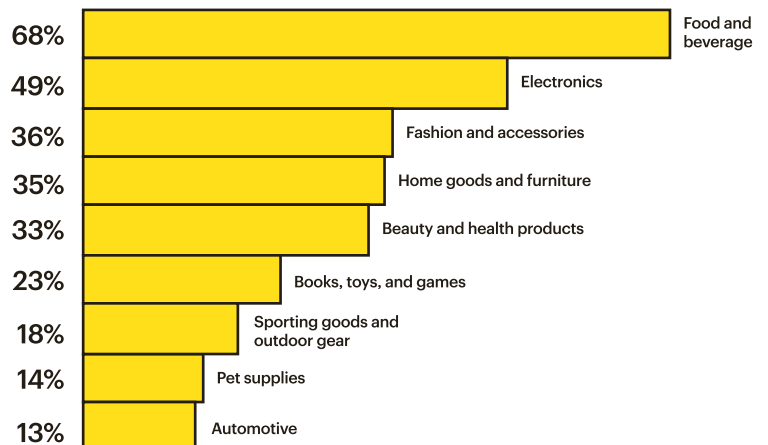
Alongside our research partner, Canvas8, Intuit Mailchimp surveyed shoppers from 9 different markets to map out how their mindsets and spending behaviors around key calendar Moments (in the last 2 years) are shaping The New E-Commerce Calendar—and vice versa.



### Top 5 most important factors for Scandinavian shoppers when making purchases



### Categories Scandinavian shoppers spent the most money on in the past 2 years



### Scandinavian shopper attitudes and behaviors

**54%** ⬇️ of Scandinavian shoppers look forward to upcoming Sales Moments, the second lowest across all 9 regions surveyed.

⬆️ Global: 61%

**60%** ⬇️ of Scandinavian shoppers have been influenced to make a purchase during sales events because of deals and discounts.

⬆️ Global: 70%

**41%** ⬇️ of Scandinavian shoppers claim to not set a strict budget when participating in sales events.

⬆️ Global: 54%

**41%** ⬇️ of Scandinavian shoppers say participating in Sales Moments is part of their regular routine or annual tradition, the lowest across all 9 regions surveyed.

⬆️ Global: 50%

**69%** ⬆️ of Scandinavian shoppers made a purchase for Christmas Eve in the last 2 years.

⬇️ Global: 52%

**55%** ⬆️ of Scandinavian shoppers made a purchase during Summer Sales and January Sales, the second highest after Black Friday (76%).



#### Across the Globe

For a closer look at how market nuances shape The New E-Commerce Calendar, check out our regional deep dives in 8 other markets, including Australia, Benelux, Canada, Germany, Italy, Spain, the UK, and the US.

Get the market-specific insights →

# Scandinavian Shopping Moments per Month

## Ranked by Spending Propensity



January	
Winter Sale	55%
New Year's Day	48%
Epiphany	14%
February	
Valentine's Day	56%
Mother's Day <sup>NO</sup>	49%
Lunar New Year	9%
March	
Easter Sale	37%
International Women's Day	21%
St. Patrick's Day	10%
April	
Easter	51%
Eid al-Fitr	9%
Walpurgis Night	9%
Earth Day	8%
May	
Mother's Day <sup>DK, SE</sup>	50%
Eurovision Song Contest	14%
Labor Day/International Workers' Day	13%
June	
Summer Sales	55%
Summer Vacation	45%
Father's Day <sup>SE</sup>	43%
Midsummer	31%
Pride Month	8%



July	
Amazon Prime Day	22%
August	
Back-to-School Shopping	35%
September	
Rosh Hashanah	6%
October	
Halloween	48%
Diwali	3%
November	
Black Friday	76%
Father's Day <sup>NO, SE</sup>	43%
Singles' Day	15%
Movember (Men's Health Awareness Month)	10%
December	
Christmas Eve	69%
New Year's Eve	52%
Christmas Day	41%
Cyber Monday	31%
Advent Sale	25%
Advent Season	24%
Super Saturday	16%
Green Monday	8%
Hanukkah	3%
Kwanzaa	2%

