

## Press Release

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### Sweden leading in Internet Use

**The latest “Sweden B2C E-Commerce Report 2011” compiled by market research firm yStats.com provides information about B2C E-Commerce in Sweden. Aside from internet use and online purchases, also revenues and competitors are analyzed.**

Sweden is one of the leading countries worldwide when it comes to internet use. Despite the high rate of internet penetration, there is still further potential for growth.

#### Online purchases very popular with Swedes

In 2010, as much as 90 % of the Swedish population used the internet. Furthermore, almost 70 % of the Swedes searched for information on a search engine prior to making online purchases. Growth in B2C E-Commerce revenue is expected to reach slightly under 10 % in 2011. According to the “Sweden B2C E-Commerce Report 2011” by yStats.com in 2010 the leading product categories in B2C E-Commerce were “travel,” “consumer electronics,” “fashion and shoes” as well as “media/entertainment.” The most popular online shops with Swedish customers were Adlibris (books), Cdon (books and other media), Ellos (fashion) und H&M (fashion).

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#### About yStats.com

yStats.com has been committed to research up-to-date, objective and demand-based data on markets and competitors for top managers from various industries since 2005. Headquartered in Hamburg, Germany, the firm has a strong international focus and is specialized in secondary market research. In addition to offering reports on markets and competitors, yStats.com also carries out client-specific research. Clients include leading global enterprises from various industries including B2C E-Commerce, electronic payment systems, mail order and direct marketing, logistics, as well as banking and consulting.