SVEA

Payments in the Nordics

Payments in the Retail Landscape
of Tomorrow

Foreword

One of the primary reasons for cart abandonment is the absence of suitable payment options at checkout. To remain competitive in the Nordic markets, it is crucial for retailers to understand their target audience and how consumer preferences differ based on their country of origin and age group. Generational variations is the theme of this year's Payments in the Nordics.

Younger consumers, particularly those from Generation Z, are leading the adoption of digital payments and modern checkout methods. For example, digital wallets are the only in-store payment method experiencing growth, with nearly one-third of Generation Z using them for their last in-store purchase. In contrast, older generations, such as Baby Boomers, continue to favour familiar payment options and value in-store face-to-face interactions.

Building trust at the checkout has never been more important. Concerns about online fraud are rising, now affecting 42% of consumers—particularly younger shoppers. To make consumers feel safe, retailers should offer payment options from well-known payment providers and payment options that consumers are familiar with and have used before.

Svea Bank is publishing Payments in the Nordics for the third consecutive year, providing retailers with insights to make informed decisions based on the trends shaping the Nordic payment landscape. This is the second of two releases, exploring the development of omnichannel solutions, AI, and emerging innovations in payments.

We hope this year's Payments in the Nordics will help you kick-start 2025!

Magdalena Caesar
Business Area Manager Payments, Svea Bank

About Payments in the Nordics

Payments in the Nordics is a report series launched by Svea Bank, exploring the Nordic payment landscape, encompassing developments in the payment industry and emerging consumer trends related to payments. The first Payments in the Nordics report was launched in 2022.

About this report

This year's edition of the report is divided into two releases, of which this is the second.

This release explores payments in the retail landscape of tomorrow, delving into omnichannel and payments in the "phygital" era, and the future of loyalty programmes in a post-cookie world. It also examines the transformative impact of AI on the retail industry, highlighting its potential to elevate the customer experience. Finally, the report provides a forward-looking perspective on emerging trends in the Nordic payment landscape: what to expect from retail in 2030.

In our first release

The first release provided a comprehensive overview of the Nordic payment landscape today, helping retailers stay informed about market trends. It analysed Nordic consumers' payment preferences for purchases online and in-store and offered generational insights into how these preferences varied across age groups. Additionally, it explored ways to enhance consumer security at checkout, as this has become a top priority for consumers over the past years, and examined strategies to optimise conversion rates both online and in-store.

Payments in the Nordics is produced in collaboration with HUI Research.

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Payments in the Nordics

The generational insight report

Report 1 of 2 – 2025
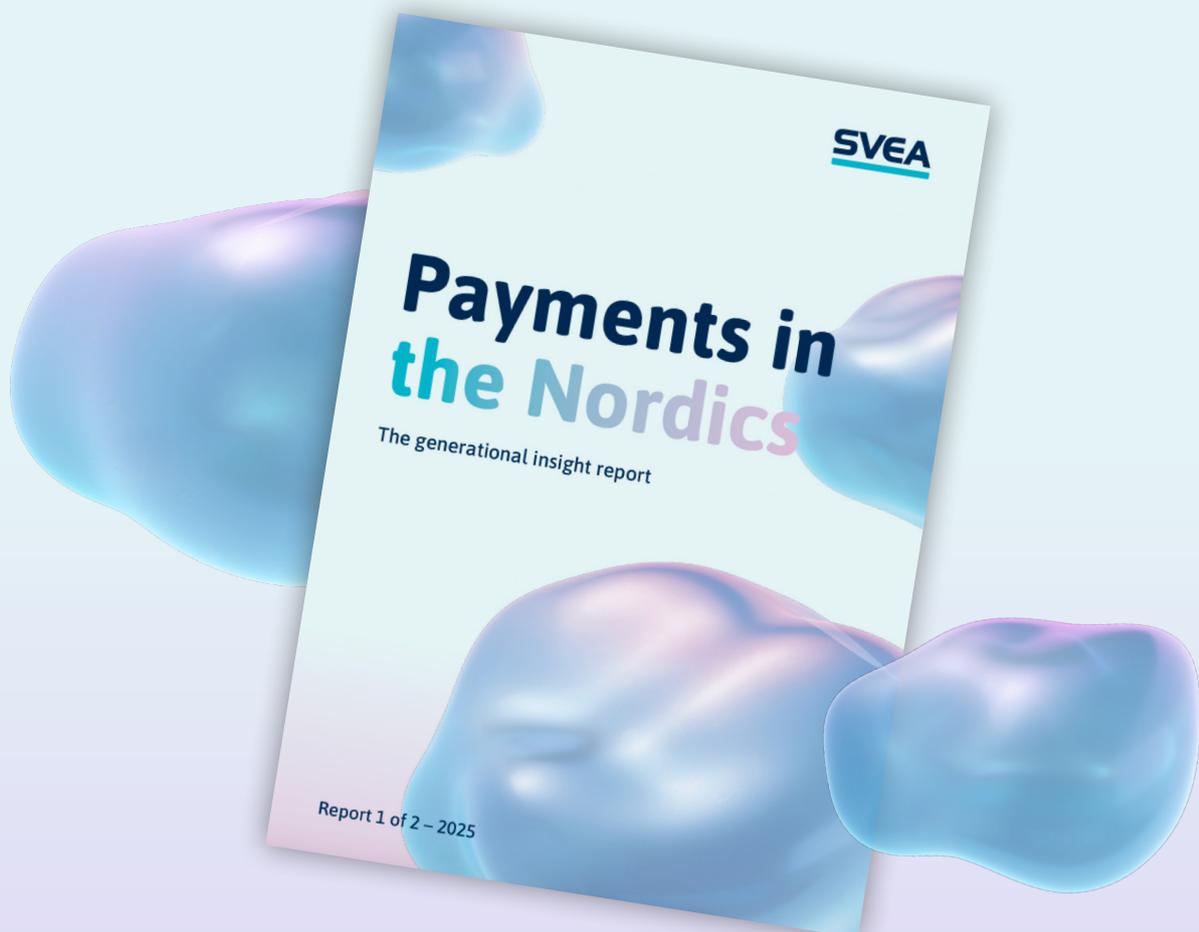
Methodology

Payments in the Nordics is based on consumer surveys, desktop research, expert and consumer interviews, as well as a roundtable discussion with leading Nordic retailers. The consumer survey was conducted in October 2024*, surveying 1,000 consumers in Sweden, Denmark, Norway, and Finland respectively. The survey explored needs, behaviours, and attitudes related to payments. The expert interviewees included researchers and specialists within the payments field.

* Mentioned as a result for the year 2025 in the report

Expert interviews

Patrik Stoopendahl, Affiliated Researcher, Stockholm School of Economics Institute for Research and postdoc Ekonomihögskolan Lunds universitet
Patrik Stoopendahl has explored customer journeys from the consumer perspective for ten years. His primary research conclude digitalisation, online customer journeys and consumer behaviour.

Ioanna Constantiou, Digital transformation and AI Expert, Copenhagen Business School
Ioanna Constantiou is a professor in the department of Digitalisation. Her areas of expertise covers digital transformation, AI and big data analytics.

Siavash Ghorbani, VP of Engineering Shopify and founder of Tictail
Siavash Ghorbani is a tech entrepreneur with experience of creating customised e-commerce solutions and white label payments, such as Shop Pay & Shop App.

Staffan Ekvall, Systems Architect, Svea Bank
Staffan Ekvall is dedicated to developing systems and software at Svea Bank. With a PhD in Data Science, he brings extensive expertise in creating advanced AI solutions for fraud detection and evaluating partner companies, driving innovation and efficiency within the organisation.

Round table discussion participants

Daniel Löfkvist, COO & Vice President, Stadium Group.
The Stadium Group, comprising Stadium and Stadium Outlet, operates in the sports apparel sector online and through 204 stores in Sweden, Finland, and Norway.

Hanui Ye, Payments & Order Management Director, Boozt.
Boozt is a multi-brand online store offering fashion and lifestyle products from 1600 brands.

Sofia Hagelin, PR & Communications Manager at Tradera.
Tradera is the largest online marketplace for circular consumption in the Nordics, with over 3,6 million members.

Marko Tapanainen, Business Project Manager, Hankkija.
Hankkija is the leading Finnish chain in agricultural trade, providing products through its online channel, 53 physical stores, and 8 machinery centers.

Jakob Dahlner, CTO, Elon Group.
Elon Group is a Nordic alliance owned and operated by independent entrepreneurs and retailers in Sweden, Norway, Denmark, Finland, and Iceland. Among other businesses, they operate the leading consumer electronics chain Elon, as well as El-Salg and Veikon Kone.

Content

Embracing omnichannel to stay competitive

The retail landscape in the Nordic region has undergone rapid transformation, driven by shifting consumer behaviours and the growing dominance of digital platforms. Nordic consumers use an increasing number of channels for purchases, expecting seamless integration between digital and physical experiences. Flexible return processes are especially important, and flexible payment options is another important factor. Adapting to these expectations is important to meet consumer demands and stay competitive.

Most purchasing journeys begin online

Nordic consumers use channels interchangeably while shopping, with most purchasing journeys starting online. Omnichannel has become the new standard.

It is important for retailers to prioritise creating seamless transitions between channels for a more convenient shopping experience. Nearly half of consumers, 54%, use multiple channels when making purchases. Most transitions shift from online to physical stores, as 67% of Nordic consumers begin their purchasing journey online. More than half of those purchasing journeys are finalised in a physical store, while the remaining are completed online. The share of purchases that begin and are completed online has slightly increased since last year.

Share of consumers agreeing with the following statements:

Statement	Denmark	Finland	Norway	Sweden
I often seek information/inspiration about a product online before making my purchase in a physical store	38% (+3% since 2024)	37% (+4% since 2024)	46%	38%
I often seek information/inspiration about a product online before making my purchase online	26%	35% (+6% since 2024)	23% (+3% since 2024)	27%
I often seek information/inspiration about a product in a physical store before making my purchase in a physical store	17%	10%	18%	16%
I often seek information/inspiration about a product in a physical store before making my purchase online	4%	3%	4%	7% (+3% since 2024)

Legend: ● Denmark ● Finland ● Norway ● Sweden

> " There is a significant opportunity to bridge the gap between online and offline, allowing the in-store experience to seamlessly carry over into the online purchasing journey and vice versa
>
> *- Siavash Ghorbani,*
> *VP of Engineering Shopify and founder of Tictail*

Store websites the main source for information and inspiration

When Nordic consumers gather information and inspiration before making a purchase, they primarily turn to the retailer's own website. This highlights the importance of seamless transition between websites, apps and physical stores.
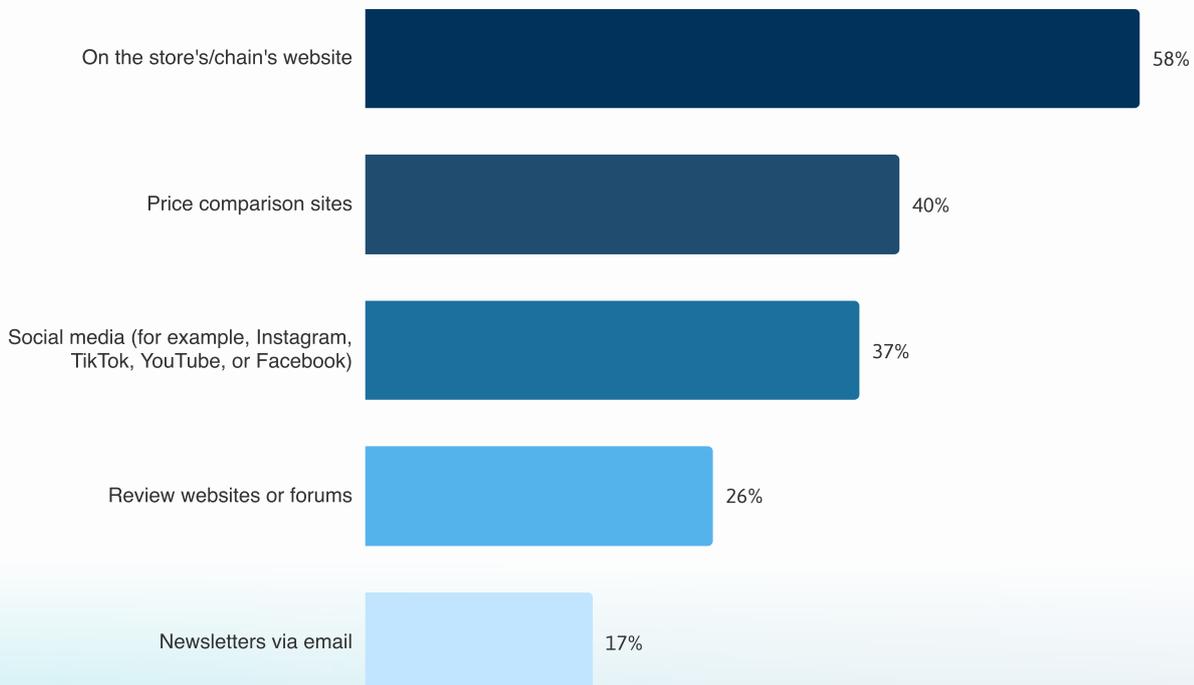
Generation Z has a different approach to research, with 68% turning to social media as the source for product information and inspiration before making a purchase. Leveraging social media is key to reaching the younger generation, as they will become an increasingly important consumer group in the future. At the same time, it's crucial not to neglect the older generation, who often rely on price comparison websites when making purchases.

These generational preferences reveal the importance of tailored marketing strategies to attract different buyers from various touchpoints. Retailers should focus on maintaining the interest on their own websites, while also strengthening their presence in social media and price comparison sites to reach a wide consumer audience.

Generation Z and Millennials primarily research on social media

In which channels do you usually get inspiration and information about a product online before making a purchase?

On the store's/chain's website	58%
Price comparison sites	40%
Social media (for example, Instagram, TikTok, YouTube, or Facebook)	37%
Review websites or forums	26%
Newsletters via email	17%

I always compare prices before shopping online, usually through services like Prisjakt.

- Female Silent Generation

*I often see something on social media or hear from friends, then **I check where the product comes from by looking for the retailer's own website.***

- Female Generation Z

Consumers are increasingly demanding flexible returns

*Our assortment is broader online, but customers can return products in-store or online based on their preference. **Offering flexible returns is a balance between ensuring customer satisfaction and business success.***

- Daniel Löfkvist,
COO & Vice President at Stadium Group

Consumers maintain high expectations even after making a purchase, highlighting the importance of seamless post-purchase experiences.

The demand for omnichannel return options has grown significantly since 2024. Consumers expect the flexibility to choose where to return their purchases. Among Nordic consumers, 40% feel frustrated when they can't return an online purchase to a physical store. A slightly higher share of Generation Z and Millennials, 45% respectively, express frustration with this inflexibility.
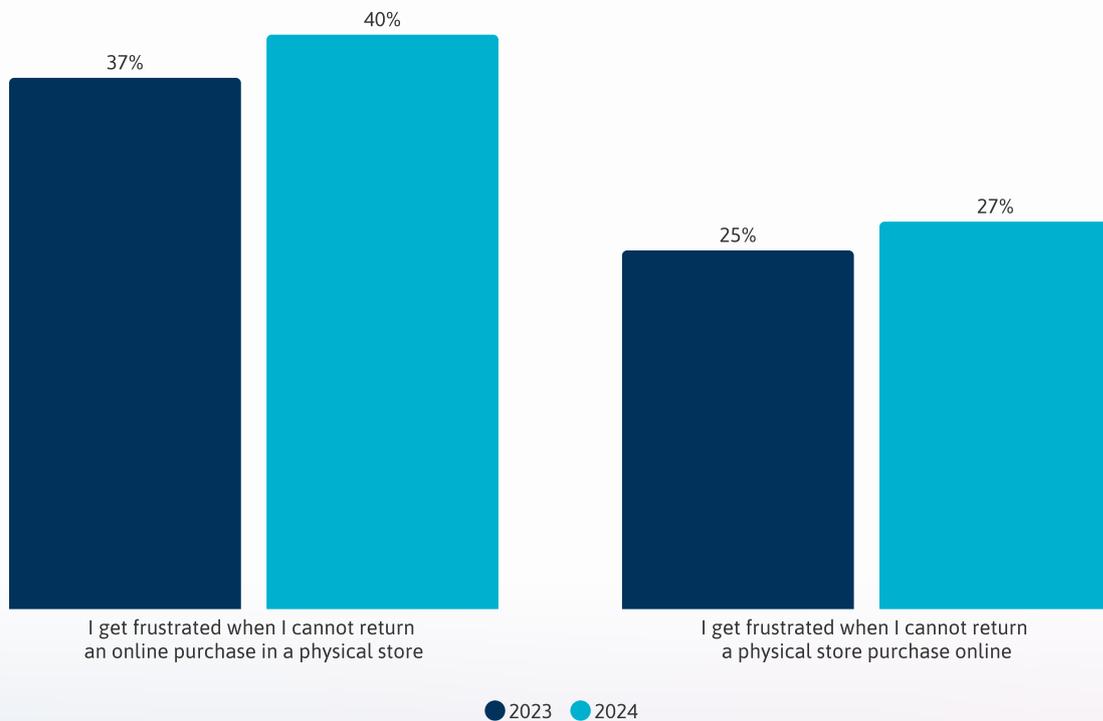
Fast refunds is a major incentive for returning items in-store. Also, nearly one- third of Nordic consumers often choose a payment method that does not withdraw money from their account immediately, ensuring that a potential return does not affect their balance and leaving funds available for other purchases.

Viewing the post purchasing experience as an important part of the omnichannel strategy is necessary to create a better consumer experience and increase retention.

Share of consumers agreeing with the following statements:

37% | 40%
I get frustrated when I cannot return an online purchase in a physical store

25% | 27%
I get frustrated when I cannot return a physical store purchase online

● 2023 ● 2024

> **"If there's a store nearby, I usually try to return items there, even if I ordered online.**
>
> I think it's just as quick as dropping off the package at a pickup point, and I want to get the money back in my account faster.
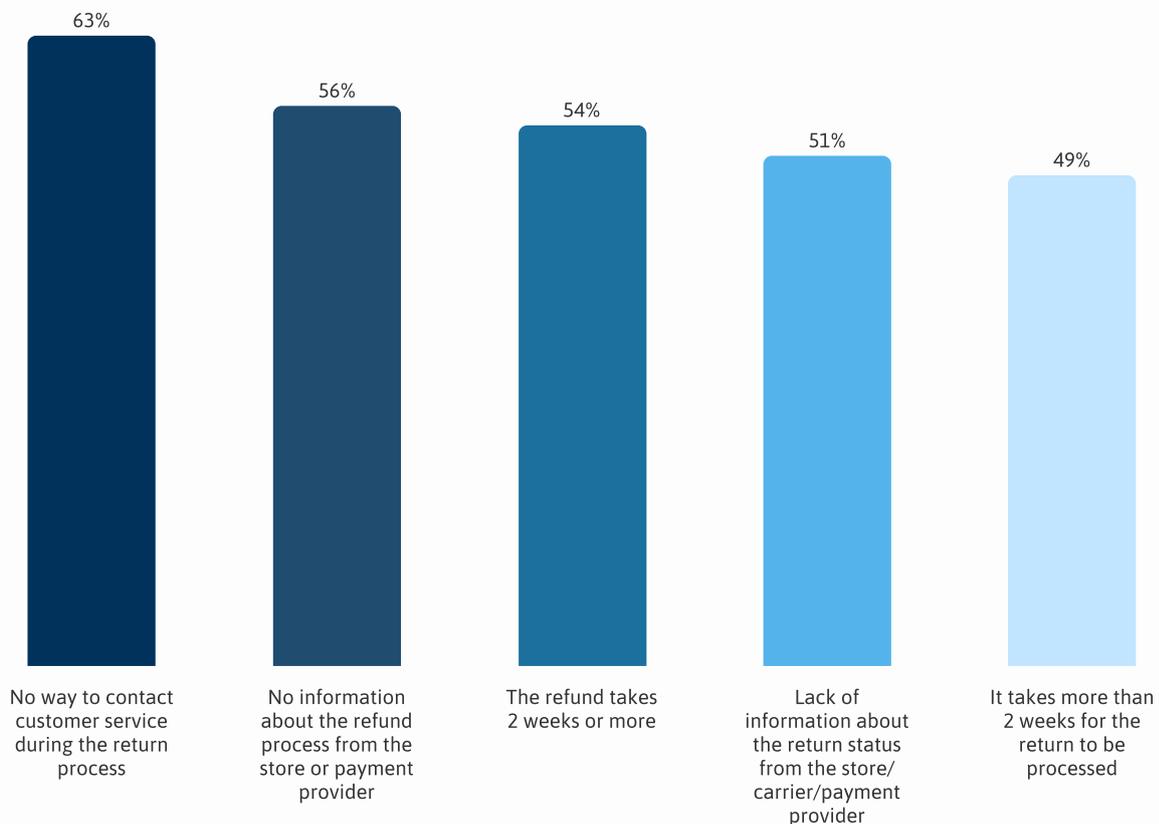>
> *- Female Generation Z*

Important to create trust in the return process

Consumers are not only frustrated by inflexible returns but also lacking return and refund information throughout the return process.

Inflexible returns and unclear refund processes leave consumers frustrated. With 63% of Nordic shoppers citing the inability to contact customer service as a large concern. This frustration spans all generations, but primarily Millennials and Generation X consumers.

To gain customer trust, retailers should provide clear and sufficient information about the progress of the return and refund process. Payment providers should facilitate fast refunds, with repayments ideally reaching consumers within 1-2 days after the return has been accepted to prevent dissatisfaction. Transparent communication and swift resolutions are the key to reducing frustration and building long-term loyalty.

Share of consumers who feel concerned when the following occurs after returning a product

63%	56%	54%	51%	49%
No way to contact customer service during the return process	No information about the refund process from the store or payment provider	The refund takes 2 weeks or more	Lack of information about the return status from the store/carrier/payment provider	It takes more than 2 weeks for the return to be processed

Three key aspects to creating a smooth refund journey for consumers

1. Ensure accessible customer service

2. Provide clear information about the refund process

3. Ensure fast returns and refunds, ideally within a week

The growing importance of loyalty programs

The shift away from third-party cookies makes it more relevant for companies to own their consumer data. One way to gather the data is through loyalty programs. Loyalty programs allows retailers to create more personalised experiences and offers, which are highly appreciated by Nordic consumers. Members of loyalty programs tend to shop more frequently and spend more per order than non-members, which means that the programs are essential for customer retention and brand loyalty.

The cookie death shakes online retail

Stricter privacy regulations are requiring businesses to prioritise transparency, consent, and innovative ways to collect consumer insights.

Global privacy regulations, such as GDPR and CCPA, are reshaping e- commerce, phasing out third-party cookies and driving the need for first-party data collection. Many web browsers have already blocked third-party cookies, and more are expected to follow.

As retailers can no longer rely on third-party data for consumer insights, loyalty programs are becoming more important than ever. These programs offer a way to collect consented data from consumers. Finding new ways to collect customer data will be crucial for retailers who wants to offer personalised value propositions and use strategic marketing.

The cookie death creates significant challenges for small and medium-sized enterprises to gather data about consumers

- Siavash Ghorbani,
VP of Engineering Shopify and founder of Tictail
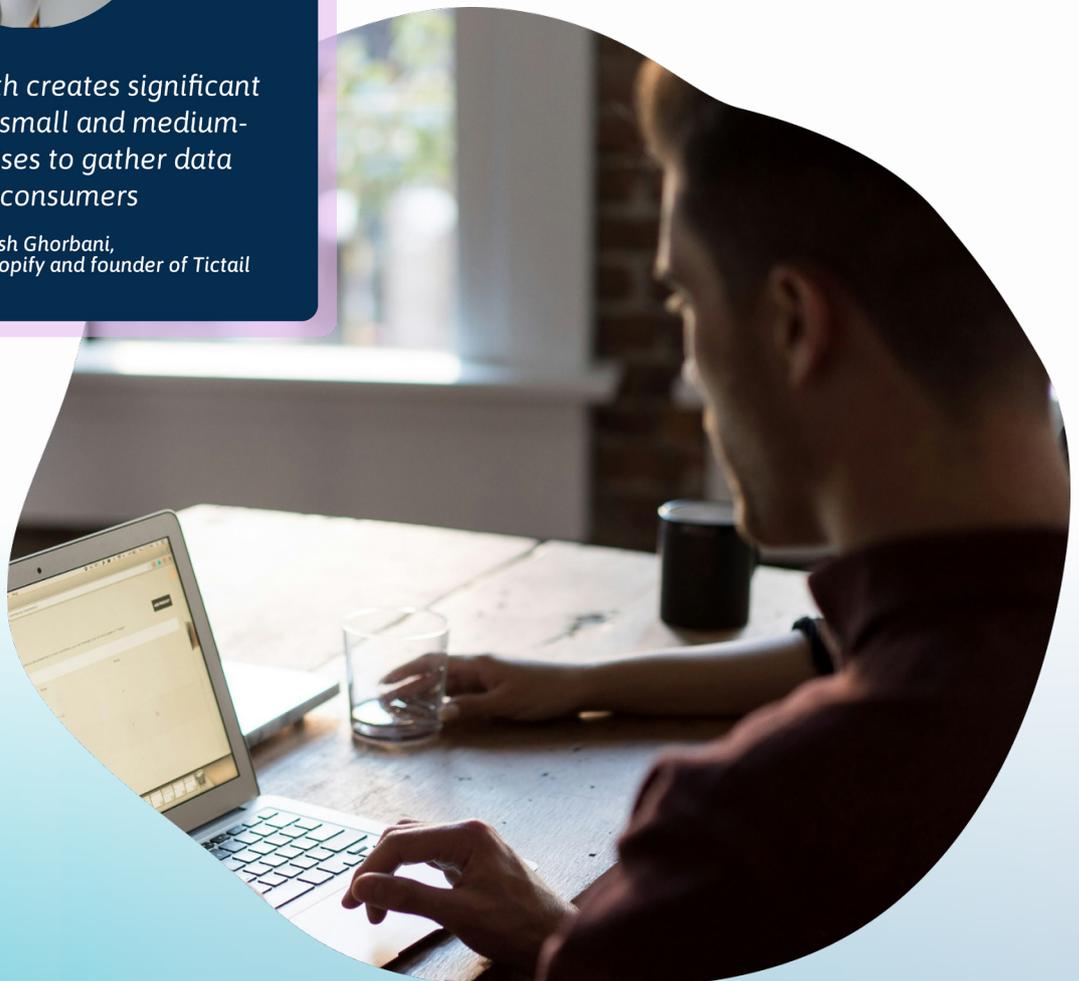
Loyalty programs offer a win-win situation

Loyalty programs are not only great for collecting data, but they also serve as an excellent way to enhance the overall shopping experience.
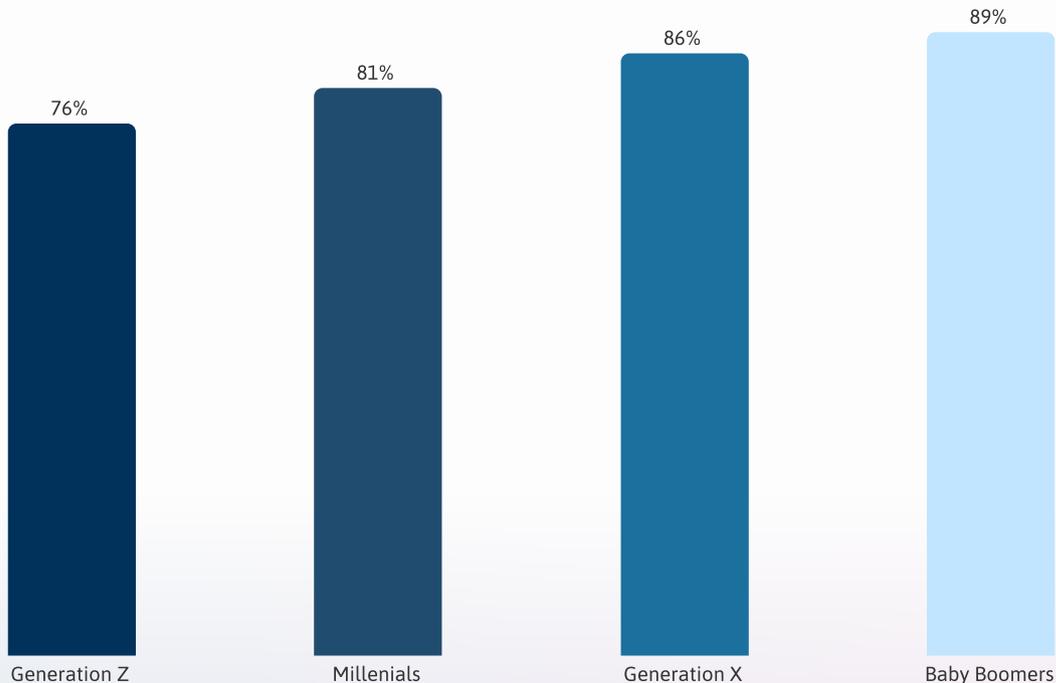
Loyalty programs remain popular among Nordic consumers, with more than 4 out of 5 consumers being members, in line with last year's results. The popularity of loyalty programs in the Nordics highlights that many consumers are willing to provide retailers with their data in exchange for discounts and personalised shopping experiences.

There are slight variations across regions and generations, with older consumers participating more in loyalty programs compared to younger consumers. Additionally, Finland has the highest share of members at 90%, while Denmark has the lowest share at 73%. Among the loyalty program members, 51% appreciate to link their membership to a payment card.

Loyalty programs create a win-win for both consumers and retailers by offering seamless shopping experiences for customers and providing valuable data for retailers. By focusing on collecting and utilising consumer insights, retailers can deliver more personalised experiences, driving higher customer retention and stronger brand loyalty.

57%
shop more often at the store or chain where they are members

Share of consumers who are members of any store's and/or chain's loyalty program

Generation Z	Millenials	Generation X	Baby Boomers
76%	81%	86%	89%

> **" I'm a member of many loyalty programs.**
> Welcome offers and other discounts as well as the ability to collect bonus points are the main reasons to why I join a loyalty program.
> *- Female Generation Z*

We offer services and personalised discounts and get data in return.
Our loyalty members shop more frequently, *and the average* ***order value is 15% higher*** *than non-members*

- Hanui Ye,
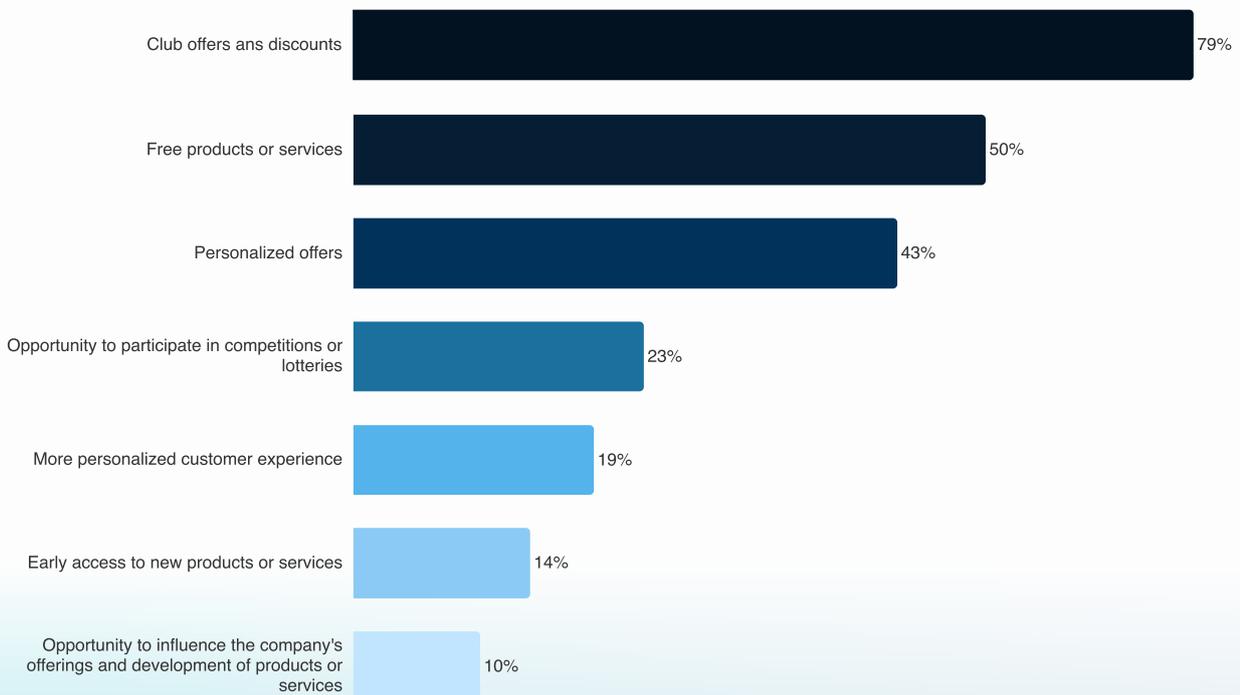*Payments & Order Management Director, Boozt*

Club offers drive loyalty program membership

While discounts and free products remain the primary incentives to join a loyalty program, different generational and regional preferences reveal unique motivations for engagement.

Consumers are primarily motivated to join loyalty programs due to exclusive offers, discounts, and free products or services. These incentives especially attract older generations, who also tend to use price comparison sites more frequently than younger ones do. Personalised offers is the third most valued reason for becoming a member, particularly important in Denmark and Finland.

This highlights the importance for retailers to understand their consumers behaviour to effectively tailor their offerings. A loyalty program has proven to be a good investment, as loyalty members tend to make purchases more frequently and at higher values.

What would motivate you to join a store's or chain's loyalty program?

Motivation	Percentage
Club offers ans discounts	79%
Free products or services	50%
Personalized offers	43%
Opportunity to participate in competitions or lotteries	23%
More personalized customer experience	19%
Early access to new products or services	14%
Opportunity to influence the company's offerings and development of products or services	10%

I sign up for memberships at every store to receive offers and discounts, as well as to have the store save all my receipts digitally.

This helps me save money and keep track of receipts which enhances my shopping experience

- Male Generation Z

AI shaping the future of commerce

Artificial Intelligence (AI) is revolutionising retail by enabling automation, personalisation, and operational efficiency. While AI offers immense value, implementing it within organisations can be challenging, particularly when balancing consumers' growing expectations. Nordic consumers expect AI to be widely adopted in commerce by 2030.

As a retailer, it's important to keep up with the AI journey, using its capabilities while ensuring safety. Combining AI with a human touch appears to be the cornerstone of successful adoption.

AI is reshaping retail

Artificial Intelligence (AI) enables technical systems to perceive their surroundings, understand and solve problems, and learn from their actions to improve and operate more independently.

AI is a branch of computer science dedicated to creating systems capable of performing tasks that traditionally require human intelligence. These tasks include problem-solving, decision-making, learning, understanding natural language, and recognising patterns.

One third of Swedish companies have integrated AI into their daily operations, with cost savings being a key motivator. When asked about the greatest opportunities for achieving savings through AI, Swedish companies most commonly highlight data analysis, followed by marketing, and then finance and accounting.[1]

Retailers can utilise AI in various ways to enhance their business and streamline operations. Staying updated with AI is essential, as its development in the retail sector is advancing rapidly.

AI consist of different subsets including Machine Learning, Deep Learning, Natural Language Processing, Computer Vision, Reinforcement Learning, Generative AI and much more.

x3
The share of companies using AI in their daily operations has tripled in 2024 [1]

We launched an AI tool to create listings, reducing the time required for users by 50%. Our CEO tries to push every department to work with AI. We need to be on top to stay competitive.
- Sofia Hagelin,
PR & Communications Manager at Tradera

We use AI for content creation, and our sales team in stores utilises an AI-powered price comparison tool in the fuel oil product group.
- Marko Tapanainen,
Business Project Manager at Hankkija

1. Svea Bank, "Nu ser fler nyttan med tekniken: Andelen företag som använder AI har tredubblats"

> **We developed a system that collects data points and built an AI model based on this data to identify fraud.**
>
> The AI calculated the risk of fraudulent activity, allowing manual review of the cases flagged with the highest risk scores.
>
> *- Staffan Ekvall, System architect, Svea Bank*

AI can enhance productivity and customer service

Artificial intelligence is transforming the retail industry by enhancing efficiency, driving personalisation, and improving customer engagement. It enables businesses to deliver seamless and tailored shopping experiences while optimising their operations.

In addition, payment providers are leveraging AI for credit assessments, using the technology to evaluate consumers' financial situations more accurately and efficiently, while also helping to prevent fraud.
As seen in the examples below, AI tools are already in use in retail to streamline daily operations and help customers both in selling and purchasing journeys. These advancements streamline operations and create more engaging, customised shopping journeys.

Through these advancements, retailers can improve customer service, streamline operations, and deliver more engaging, efficient, and customised shopping journeys.

Stadium – AI in daily operations

"Stadium is not a tech company, but we try to use AI in the daily operation. For example, we use it in marketing, communication, translations and warehouse management."

- Daniel Löfkvist, COO & Vice President, Stadium Group

Tradera – AI tool for listings

"We launched an AI tool to create a listing for customers. It reduced the time to make a listing by 50% - with only a photo of the product and its logo a listing is generated. We now see more listings per seller at Tradera"

Sofia Hagelin, PR & Communications Manager at Tradera

Kicks – AI tool to guide customers

"Beauty Bot" is an AI-powered search engine designed to create a more interactive, inspiring, and personalised shopping experience. "With the tool, customers experience a more intuitive and guided search, powered by a vast knowledge base of beauty products."

*- Carola Lundell, Executive Vice President at Kicks, to Resumé. 1*

Lack of knowledge and security concerns: two major barriers to AI adoption

Despite the growing interest in AI, several barriers are hindering its widespread adoption among companies.

Lack of knowledge is a significant barrier to AI adoption in organisations, as 22% of companies have not yet adopted AI because of skill gaps. One in four companies worry that AI-driven interactions might make the brand experience feel less personal, particularly in customer service. Moreover, cost continues to be a major factor, as 20% of companies are hesitant to invest in AI solutions due to the perceived high financial burden.[1]

This underscores the need for workforce training and upskilling, particularly in customer service, to deliver personalised experiences while integrating automation. Clear strategies are essential to balance these elements.

Retailers aiming to implement AI should take a build-measure-learn approach and gradually integrate AI elements while closely monitoring their impact on both efficiency and customer engagement, ensuring a sustainable and customer-centric use of AI.

Build — Measure — Learn
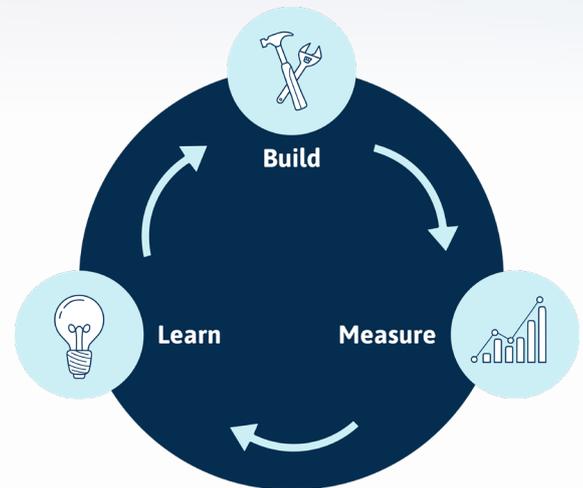
> **We hold internal competitions and AI-weeks, where everyone is encouraged to engage and learn new AI tools**
> The goal is to increase our efficiency and stay ahead in AI.
> *- Sofia Hagelin, PR & Communications Manager at Tradera*

> **We make data-driven decisions based on well predicted statistics and machine learning.**
> We approach AI safely, used in combination with data analytics and human understanding.
> *- Hanui Ye, Payments & Order Management Director, Boozt*

1. Svea Bank, "Nu ser fler nyttan med tekniken: Andelen företag som använder AI har tredubblats"

Nordic consumers view AI as a part of future retail

Almost 4 in 10 Nordic consumers believe that AI and automation will become widely used in commerce by 2030.

The shift towards self-service and automation is already well underway, driven by consumers increasingly seeking quick and convenient access to advanced AI solutions—a trend expected to continue growing. Nordic consumers are prioritising more efficient ways to track prices and availability, with many anticipating widespread AI adoption by 2030. Personal AI assistants are envisioned to handle customer service and provide tailored product recommendations, reflecting the rising demand for AI-driven solutions that enhance convenience and streamline shopping experiences.

The use of AI is just in its early stages, and it will be exciting to see the developments going forward.

Share of consumers who think that it is very likely that there will be a widespread use of AI and automation in commerce by 2030
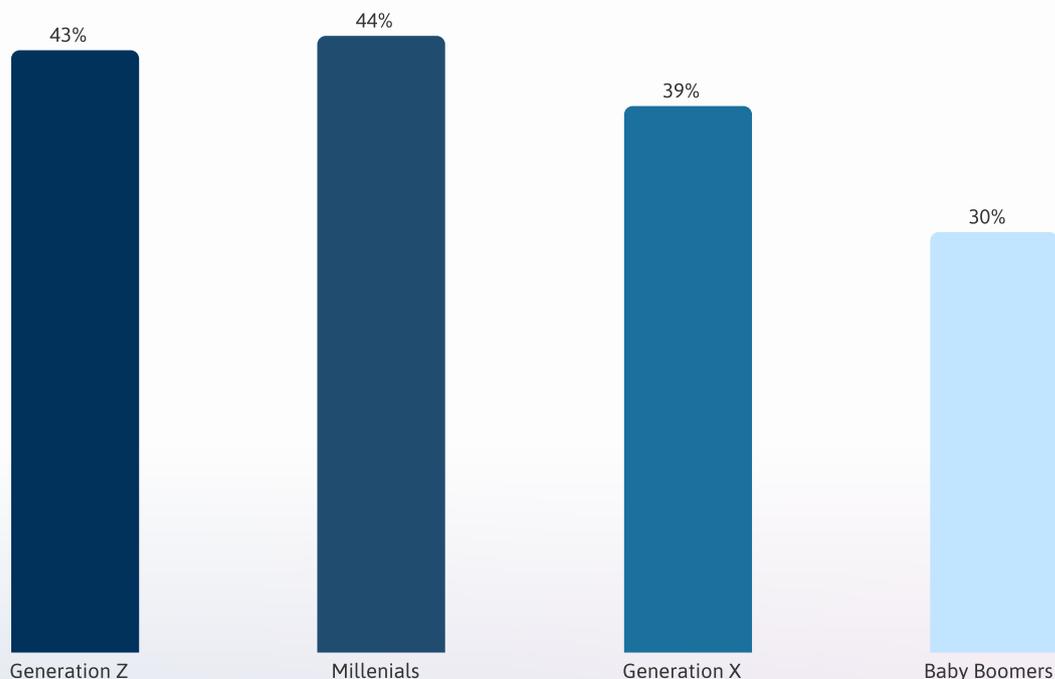
Generation Z	Millenials	Generation X	Baby Boomers
43%	44%	39%	30%

The future of payments
is digital

By 2030, Nordic consumers anticipate that payment methods and purchasing journeys will become increasingly digital. They envision a future of efficient shopping experiences requiring less time and effort, with AI playing a central role in driving this transformation. Additionally, they expect digitalisation to introduce new elements, such as virtual reality experience – making shopping more engaging, enjoyable, and aligned with evolving preferences.

Digital payments expected in the future

Technology is fundamentally influencing the consumer expectations on retail. As shopping experiences become more efficient and streamlined with technology, expectations reach new highs.
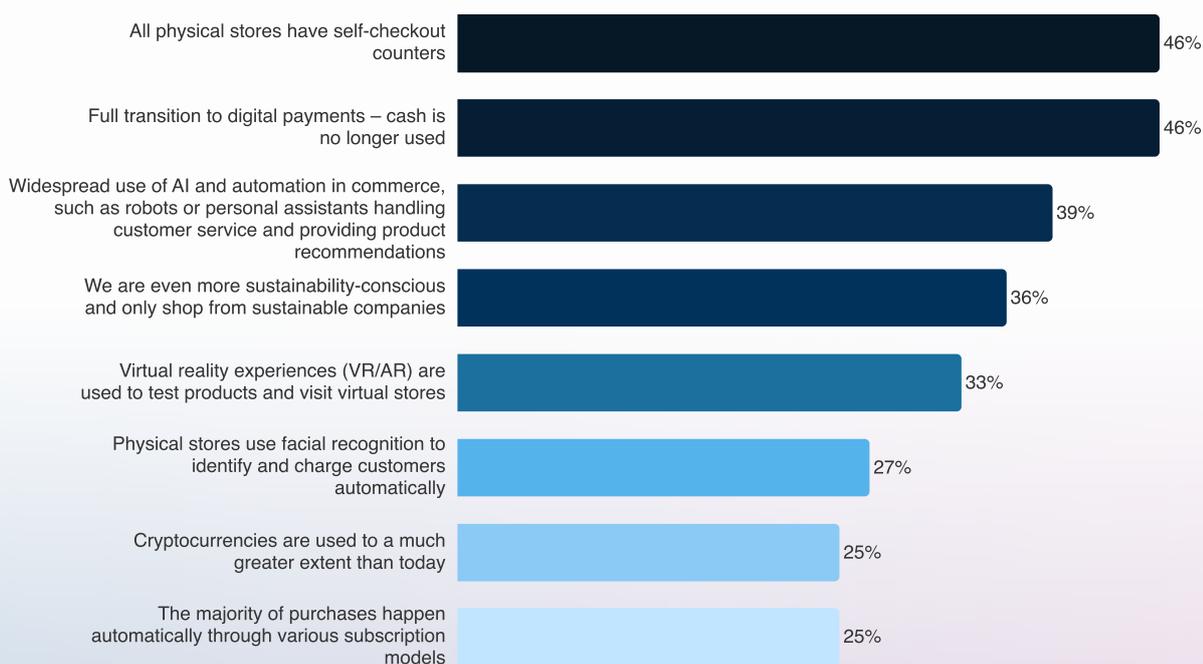
By 2030, nearly half of Nordic consumers anticipate that all transactions will be digital, with cash becoming obsolete. This reflects the ongoing cashless trend in Nordic societies, characterised by the rising adoption of digital wallets and the increasing use of biometric authentication.

Additionally, 46% of consumers foresee the widespread availability of self-checkout systems in physical stores, while one-third expect virtual reality and artificial intelligence to play a transformative role in shaping the retail industry. Experts predict the development of innovative solutions aimed at streamlining the retail experience by reducing steps in the purchasing journey. Such advancements would make shopping faster and more convenient, offering significant benefits to consumers.

Many Nordic consumers express a commitment to making sustainable purchasing choices, since almost 4 out of 10 Generation Z and Millennials anticipate that consumers will become more sustainability-conscious by 2030. However, current trends shows that a large portion of consumers still gravitates towards low-priced goods and ultra-fast fashion, which often lack environmental and safety considerations from online marketplaces. [1]

Share of consumers expecting that the following scenarios will become reality in 2030

Scenario	Percentage
All physical stores have self-checkout counters	46%
Full transition to digital payments – cash is no longer used	46%
Widespread use of AI and automation in commerce, such as robots or personal assistants handling customer service and providing product recommendations	39%
We are even more sustainability-conscious and only shop from sustainable companies	36%
Virtual reality experiences (VR/AR) are used to test products and visit virtual stores	33%
Physical stores use facial recognition to identify and charge customers automatically	27%
Cryptocurrencies are used to a much greater extent than today	25%
The majority of purchases happen automatically through various subscription models	25%

Convenience is the future of payments

Consumers expect digital solutions to play a pivotal role in the future of payments. With emerging payment methods and innovations, transactions are becoming increasingly seamless and convenient.

In recent years, digital wallets have experienced significant growth in the Nordics, facilitating contactless payments via smartphones. This area continues to evolve with innovative solutions such as Click-to-Pay, which simplifies online card usage. Click-to-Pay provides consumers with quick access to their saved cards while automatically recognising their email address or phone number. This not only streamlines the payment process but also enhances the overall shopping experience.

Consumers expect self-checkout systems to become widely available in stores, reducing contact points between customers and staff. This shift would require store employees to adapt by assisting customers in new ways. Tap-to-Pay is one solution, allowing retailers to accept payments anywhere in the store and adjust the number of checkouts based on demand, thereby preventing queue formation. Retailers should focus on keeping up with emerging technical solutions to enable simpler and faster payment processes while enhancing convenience for both themselves and their consumers.

Click-to-pay

Click-to-Pay is a payment solution for consumers that ease card payments online. Click-to-Pay provides quick access to your saved cards, making it easier to complete purchases with one click.

Click-to-Pay replaces customers' card information with unique tokens, eliminating manual card entry and reducing the risk of fraud during online shopping. Click-to-pay was launched in Sweden in 2024 and will eventually expand to Europe by 2030.[1]

Tap-to-pay

Tap-to-pay is an app for retailers that enables them to accept contactless payments from a customer's mobile device or contactless cards through a smartphones, with no additional devices needed.

This allows retail staff to charge customers without having to invest in cashier systems. The solution revolutionise contactless payments in retail as retailers can charge consumers anywhere in the store. Tap-to-Pay was launched in Sweden in 2024 and will expand to other European countries.[2]

1. Dagens teknik
2. Apple.com

EU regulations impacting the future of 'buy now, pay later'

When looking into the future of retail, new regulations are emerging to protect consumers, ensuring greater transparency in the marketplace.

The EU Consumer Credit Directive (CCD2) has been updated, with new measures set to be enforced in 2026. These updates are still under development and the requirements may differ between member states. However, they are likely to impact 'buy now, pay later' services, aimed at safeguarding consumers from potential over-indebtedness.

The new CCD2 place a greater responsibility on businesses to ensure consumers fully understand their financial obligations when using consumer credits before committing to such agreements. Given that 'buy now, pay later' is one of the most popular payment methods in the Nordics, these changes are likely to significantly impact such services future availability and usage.

By adopting responsible lending practices, maintaining transparency, and adhering to CCD2 regulations, retailers can help prevent consumers from falling into over- indebtedness.

The new EU Consumer Credit Directive – 5 expected consequences for retailers

1 - All 'buy now, pay later' services, including those without interest fee or charge, will be subject to legal requirements

2 - Consumer credit agreements below 200 Euros will be subject to legal requirements

3 - Transparent information about terms and conditions for 'buy now, pay later' agreements

4 - Sharing information free of charge about 'buy now, pay later' offers and total cost of the credit

5 - Performing credit assessments on consumers before 'buy now, pay later' agreements

Exciting outlook for payments

The payment landscape is undergoing rapid transformation, driven by cutting-edge innovations and evolving consumer expectations.

Consumers expect digital payment methods and self-checkouts to become the norm, driving future shopping experiences defined by speed and efficiency. In response, retailers are adapting by exploring innovative ways to meet evolving consumer demands while taking greater responsibility for safeguarding their customers.

The future of payments holds great potential, driven by innovative technologies that are reshaping the retail landscape. Solutions like Tap-to-Pay and Click-to-Pay are revolutionising the payment process, simplifying transactions for both retailers and consumers. New regulations are making payments more secure, while technical advancements are streamlining the shopping journey, paving the way for a personalised and seamless shopping experience in the future.

> **Personalisation is key and I believe it will remain important.**
>
> Future online and checkout experiences will become more customised to suit each user's preferences.
>
> *- Jakob Dahlner, CTO at Elon Group*

Key insights

- **A seamless transition from the website to the physical store is essential.** Many Nordic consumers research online before making in-store purchases, often relying on store websites for information and inspiration. Generation Z has a unique approach, relying heavily on social media for research and inspiration. This highlights the importance for retailers to build a strong, multi-channel online presence to effectively engage and attract a variety of consumer groups.

- **Loyalty programmes are essential for gathering customer data in the absence of third- party-cookies.** In addition to facilitating data collection, loyalty programmes enable retailers to offer personalised experiences and exclusive offers. This boosts retention and brand loyalty, as 57% of Nordic consumers tend to shop more frequently and typically spend more at retailers where they hold memberships.

- **Artificial Intelligence is reshaping retail, and Nordic consumers see AI as an integral part of commerce in 2030.** Among Nordic consumers, 39% are expecting widespread adoption of AI by 2030, including personal AI assistants for customer service and tailored recommendations. Retailers can further improve the shopping experience by leveraging AI to streamline processes, anticipate customer needs, and deliver more seamless, personalised interactions. However, maintaining human expertise is essential to complement AI, as it provides empathy and handles complex situations, ensuring a smooth customer experience when AI falls short.

- **The future of payments is digital and convenient.** Technology is fundamentally reshaping the retail landscape by increasing efficiency in purchasing journeys and elevating consumer expectations, with nearly 50% of Nordic consumers anticipating fully digital payments and self-checkouts in every store by 2030.

- **New EU regulations will impact the Buy Now, Pay Later (BNPL) sector.** While it is not yet entirely clear what they will entail, the updated EU Consumer Credit Directive (CCD2) aims to safeguard consumers from over-indebtedness. It is crucial for retailers to stay informed about these developments moving forward.