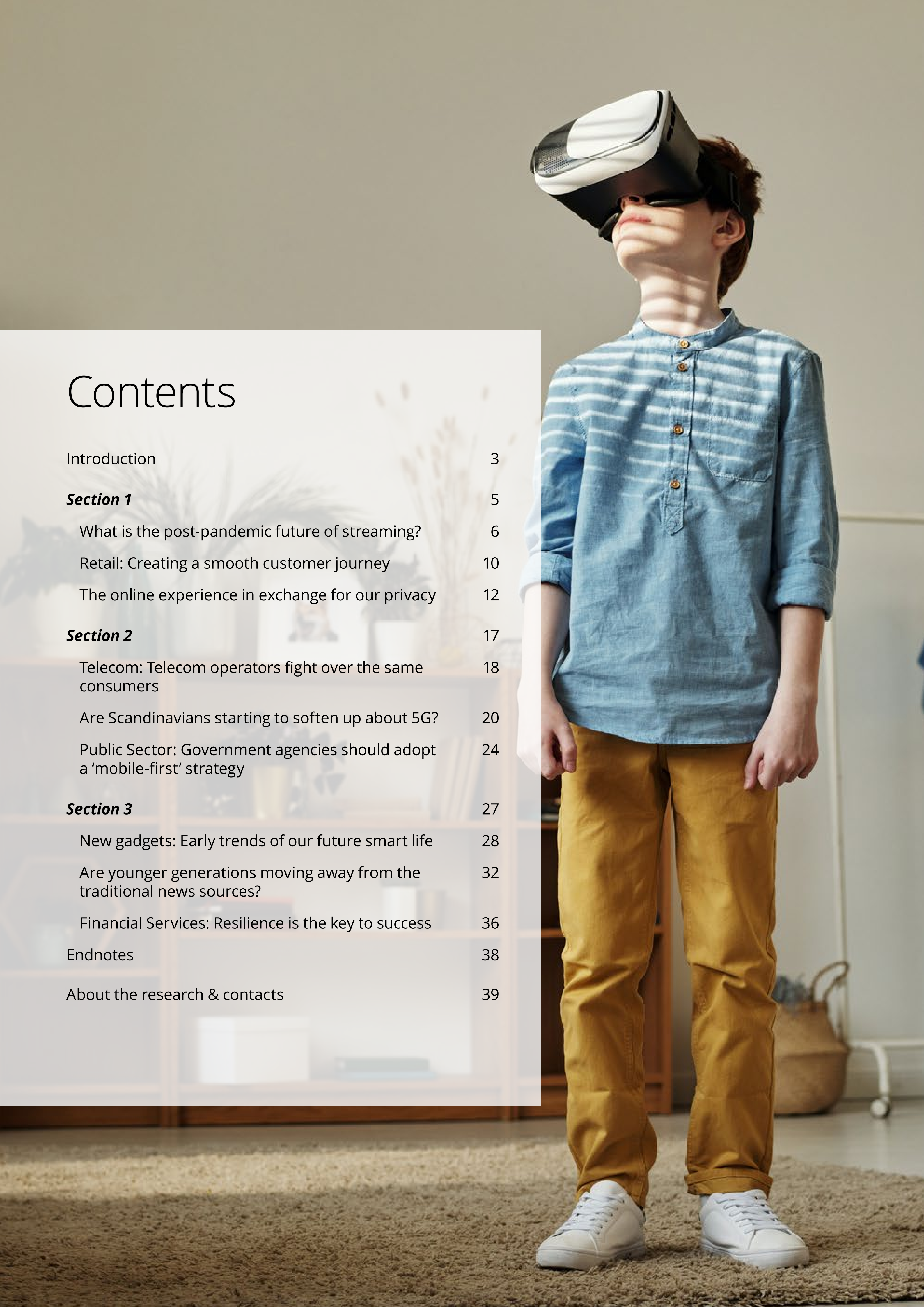
Deloitte.

Digital Consumer Trends 2021

The Scandinavian cut

A study on the Scandinavian digital consumer behaviour



Contents

Introduction

Welcome to the Scandinavian Cut of Deloitte's 2021 Digital Consumer Trends, a multi-country survey of digital service users in Sweden, Norway, and Denmark. This year, the study comprises 4,000 respondents across Scandinavia.

In the report, we dive into different insights into the digital consumer and the online customer experience. We zoom in on streaming habits, data privacy, attitudes to 5G, new tech gadgets, and changing ways of getting news. The report also includes four interesting industry spotlights for Retail, Telecom, Public Sector, and Financial Services that showcase industry-specific digital trends.

Here is a sneak peek of what awaits to encourage you to dive further into the report findings:

The best online experience: Digital entertainment behaviour and data privacy
Video and audio streaming have continued to grow coming out of the pandemic – mainly attributable to increased subscriptions by the older consumer segments. Meanwhile, competition to retain younger consumers intensifies. In that context, it is vital to create a fast and seamless end-to-end digital customer journey to gain and retain customers. Additionally, Scandinavian customers go 'all in' when it comes to being digital – but what personal data are the consumers willing to give up to get the best online experience? Get more insights in section 1.

Mobile subscriptions, the appetite for 5G and the interaction with the public sector
Scandinavian consumers change their mobile operators often and are regularly looking out for better deals. Also, consumers' eagerness to switch network operators based on 5G coverage is increasing, and fewer consumers worry about related negative health effects. Furthermore, we are witnessing that mobile has become the preferred way for citizens to interact with the public authorities, emphasising how digitalisation is becoming more relevant to the public sector. Explore more about the mobile trends in section 2.

Tech gadgets, news sources, and digital capabilities in the financial sector
These days, technological and digital development is affecting all aspects of the consumer's life. Firstly, different tech gadgets have become an integral part of the Scandinavian lifestyle during life in lockdown. Secondly, the younger generations turn to social media to stay updated on the news, shedding light on a major difference between generations. Thirdly, technological capabilities have become a 'must-have' in the financial sector. Get all the details in section 3.

We hope that you find the insights interesting. Please feel free to reach out to us for further discussion of the contents.

Jonas Malmlund
Head of Technology, Media & Telecommunications in Sweden and in the Nordics

Frederik Behnk
Head of Technology, Media & Telecommunications in Denmark

Joachim Gullaksen
Head of Technology, Media & Telecommunications in Norway

Section 1

All about the customer experience: How do the Scandinavian consumers prefer to stream video, and what are they willing to give up for a better online experience?

What is the post-pandemic future of streaming?

In Scandinavia, digital entertainment continues to grow coming out of the pandemic, with accelerated demand for video streaming and audio consumption fuelling market attractiveness.

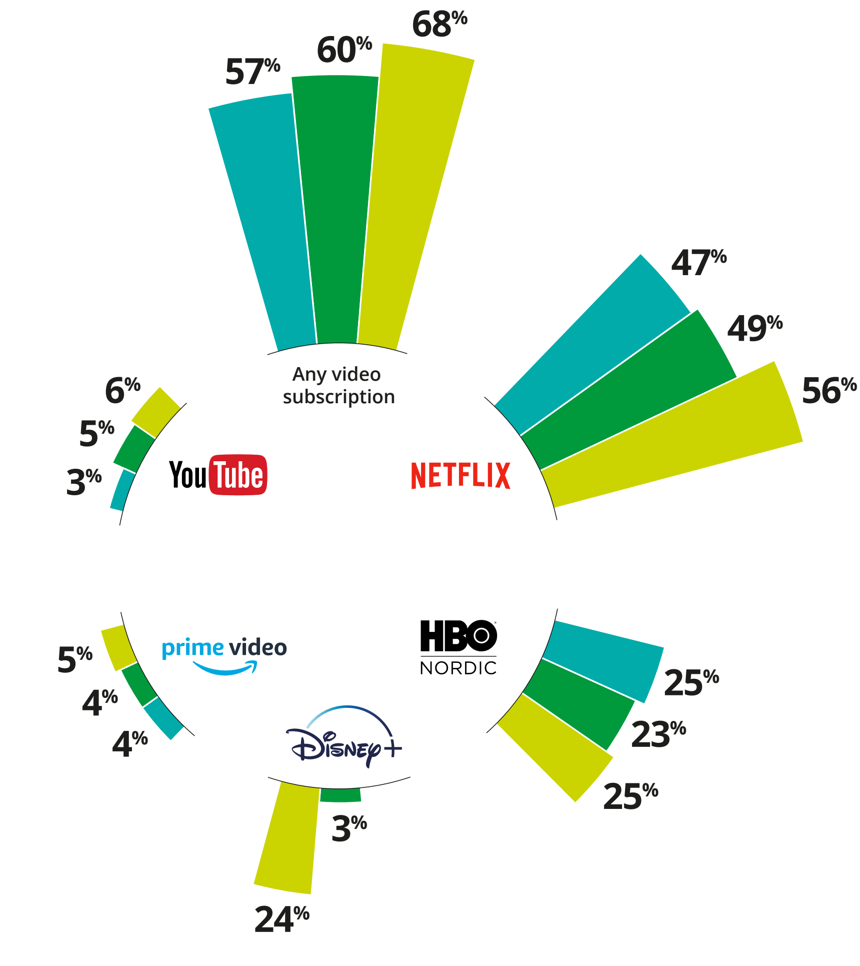
Video streaming is growing, mainly attributable to increased subscriptions by the older consumer segments. Meanwhile, competition to retain younger consumers intensifies. This competition calls for new business models to retain consumers and increase revenue streams. Audio consumption remains popular, but the growing podcast market proves especially interesting with new subscription models being launched.

The Scandinavian streaming market continues to be attractive

Deloitte's 2021 Digital Consumer Trends survey shows that 68% of the Scandinavian consumers have access to at least one Subscription Video-on-Demand (SVOD) service. This percentage represents an increase of 8 percentage points from 2020. The growth rate indicates that the Scandinavian consumers have expanded their number of VOD subscriptions rather than cancelling one service in favour of another, boosting the SVOD market during the pandemic.

Netflix remains the Scandinavian frontrunner, with 56% of Scandinavian respondents having access. HBO Nordic is the second-largest SVOD provider, at half the size of Netflix, with 25% access among Scandinavian respondents *(Figure 1)*. However, the subscription base is expected to increase with the prospective launch of HBO Max in Denmark, Sweden, and Norway in the autumn of 2021[1]. Disney+ experienced a surge in subscriptions in 2021 after their launch in September 2020[2] and has become a prominent player on the Scandinavian streaming market with 24% of the respondents, up from only 3% last year.

Figure 1
Access to SVOD services among Scandinavian adults

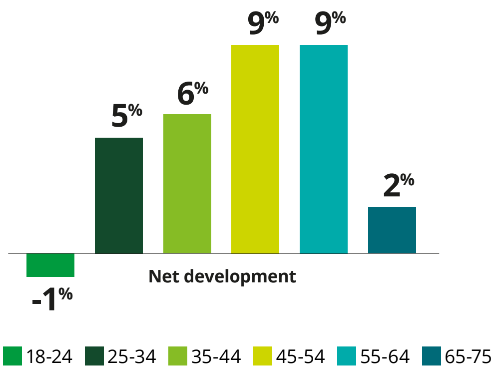


Base 2021: All adults 18-75. Weighted base (4000), Norway (1000), Sweden (1908), Denmark (1092). Base 2020: All adults 18-75. Weighted base (3935), Norway (976), Sweden (1864), Denmark (1095). Base 2019: All adults 18-75. Weighted base (3935), Norway (976), Sweden (1864), Denmark (1095).
Note: For HBO Nordic, Youtube Premium and Disney+ the base only consist of Norway and Denmark

[1] Reuters. HBO Max sharpens prices for European launch, adds more countries. 2021.

[2] IGN Nordic. Disney+ out now in Norway, Denmark, Sweden and Finland. 2020.

Figure 2
Development of SVOD services the last 12 months



Base 2021: All adults 18-75. Weigthed base (4000), 18-24 (484), 25-34 (750), 35-44 (708), 45-54 (761), 55-64 (652), 65-75 (645).
Note: Net development = Net subscribed to a new service the last 12 months - Net cancelled a service the last 12 months

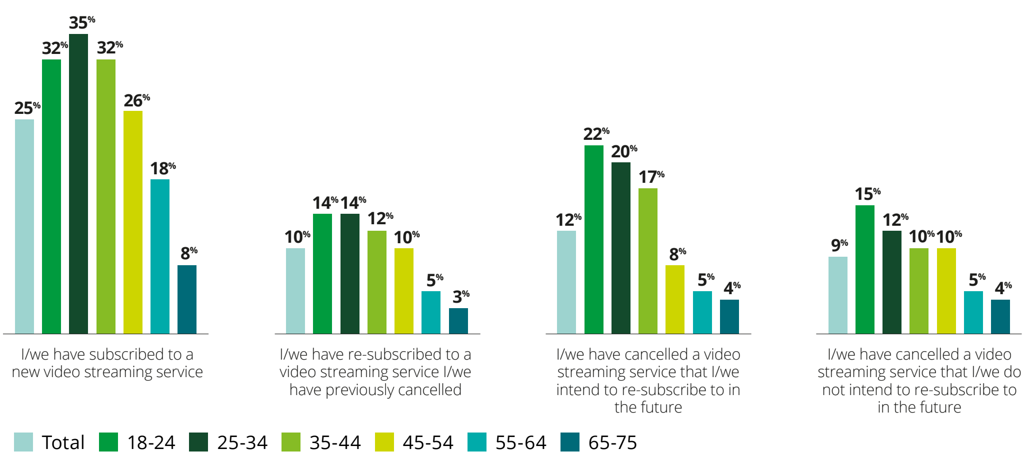
Among the largest providers, Amazon Prime Video is the least popular provider in Scandinavia. However, this must be seen in the context that Amazon has yet to pursue the Scandinavian market with their full scale of services. These services are essential given that Amazon has gained a substantial amount of VOD subscriptions on other markets by including them as an add-on feature in their full-service subscription model. In the Nordics, the full-service model has been launched only in Sweden. In September 2021, Amazon launched its latest premium membership programme with access to free and fast delivery, exclusive deals, and the SVOD service Amazon Prime Video for SEK 59[3]. Our survey shows that before the full-service launch, the share of Swedish respondents having access to Amazon Prime Video has almost doubled from 2020 to 2021. From being the country with the lowest rate of Amazon subscribers in 2020 (4%), Sweden is now the leading Nordic country in 2021 (7%). With the latest development and the new premium subscription model, we expect the number of Swedish Amazon Prime subscribers to increase, as well as in the remaining Nordic countries if Amazon decides to enter with full force.

New subscriptions come from new segments and enter the era of churn

Subscribers to SVOD services among the 45- to 64-year-olds have increased in the past year, which might explain much of the total growth in subscriptions. The SVOD accesses of both 45- to 54-year-olds and 55- to 64-year-olds have increased by 9% ***(Figure 2)*** when analysing the net changes in subscriptions and cancellations within the last year.

Younger subscribers (18- to 24-year-olds) are much more active in changing their SVOD services. They are more likely to add services and more likely to cancel services. As a result, they seem to be nearing a 'ceiling' in terms of SVOD, with nearly 34% cancelling services compared to only 32% subscribing to a new service. That said, it gets complicated, with another 14% re-subscribing to a service they had previously cancelled, and well over half of those who cancelled a service planning to re-subscribe to the same service in the future ***(Figure 3)***.

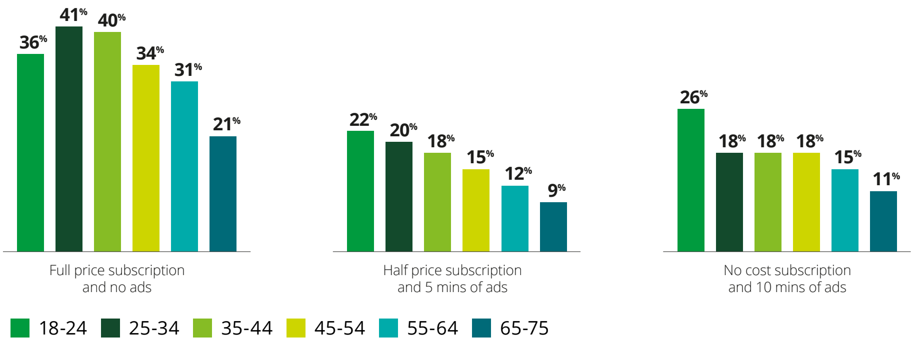
Figure 3
SVOD changes in the last 12 months



Base 2021: All adults 18-75. Weigthed base (4000), 18-24 (484), 25-34 (750), 35-44 (708), 45-54 (761), 55-64 (652), 65-75 (645).

[3] The Amazon blog, Amazon Prime is now in Sweden, 2021.

Figure 4
Preferences towards new SVOD payment options



Base 2021: All adults 18-75. Weigthed base (4000), 18-24 (484), 25-34 (750), 35-44 (708), 45-54 (761), 55-64 (652), 65-75 (645).

It seems that the SVOD market is slowly maturing, thus entering an era in which the focus will shift towards retaining existing subscriptions, managing churn, making it easy for those who have cancelled their subscriptions to return, and generating new revenue streams.

It is crucial to offer a unique value proposition that drives loyalty and retention to retain existing customers. To SVOD providers, an apparent focus area is, therefore, original content production, exclusively available on their platform. The competition for such content has been severe for years but continues to intensify. In 2021, Amazon bought MGM, the Hollywood studio behind the James Bond and Rocky franchises (and many others), to secure must-watch content[4]. Offering the same content as the rest of the market is no longer enough, placing the customers in the seat of command while SVOD providers face higher costs.

Scandinavian consumers are open to new business models

Even though we observe market growth in 2021, we expect recent years' substantial growth to decline and normalise within the coming years. In a flat market development situation, the focus shifts towards retaining customers, lowering churn, obtaining customers from other providers, and generating new revenue streams.

One possible revenue stream might be introducing ads or, for ad-free services, licencing exclusive content (after some time) to services that have ads[5]. The survey indicates that the Scandinavian consumers are open to Advertising Video-On-Demand (AVOD) services, in which subscribers can choose to switch from a paid-for subscription to a partly or entirely ad-funded service. When asked which payment option they prefer, it is evident that opportunities are clear for new and refined subscription models among Scandinavian consumers. Our survey found that 33% of the respondents prefer discounted or free subscriptions that include ads. Still, most Scandinavian consumers prefer a full-price subscription to avoid ads.

Younger consumers, in particular, prefer AVOD. Almost half (48%) of the 18- to 24-year-olds prefer a discounted or free subscription, while only 20% of the 65- to 75-year-olds prefer that option ***(Figure 4)***. In addition, looking at gender differences, men prefer a full-cost subscription (39%) compared to women (29%).

The AVOD business model can attract price-sensitive customers and be more profitable, given the large commercial value in ads. In fact, the Disney-owned streaming provider Hulu uses a hybrid business model, where 70% of its users have chosen an ad-supported subscription rather than the traditional full-cost and no-ads option[6]. Interestingly, revenue per subscriber is higher for the lower-priced ad-supported option than for the subscription without ads[7]. In addition, Netflix recently released global viewing data for the first time, presenting a staggering 625 million global viewing hours during the first 28 days of their most popular series Bridgerton[8]. This data insight from Netflix, in combination with the experience from Hulu, provides insights into

[4] Bloomberg. Amazon Agrees to Buy MGM Film Studio for $8.45 Billion. 2021.

[5] The Information. In Reversal, Netflix Discussed Selling Shows to TV Networks. 2021.

[6] Businessinsider. Hulu's ad-supported tier accounts for 70% of its ownership. 2019.

[7] Cordcutternews. Hulu makes about $15 in revenue per customer every month. 2019.

[8] Netflix. Netflix presentation at Code Conference. 2021.

the potential scale of views and the commercial value that an ad may generate if featured in the most popular SVOD content.

All audio consumption platforms increased during the pandemic

Last year, Scandinavian consumers were listening intensively to audio, and they continue to do so. Music streaming remains the most popular online audio activity across all age groups, with 31% of the Scandinavian consumers streaming music daily. This streaming is especially true for the youngest segments, with the percentage of consumers streaming music daily decreasing with age ***(Figure 5)***.

The podcast market is growing as 15% of Scandinavian consumers listen to podcasts daily compared to 9% in 2020. Also, another 9% say they have started listening to more podcasts during the pandemic. Compared to music streaming, the daily consumption of podcasts is more popular among consumers in their mid-twenties (23%) and early-thirties (19%) ***(Figure 5)***. The oldest age groups are by far the least likely to listen to podcasts. However, the general interest in podcasts is flourishing, and the market seems to be increasing, partly accelerated by the pandemic. Interestingly, for respondents older than 45, the percentage of daily listeners is higher for audiobooks (11%) than for podcasts (9%).

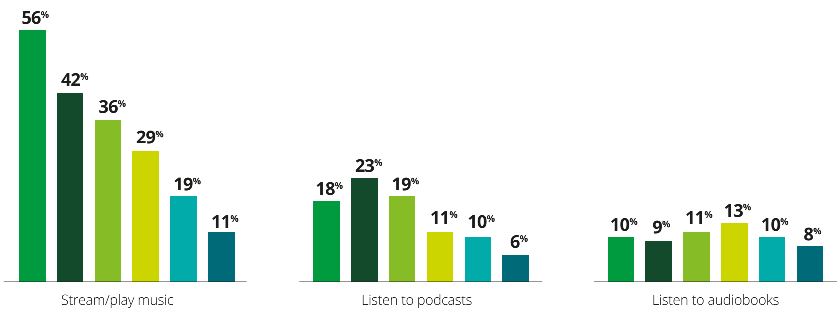
New subscription concepts for audio content

A paid subscription is a mature concept on the audio streaming market in Scandinavia and is especially true for streaming music. Almost half (43%) of Scandinavian respondents have access to paid music streaming services, much higher than paid podcast or paid audiobook services ***(Figure 6)***.

As podcast consumption has steadily increased in Scandinavia, the focus on new paid subscription platforms intensifies for a wide range of podcast content. In Scandinavia, 14% of consumers currently have access to paid podcast subscriptions ***(Figure 6)***.

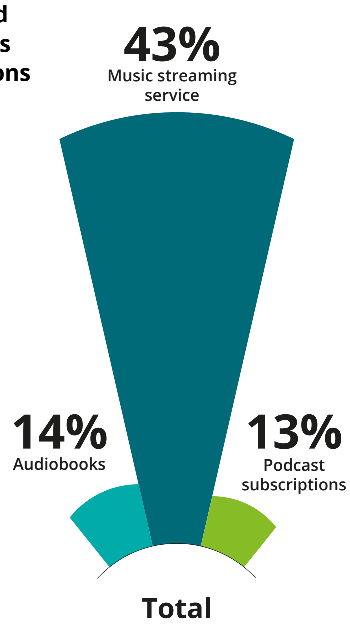
In 2019, Denmark launched the paid subscriptions podcast platform Podimo. Interestingly, Denmark also has the lowest

Figure 5
Audio streaming activities done at least once a day



Base 2021: All adults 18-75 (half sample). Weigthed base (2001), 18-24 (249), 25-34 (372), 35-44 (353), 45-54 (378), 55-64 (314), 65-75 (335).

Figure 6
Access to paid audio services or subscriptions



Base 2021: All adults 18-75. Weighted base (4000), Norway (1000), Sweden (1908), Denmark (1092).

podcast subscriptions (8%) compared to Norway (14%) and Sweden (16%). In Norway, Podimo is set to launch during the autumn of 2021 and is expected to increase the share of paid podcast subscriptions in Norway[9]. In addition, the Swedish premium podcast company PodMe is strengthening its position on the Norwegian podcast market. Schibsted has increased its stake in this paid subscription platform and, subsequently, has invested heavily in the most popular Norwegian podcast content[10]. Thus, the podcast market is transforming from free-for-all to paid subscriptions, with premium podcast platforms exploiting the Scandinavian consumers' hunger for popular audio content.

[9] NRK. Snart må du betale for mange av Norges mest populære podkaster. 2021.

[10] Schibsted. PodMe blir navet i Schibsteds premium podkastsatsing. 2021.

Industry Spotlight: Retail

Creating a smooth customer journey

Creating a fast and seamless end-to-end digital customer journey on consumer-centric markets is key to gaining and retaining customers.

The pandemic has continued to change the way we live. For the first six months of the year, e-commerce increased by 33% in Sweden[11], 27% in Norway[12], and 24% in Denmark[13]. The rapid growth rate during the pandemic has forced retailers to gear up and adapt to create strong end-to-end digital customer journeys.

Five hotspots from the retail industry:

1. Almost two-thirds (62%) of Scandinavian consumers use social networks daily. This use indicates that social networks must be considered a high priority when it comes to digital marketing.
2. Digital reviews are of real importance to retailers to gain and retain consumers, as one-third of Scandinavians (55%) read reviews on their phones at least once a month.
3. Compared to last year, a 14-percentage point increase has been observed in consumers' use of retailers' websites when shopping on their smartphones (75%).
4. Platforms that are user-friendly and adaptable on different devices are vital to retailers, seeing that almost one-third (30%) of Scandinavian consumers prefer to use a mobile phone for online purchases. In comparison, half (51%) still prefer a laptop or desktop computer, and more than 1 in 10 (12%) prefers tablets.
5. Fast and smooth online customer service is a growing consumer need. In Scandinavia, about two-thirds (65%) responded that they use customer service agents on their smartphones.

[11] Statista. Digital markets – eCommerce Sweden. 2021.

[12] Statista. Digital markets – eCommerce Norway. 2021.

[13] Statista. Digital markets – eCommerce Denmark. 2021.

Deloitte expert take

The increased levels of e-commerce continue to push retailers and challenge all parts of their value chains. Furthermore, as consumer preferences develop towards smooth and simple end-to-end experiences, this development poses gigantic challenges to retailers but immense opportunities for those who create seamless digital customer journeys.

Consumers discovering retailers' products through social media and campaigns are increasing, making such channels highly important and a significant opportunity to truly target specific customer segments in a more tailored manner. Moreover, retailers need to become more proactive in how users can review their products online before purchasing to facilitate the consumer journey.

Today, we see examples ranging from size recommendations to designing a whole living room online before ordering the products. This possibility not only reduces the risks associated with online buying but also decreases the number of returns.

"It is essential to retailers to shift from reactive to proactive engagement throughout the end-to-end consumer journey to make the customer experience as trouble-free as possible"

– Joakim Torbjörn, Nordic Retail Industry Leader

More aspects are to be considered than having great products and being good at showcasing them online. Everything from discovering and browsing retailers' offerings and reviews to the purchase, distribution, customer service, and return handling must be seamless for the company to be competitive.


15:40
NEW IN: CLOTHING
$35.00
$38.00
$56.00

The online experience in exchange for our privacy

Scandinavians go 'all in' with the full online experience, but what is privacy worth in that context? In Scandinavia, we see a growing trend of consumers starting to prefer tailored online experiences with ads based on our user data.

In a time of increasing awareness of data privacy issues and data regulation battles, more of us are limiting the spread of our personal data. The frequent questions of consent to cookie policies cannot have passed unnoticed to any smartphone user. Despite this, we see a somewhat conflicting trend in desiring optimised online experiences based on our behaviour and personal data. Are we annoyed by irrelevant ads or simply interested in the benefits of seeing recommended content?

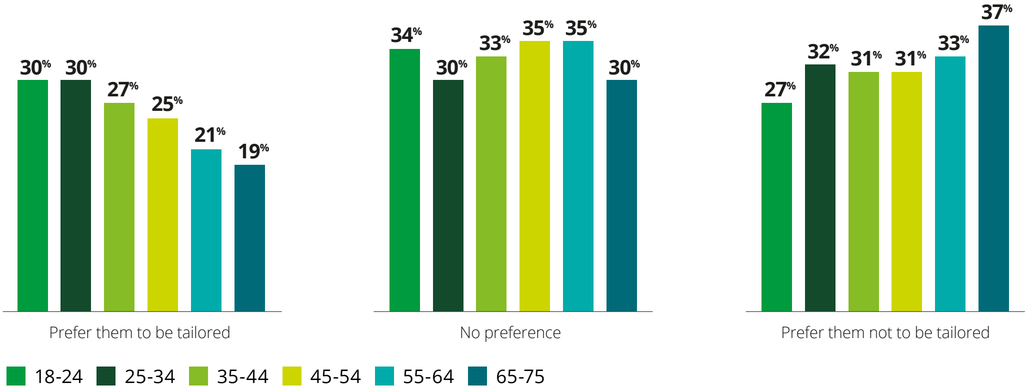
One fourth prefers tailored ads

In Deloitte's 2021 Digital Consumer Trends survey, 94% responded that they have access to a smartphone. This device generates a great amount of personal data and endless opportunities for targeted advertising. It is a firmly-based fact that the internet environment is built around advertising in all its form.
When asked about the ads you see on the internet and social media and to what extent respondents prefer these to be tailored based on interests or online search history, many respondents approve of customised content. According to the survey, 25% of users prefer tailored ads, with 8% saying they strongly prefer their ads to be tailored, 33% saying they have no preference, and 32% opposing tailored ads.

Differences in ad preferences depending on nationality and age

Looking at the Scandinavian respondents, Norway has the most positive attitude when

Figure 7
Preference of tailored ads



Base 2021: All adults 18-75 who have a phone or smartphone. Weighted base (3839), 18-24 (440), 25-34 (715), 35-44 (682), 45-54 (740), 55-64 (640), 65-75 (622).

it comes to tailored ads, with 29% preferring tailored ads compared to 21% in Denmark. Most Scandinavian users who want tailored ads "slightly prefer" them, while the majority of those users not wanting tailored ads "strongly prefer" them.

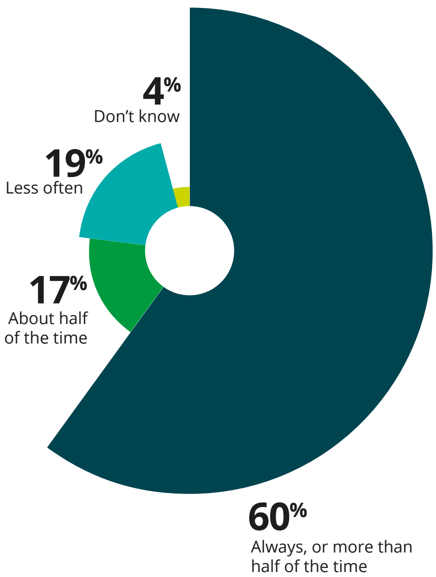
The increasing acceptance – and preference – of tailored ads are most visible among the younger population. Among the 18- to 44-year-olds, around 30% of each age group prefer tailored ads, and approximately the same number of respondents have no preference or prefer them not to be tailored ***(Figure 7)***. Acceptance decreases with age, and the 65- to 75-year-olds are least fond of tailored ads, with 37% preferring their ads not to be tailored based on their interests. However, at the same time, 30% of the 65- to 75-year-olds state that they have no preference. Interestingly, men of all ages are much less fond of tailored ads. 27% strongly prefer ads not to be tailored, compared to only 21% of women.

The majority still accepts default cookies on websites most of the time

According to the survey, 60% of Scandinavian respondents accept default cookies more than half the time. Half of these respondents always accept them ***(Figure 8)***. The 55- to 64-year-olds tend to accept all default cookies more frequently. Denmark is the most concerned country when it comes to data privacy, as only 23% of Danes "always accept default cookies" compared to 25% in Norway and 38% in Sweden.

Figure 8

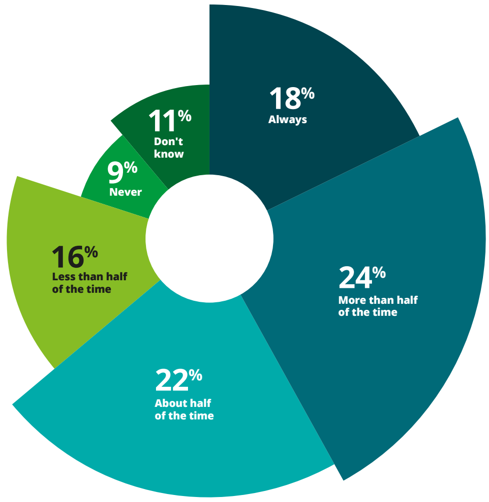
Default cookie acceptance in Scandinavia



Base 2021: All adults 18-75 who have a phone or smartphone. Weighted base (3839), Norway (960), Sweden (1832), Denmark (1047).

Figure 9

Refusal of app permission in 2021



Base 2021: All adults 18-75 who have a phone or smartphone. Weighted base (3839), Norway (960), Sweden (1832), Denmark (1047).

Increasing actions to limit apps' permission to access our user data

Despite the increasing interest in tailored ads, we see a general awareness among users trying to limit access to their privacy by restricting apps. It is possible to restrict apps' permission to our personal content, location, photos, etc.

In Scandinavia, 18% of the respondents "always" refuse app permissions, and 24% refuse app permissions "more than half the time" ***(Figure 9)***.

In Denmark, 24% always refuse app permissions compared to 14% in Norway and 16% in Sweden. The combined number for Scandinavia is 18%. Men tend to restrict app permissions more often than women, with 44% of men refusing app permissions, always or more than half the time. The corresponding number for women is 39%.

Additionally, a significant correlation exists between refused app permissions and age. When looking at 18- to 24-year-olds, only 9% always refuse app permissions. However, this number increases with age, and for the 65- to 75-year-olds, the number is 28%.

In addition to this trend, Apple has recently implemented a new privacy setting (ATT) in iOS 14.5, in which users located in the European Union must grant apps explicit access to track their behaviour[14]. The ATT setting gives consumers a choice to guard their privacy and minimise the stream of user data otherwise obtained by companies working with digital advertising or app development, etc. And more user privacy restrictions are currently being developed on other platforms as well. However, this development is likely to become the ultimate challenge to several business models, as it may lead to targeted ads becoming less relevant to the users.

Concerns for our data privacy have caused some users to leave social media

In Deloitte's 2019 Global Mobile Consumer survey, respondents were asked about their awareness of how their personal data were used online. The report concluded that there is still room for improving the Nordic consumers' general awareness of data privacy[15]. However, it is evident from Deloitte's 2021 Digital Consumer Trends survey that the awareness has continued to spread.

To further support this trend of increased awareness, the survey shows that 24% have stopped using one or more social media platforms during the last 12 months. In addition, 18% of the respondents who had stopped using a given service listed concerns about data privacy as one of the reasons for leaving social media, and 15% said it was due to not knowing how other people used their data. Furthermore, the trend about leaving social media due to data privacy concerns applies to all ages, highlighting a general awareness in the population *(Figure 10)*.

For the first time in several years, the use is declining when looking at the daily use of social media on mobile phones. The use slightly increased every year from 2018 to 2020. However, daily use has declined from 65% in 2020 to 58% in 2021. Whether this decline is a sign of Scandinavians moving away from social media because of privacy concerns, a consequence of getting away from home after the pandemic or something completely different must be considered an unanswered question.

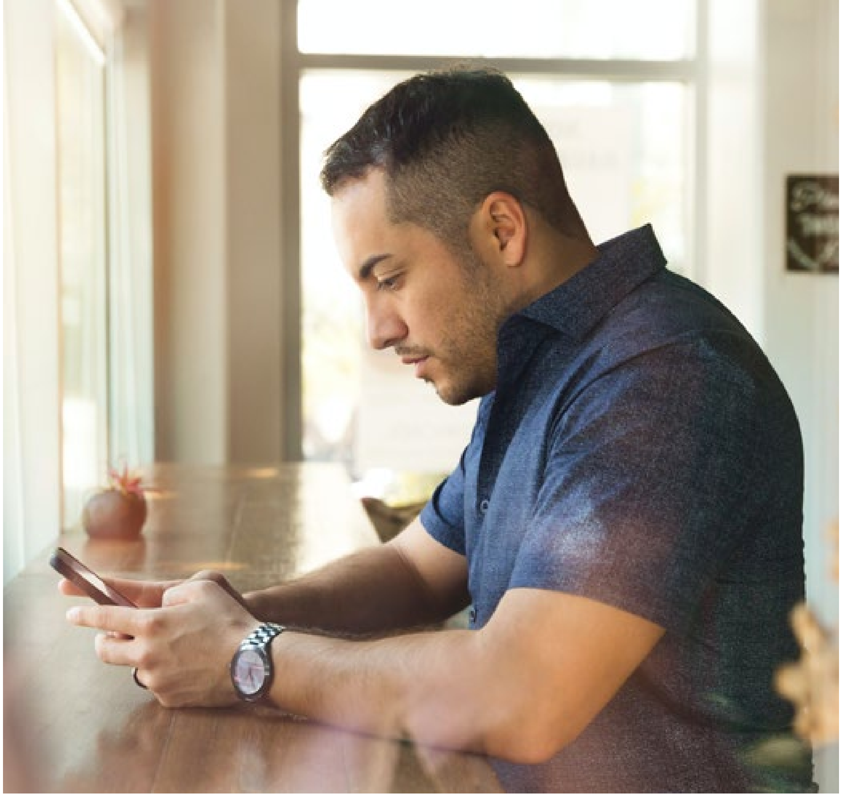
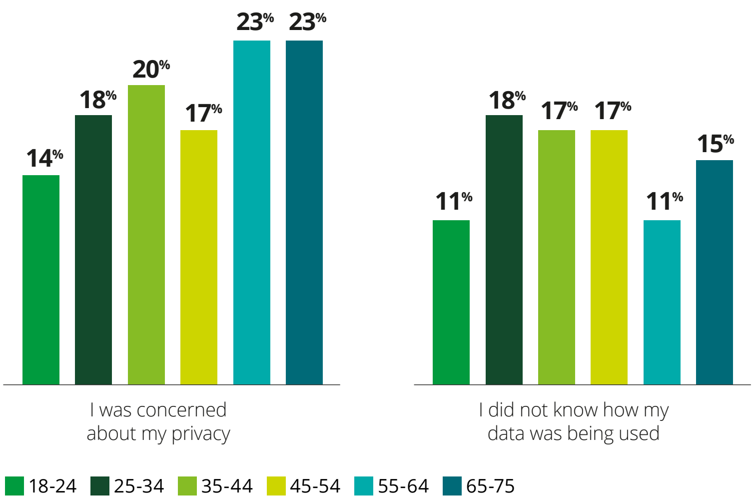


Figure 10
Stopped using social media for data privacy reasons



Base 2021: All adults 18-75 who have stopped using social media in the last 12 months. Weighted base (973), 18-24 (242), 25-34 (235), 35-44 (166), 45-54 (138), 55-64 (106), 65-75 (86).

Will our concerns for data privacy continue to increase and lead to a shift in how companies gather user data?

In conclusion, the survey indicates that we are aware of and concerned about the use of our personal data. With global high-profile legal rulings like "Schrems II"[16] (regulating the transfer of user data from the European Union to the United States) and Apple's new privacy setting, you may assume that the matter will continue to draw attention. But, having said this, how will public opinion continue to develop in the coming year? With more time on our hands during the pandemic, users might continue to guard their user data and advocate for their right to privacy. But are users willing to go back to irrelevant ads once they have seen the perks of tailored online experiences?

[14] Harvard Business Review. Apple Is Changing How Digital Ads Work. Are Advertisers Prepared? 2021.

[15] Deloitte Sweden. Global Mobile Consumer Trends. 2019.

[16] C-311/18. Data Protection Commissioner v Facebook Ireland Limited and Maximillian Schrems. 2020.

Section 2

Are telecom operators aware of their customers' demands for subscriptions and 5G, and are public authorities ready to adopt a 'mobile-first strategy'?

Industry Spotlight: Telecom

Telecom operators fight over the same consumers

One-third of Scandinavian consumers often change their mobile operators and regularly look for better deals.

Even though most mobile consumers tend to stick to their current operator, one-third (34%) of Scandinavian consumers have changed their mobile operator over the last three years. Generally, 1 in 4 (27%) tends to look for better deals, especially the 18- to 24-year-olds (41%). Most of them would switch operators if they found a deal better suited to their needs. This tendency shows that the Scandinavian telecom operators must be 'top of mind' for their existing customers.

Five hotspots from the telecom industry

1. One-third (34%) of Scandinavian citizens have changed their mobile operator from 2019-2021.
2. One-fourth (27%) tend to look for better deals with other mobile operators, and men tend to look more (31%) compared to women (24%).
3. The tendency to look for better deals and the willingness to switch operators decrease with age. Only 1 in 10 (8%) of the 65- to 75-year-olds looks for better deals compared to 1 in 5 (21%) among the 18- to 24-year-olds.
4. One-fifth (18%) of the Scandinavian population has never changed their mobile operator.
5. The number of Swedish citizens who have never changed their mobile operator is higher (21%) compared to Denmark (14%) and Norway (16%).

Deloitte expert take

A significant percentage of Scandinavian mobile subscribers regularly shuffle between different mobile operators, and almost one-third (27%) are looking for better deals. This tendency indicates that mobile operators need to focus on retaining their existing customer base.

"Mobile operators should ask themselves: How can we make it more appealing to our existing customers to stay with us? This reflection and associated actions might help prevent customers from moving to another operator as soon as a better deal comes up."

– Frederik Behnk, Danish Technology, Media & Telecommunications Industry Leader

Focus on the younger generations

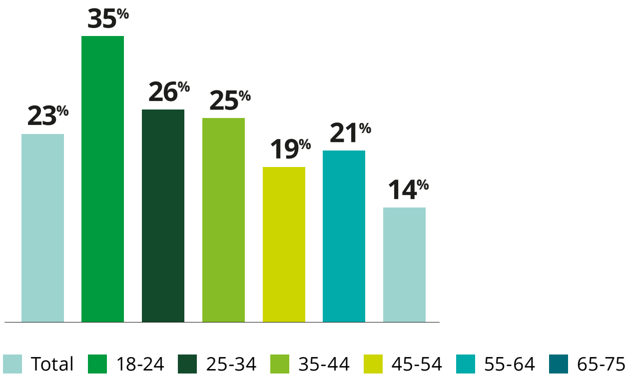
The younger generations are those most willing to switch operators, and this willingness decreases with age. Operators must view this willingness as a threat or a golden opportunity to focus more on retaining the young customers. This retention requires that the mobile operators get insights into the younger generations' habits and demands.

If the mobile operators figure out how to hold on to their younger customers, they will most likely experience that their customers' willingness to change operators will fade over time. This experience might benefit the mobile operators and create life-long relationships with their customers.

Are Scandinavians starting to soften up about 5G?

The transition towards 5G connectivity accelerates, and users have more than doubled since 2020. In addition, as knowledge about 5G increases, the level of misinformation has fallen, thus leading to more consumers actively opting for 5G.

Figure 11
I would switch my network operator based on 5G coverage



Base 2021: All adults 18-75 who do not yet use 5G. Weigthed base (3434), 18-24 (387), 25-34 (638), 35-44 (602), 45-54 (671), 55-64 (571), 65-75 (566).

More than one-tenth (11%) of Scandinavian respondents will be using 5G in 2021. This number has more than doubled compared to 2020 (5%). The largest telecom operators have focused on informative 5G campaigns in the last year, and Deloitte's 2021 Digital Consumer Trends survey shows that these campaigns have had a positive effect. Consumers' eagerness to switch network operators based on 5G coverage is increasing, and fewer consumers worry about negative health effects from 5G. The Scandinavian customers show early signs of truly adopting 5G, putting pressure on telecom operators to showcase their 5G coverage.

Consumers are actively pursuing 5G
Around one-fourth (23%) of Scandinavians state that they would change their network operator based on their 5G coverage. In other words, a significant part of consumers is actively seeking network operators covering 5G. Furthermore, indications are clear that younger age groups are more eager to transition to 5G. More than one-third (35%) of the 18- to 24-year-olds state that they would change network operator based on 5G coverage ***(Figure 11)***. Furthermore, the trend shows that the willingness to change decreases with age. These findings represent important opportunities for targeted marketing.

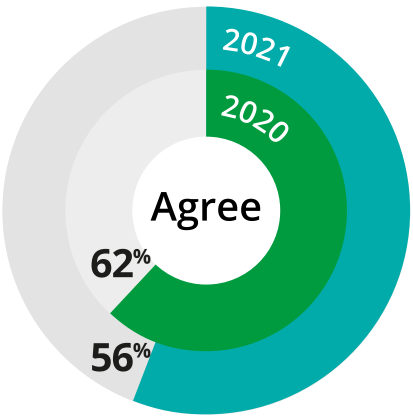
These statements highlight why communication of plans and ambitions for implementing 5G should be a top priority among Scandinavian telecom operators.

Significant increase in 5G usage: Norway leads the way
On average, 11% of Scandinavian consumers

have adopted 5G in 2021 ***(Figure 12)***, a 6-percentage-point increase from 2020. Even though the number of users has more than doubled, it is evident that the Nordic 5G rollout is still in its early stages, with 89% yet to be converted. Still, the development might be an early sign of the Scandinavian consumers finally realising the true value of 5G technology. When looking at the Scandinavian differences, the largest increase emerges from Denmark, which has seen a growth rate of 8 percentage points since 2020. Norway still has the largest fraction of 5G users with 12%. The Norwegian government has set a clear strategy for developing the fifth-generation mobile network, focusing on the early introduction and nationwide accessibility of 5G[17].

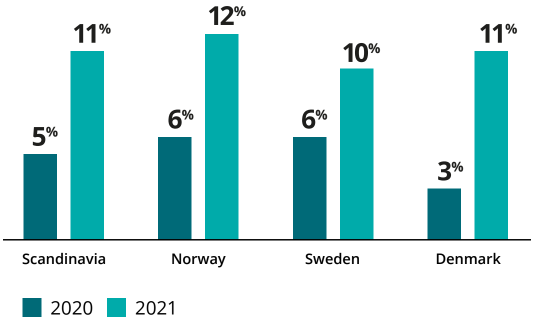
The public 5G knowledge is increasing
Scandinavian telecom operators have launched several marketing and information campaigns

Figure 13
I do not know enough about 5G



on 5G, focusing on the advantages compared to 4G. The Scandinavian responses indicate that these campaigns have improved the general 5G knowledge, which might explain the increased use and demand. 54% of the Scandinavian consumers think they will have better network connectivity with 5G than 4G. This percentage is 12 percentage points higher than 2020, indicating a more informed and positive view among the consumers. Still, the overall knowledge is low, with more than half the Scandinavian respondents stating that they do not know enough about 5G, although this number is down 6 percentage points from last year ***(Figure 13)***. Hence, demand still exists for

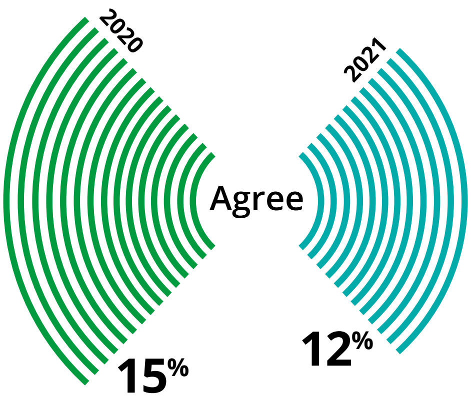
Figure 12
I already use 5G



marketing campaigns focusing on informing the consumers.

About one-tenth (12%) of the Scandinavian consumers suspect that 5G involves a health risk ***(Figure 14)***, 3 percentage points down on 2020. As discussed in Deloitte's 2020 Digital Consumer Trends survey, there have been various rumours and conspiracy theories about the health effects of 5G. For context, the Scandinavians' fear of 5G is relatively low. From Deloitte's 2021 Global Consumer survey, Deloitte saw multiple countries where 5G concerns were around 30% of the population. However, Deloitte's 2021 TMT predictions confute these rumours, showing that 5G is even safer than previous mobile network generations[18]. In fact, 5G may enable improved healthcare services by contributing to increased digitalisation and efficiency[19].

Figure 14
I suspect that there is a health risk associated with 5G



Base 2021: All adults 18-75 who have a phone or smartphone. Weighted base (3839), Norway (960), Sweden (1832), Denmark (1047). Base 2020: All adults 18-75 who have a phone or smartphone. Weighted base (1896), Norway (475), Sweden (903), Denmark (518).

[17] Regjeringen. Den største 5G-auksjonen starter i dag. 2021.

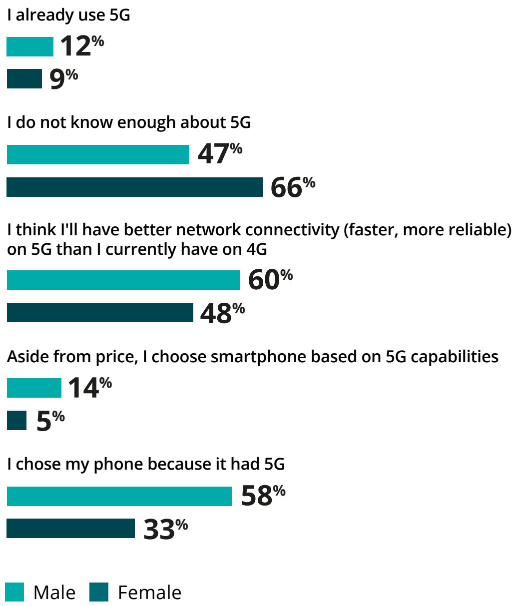
[18] Deloitte Thought Leadership. TMT predictions 2021. 2021.

[19] Deloitte. Busting myths around 5G and exploring its applications in health care. 2021.

Male respondents more open to 5G
More male respondents than female respondents have already adopted 5G. It is also clear among existing users of 5G that the 5G capabilities are given higher priority by men when choosing a new phone. For example, 14% of men state that, aside from price, 5G capabilities are one of the most important features to them when buying a new phone. Also, 58% of male respondents choose their phone based on its 5G capabilities, which is 25 percentage points higher than female respondents *(Figure 15)*. These numbers support the trend that men are generally more positive towards 5G and more eager to shift their network.

Suitable technological capabilities
To use 5G technology, the consumers need devices with suitable technological capabilities. Typically, only the newest and higher-end smartphones possess the required 5G capabilities, with the first 5G-enabled

Figure 15
Gender differences in attitude towards 5G



Base 2021: All adults 18-75 who already use 5G. Weighted Base (405), Male (228), Female (177).

phone being launched in 2019. Only 9% of the Scandinavian consumers state that they would prioritise 5G capabilities in their next smartphone, aside from price. Hence, the share of consumers prioritising 5G capabilities is significantly lower than the share stating that they would change network operator based on 5G coverage.

This statement might indicate that Scandinavian consumers are unaware that not all smartphones support 5G connectivity, but it might also be due to other preferences such as longer battery life. It is worth noting that less than half the existing 5G users have chosen their smartphones based on 5G capabilities. This choice indicates that most of the existing 5G users have become users as a result of owning the newest devices, not necessarily because they were seeking 5G.

To sum up, the number of 5G users has more than doubled since 2020. Telecom operators have upped their focus on marketing their 5G expertise and ambitions, which may have caused general consumer knowledge to increase. The Scandinavian responses state that almost one-fourth (23%) of the consumers are willing to change network operators based on 5G coverage, with the younger age groups being more eager to transition to 5G.

Industry Spotlight: Public Sector

Government agencies should adopt a 'mobile-first' strategy

Mobile has become a common way for citizens to interact with the public authorities, creating high demands on the industry.

Deloitte's 2021 Digital Consumer Trends survey shows that 9 out of 10 (89%) Scandinavians have interacted with public authorities through their phone at some point. In Deloitte's 2019 Consumer Mobile Consumer Survey, we reported that half the Scandinavian consumers (50%) never used their smartphones to apply for public services. This result shows a rapid growth in digital interaction and communication with public authorities in Scandinavia. Also, it empathises how digitalisation is becoming more and more relevant to the public sector.

Five hotspots from the public industry

1. Two-thirds (66%) of Scandinavian citizens interact with public authorities through their phones at least once a month.
2. Almost half (49%) of the Scandinavian citizens use their phones to check secure digital mail once a month or more. However, in terms of those who never use their phone for this task, Danish (84%) and Norwegian (77%) citizens do this significantly more than the Swedish (57%) population.
3. More than two-fifths (41%) of Scandinavian citizens use their phones to check their health data at least once a month, and about one-fifth (21%) use their phones to make or change a doctor's appointment.
4. Almost half of the Scandinavian 18- to 44-year-olds (47%) interact with their children's school or day care through their mobile. Of this, more than half (55%) of them interact at least once a week.
5. More than 1 in 10 Swedish citizens (11%) never interact with public authorities through their phones. This number is lower in Denmark (8%) and Norway (6%).

Deloitte expert take

The mobile phone has become an increasingly common way for citizens to interact with public authorities. However, many development points still exist that public institutions need to improve. The main focus should be on predictive and personalised solutions and the usability of mobile services.

"The time has come for government agencies to truly adopt a 'mobile-first' strategy about services and channels made available to citizens. This strategy means shifting focus to design services with mobile devices as the starting point instead of developing traditional digital services and then adding a mobile option."

– Lauri Byckling, Nordic Public Industry Leader

When coupled with relentless use of service design, user experience, and behavioural economics, a 'mobile-first' strategy has the potential of creating more citizen-centric and personalised services 'at your fingertips'. And with voice technology on a steep rise these years, voice-enabled services at scale are not far away.

We still need to remember the 'offline' citizens

Even though most citizens interact with the public sector through mobile, we must not forget to take care of those who do not. A clear correlation exists between age and interaction with public institutions by mobile. One-third of the 65- to 75-year-olds (32%) never use their phone to check health data, and two-fifths (40%) never make or change a doctor's appointment on their phone. This non-use is a concern given this group's reliance on medical and health services. Still, it also shows that public institutions need to be especially mindful of the older generations.

To sum up, the public sector still needs to have other user-friendly options such as offline communication channels or a website covering the same areas as the mobile option: 'mobile-first' does not necessarily mean 'mobile-only'.


MAVIC 2

Section 3

Technology invades the Scandinavian lifestyle: From tech gadgets and news sources to interaction in the financial sector

New gadgets: Early trends of our future smart life

The demand for tech gadgets has boomed during the pandemic as smart devices helped us cope with life in lockdown. But will the pandemic bring a long-term boost to the market, or will interest fade as restrictions ease?

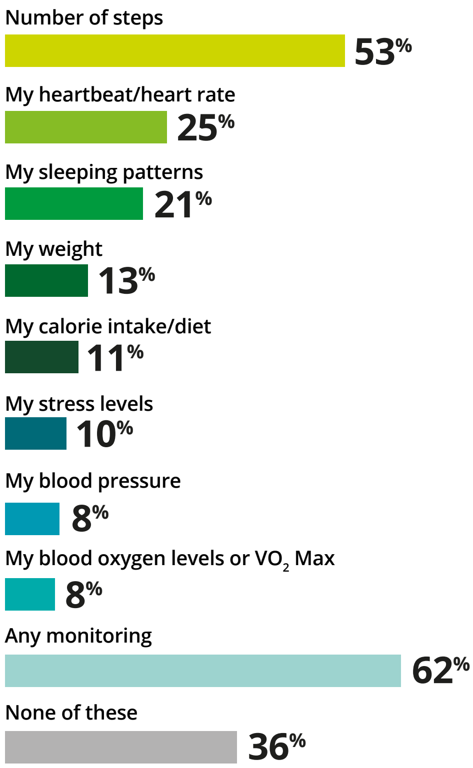
The pandemic has shifted demand patterns for all kinds of products, from hand sanitisers to exercise gear to home and garden items. In addition, as many people across Scandinavia were forced to spend more time at home due to varying levels of lockdown restrictions, they were keen to find new ways of staying active and entertained. These ways are, of course, reflected in their purchasing decisions. Over the past year, there has been a particularly strong increase in the sale of tech gadgets used for health monitoring and smart home products.

The use of health monitoring devices has increased in Scandinavia

Earlier this year, the global market for connected health devices was estimated at USD 16.3bn and projected to reach a revised size of USD 52.1bn by 2027[20]. In addition, the COVID-19 pandemic boosted the market as consumers were forced to spend more time at home, find new ways of exercising due to limited gym access, and sometimes even monitor their medical health. These ways led to a 30% increase in wearable gadgets sold globally in 2020, with healthcare being the dominant sector[21].

This global trend is also visible in Scandinavia. In Deloitte's 2021 Digital Consumer Trends survey, 5% of the respondents say that they monitor their health by devices more than

Figure 16
Most popular metrics in Scandinavia



Base 2021: All adults 18-75 who have access to a smartphone, smart watch or fitness band. Weighted base (3775), Norway (957), Sweden (1798), Denmark (1020).

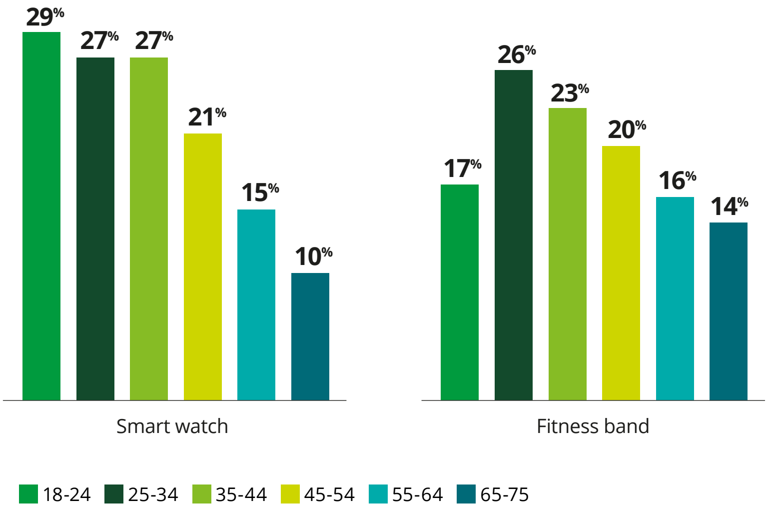
they did before the pandemic. Now, 62% of Scandinavians with access to a smart device, including a smartphone, monitor one or more health stats, with the most popular metrics being the number of steps, heart rate and sleeping patterns ***(Figure 16)***. The strongest increase is seen among the 18- to-24-year-olds, whose use of health gadgets has increased by 11 percentage points since the pandemic outbreak.

The type of health gadget used varies across age, gender, and region
In the past year, there has been an increase in the ownership and use of wearable gadgets in Scandinavia. Different groups of consumers have driven the increased sale of different types of wearables.

Deloitte's 2021 Digital Consumer Trends survey finds that smartwatches are the most popular health monitoring device among the 18- to 44-year-olds. The 55- to 75-year-olds prefer fitness bands. When looking at genders, smartwatches are slightly more popular among men, while fitness bands are more popular among women. Furthermore, the 35- to 75-year-olds use their smartwatches or fitness bands most frequently ***(Figure 17)***.

As for regional differences, health monitoring gadgets appear to be particularly popular

Figure 17
Age distribution among health monitoring gadgets in Scandinavia



Base 2021: All adults 18-75. Weigthed base (4000), 18-24 (484), 25-34 (750), 35-44 (708), 45-54 (761), 55-64 (652), 65-75 (645).

in Norway. Norway (25%) is ahead of both Denmark (20%) and Sweden (20%) when it comes to access to smartwatches, with sales increasing in both Norway (4 percentage points), Denmark (7 percentage points), and Sweden (5 percentage points) in the past year. Norway (25%) also has the highest number of owners of fitness bands compared to Denmark (20%) and Sweden (18%).

Smart home devices have gained in popularity

In addition to the increased use of health gadgets due to limited gym access in 2020, the use of connected home devices has gone up across Scandinavia. An explanation might be that people have been forced to spend more time at home during the COVID-19 pandemic. Now, 86% own a connected device – a 9-percentage-point increase over the past two years ***(Figure 18)***.

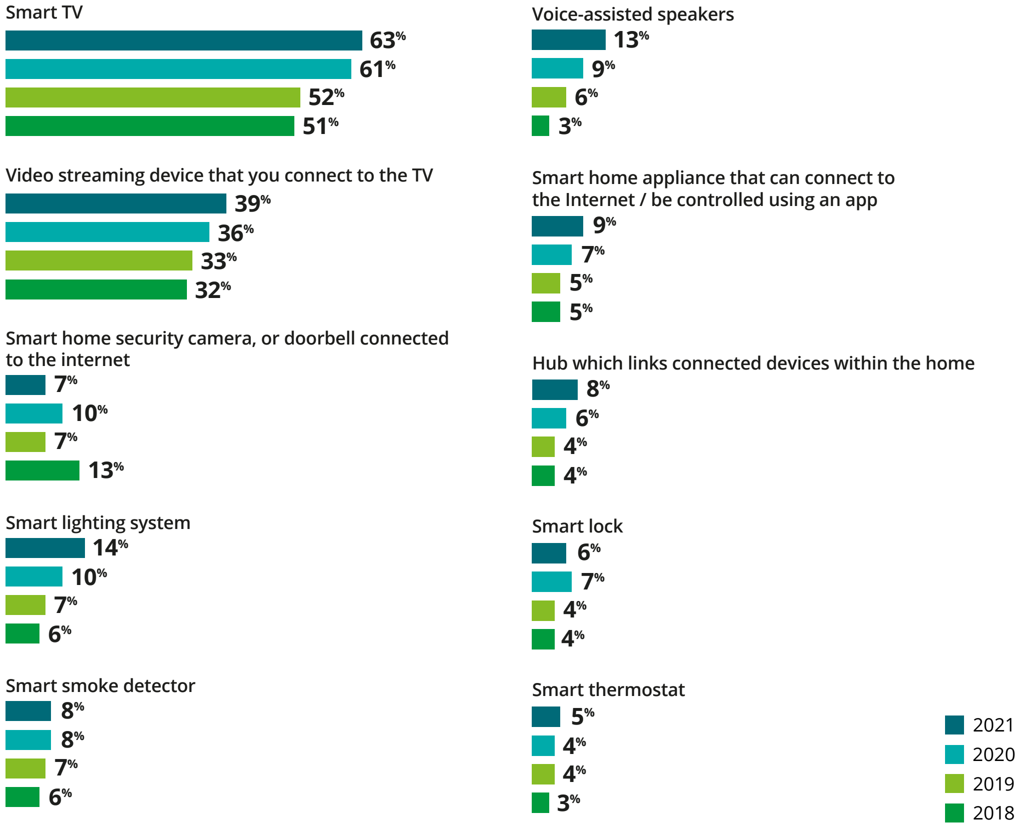
Some connected devices have seen a greater surge than others. For example, access to smart lighting systems has doubled in the last two years, as has access to smart hubs, which is a system that enables the components of a smart home to communicate and respond to each other. Voice-assisted speakers remain less common than regular speakers but have more than doubled in the last two years, with 13% saying they now have access to these devices.

Connected home devices vary across countries

As is the case with health gadgets, different countries have driven the increased sale of different types of smart home devices. Norway has the highest number of respondents who say they own at least one connected home device (90%). In the past year, there has been an increase in Norwegians who own devices such as robot vacuum cleaners (2 percentage points) and smart burglar alarms (6 percentage points). Norway also has the highest number of respondents who own a smart smoke detector (11%), compared to 7% in Denmark and 6% in Sweden.

In Denmark, the overall use of connected devices has increased by 6 percentage points in the past year. In addition to the gadgets mentioned earlier, smart TV ownership has also increased by 5 percentage points in 2021. In Sweden, smart lighting and home appliance systems have increased in popularity by 5 and 2 percentage points.

Figure 18
Access to connected devices, 2018-2021



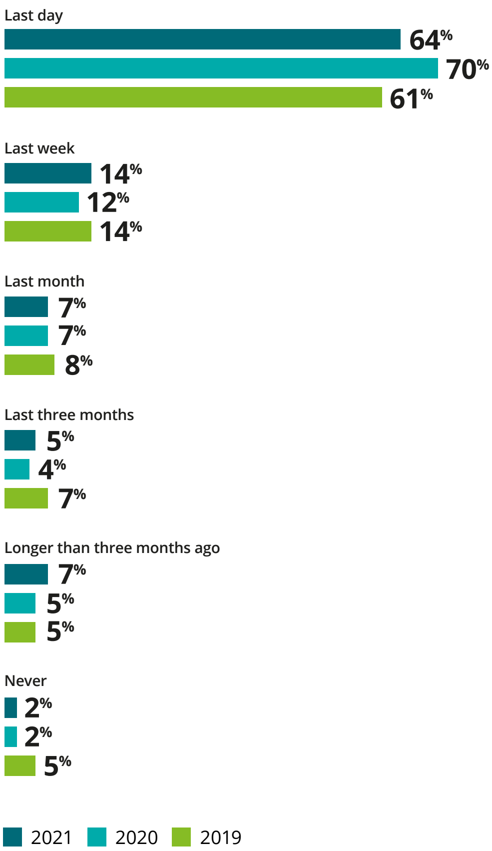
Base 2021: All adults 18-75. Weighted base (4000), Norway (1000), Sweden (1908), Denmark (1092). Base 2020: All adults 18-75 (Half sample). Weighted base (1966), Norway (489), Sweden (930), Denmark (547). Base 2019: All adults 18-75. Weighted base (3935), Norway (976), Sweden (1864), Denmark (1095). Base 2018: All adults 18-75. Weighted base (3942), Norway (977), Sweden (1868), Denmark (1097).

Visible trends when it comes to the use of tech gadgets

A clear trend shows an increase in the daily use of both health monitoring and connected home devices since the beginning of the pandemic. The trends are particularly strong for smartwatches, fitness bands and voice-assisted speakers.

64% of respondents across Scandinavia who own a smartwatch say they use it daily. This figure is a slight decrease from the 70% who claimed to have done so in 2020, but an increase compared to the 61% who did so before the pandemic in 2019. Daily use of fitness bands has seen a similar trend, decreasing slightly to 53% in 2021 from 55% in 2020, compared to 51% in 2019 before the pandemic ***(Figure 19)***.

Figure 19
Frequency of use: smart watch



Base 2021: All adults 18-75 who own or have ready access to these devices. Weighted base (853), Norway (245), Sweden (390), Denmark (218). Base 2020: All adults 18-75 who own or have ready access to these devices. Weighted base (630), Norway (209), Sweden (282), Denmark (140). Base 2019: All adults 18-75 who own or have ready access to these devices. Weighted base (476), Norway (164), Sweden (203), Denmark (109).

The frequency of use of voice-assisted speakers has also increased since the pandemic outbreak. This year, 39% of owners say they use their speakers daily, while 32% use them weekly. These figures rose from 36% and 29% in 2019, indicating that spending more time at home has increased the use of certain smart home devices.

The frequency of use varies depending on age and gender

The survey also gives insights into the different consumers' usage patterns. For example, the increasing daily use of smartwatches across Scandinavia is driven by the 25- to 64-year-olds while the 18- to 24-year-olds are driving the increase in weekly use. Meanwhile, the 35- to 44-year-olds and the 65- to 75-year-olds are driving the increased use of fitness bands across Scandinavia.

When it comes to connected home devices, engagement increases with age for everyday use, meaning older consumers are driving this trend. The exception is the increased use of VR headsets, mainly driven by the 18- to 34-year-olds, which are often used in connection with gaming consoles.

Will the demand for tech gadgets continue to increase?

The survey points to an increase in ownership and use of tech gadgets in Scandinavia over the past year, in line with the global trend. The increased popularity of health monitoring devices and smart home products, in particular, appears to be an effect of the pandemic and the resulting restrictions. However, it remains to be seen if demand for these gadgets diminishes as gyms re-open and people spend less time at home, or if they become a permanent part of our tech-driven post-pandemic world.

Are younger generations moving away from traditional news sources?

Younger generations turn to social media for news. This trend marks a shift away from traditional news sources and sheds light on a major generational difference.

What is the first thing that comes to mind when thinking about Facebook, Twitter, TikTok and YouTube? Not being updated on the most recent news – right? Well, we might just as well get used to that thought. Deloitte's 2021 Digital Consumer Trends survey shows that Scandinavians increasingly rely on social media sources for news – especially the younger generations.

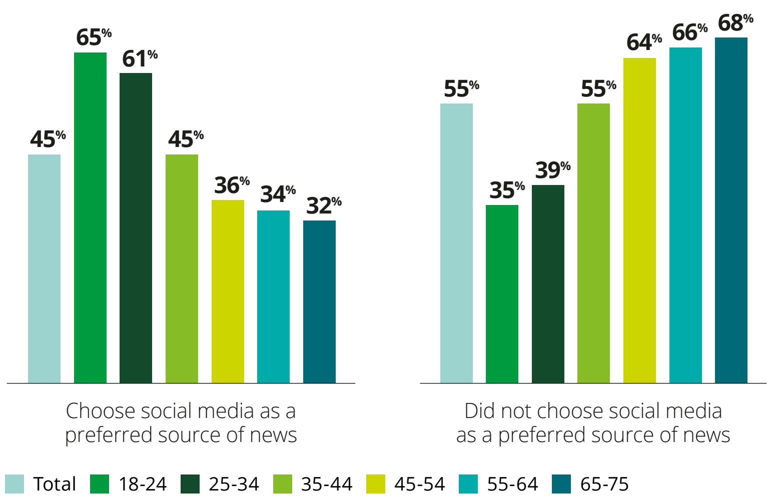
Gen Z and Millennials get their 'news fix' through social media

Nowadays, young generations use their smartphone for almost everything – from ensuring that they get up in the morning and staying connected with friends to monitoring their health and checking their finances. The applications and possibilities are endless. More interestingly, social media have become an integral part of their everyday lives, where they use various social media platforms to share, like and engage with all sorts of content.

When it comes to news, the younger generation turns to social media. According to Deloitte's 2021 Digital Consumer Trends survey, 65% of 18- to 24-year-olds (Gen Z) and 61% of 25- to 34-year-olds (Millennials) have listed one or more social media types as their preferred source of news ***(Figure 20)***. These figures support a trend that has been underway for some time, namely a shift away from traditional news sources such as print versions of newspapers, radio, and TV news.

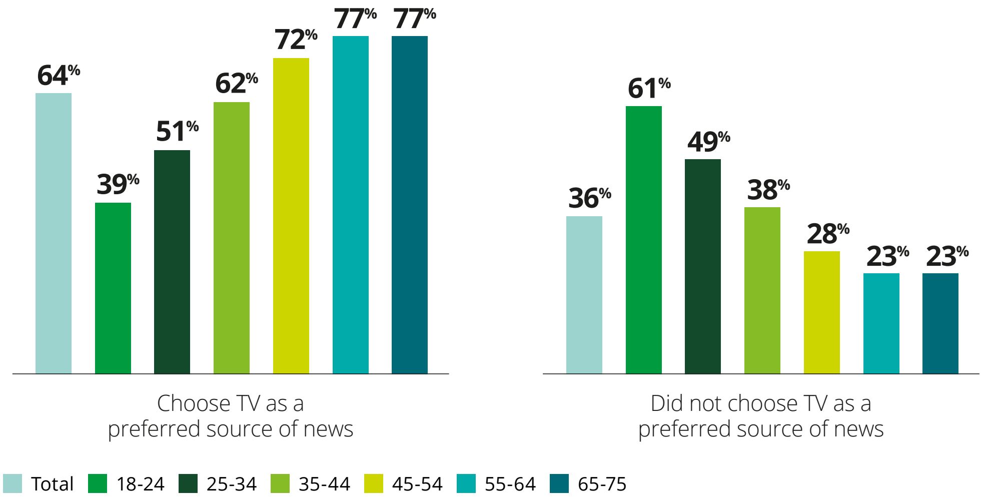
Our survey also indicates that the preferred way of getting news varies greatly between age groups. The younger generations' use of social media as preferred news sources stands in great contrast to the older generations. The survey results show that most 45- to 75-year-olds do not prefer getting news through social media. Instead, they stick to the more traditional news sources. However, 72% of the 45- to 54-year-olds and 77% of the 55- to 75-year-olds highlight TV news or other TV programmes as their preferred news sources. When looking at the 18- to 24-year-olds, this figure is only 39% ***(Figure 21)***.

Figure 20
Social media as a preferred news source



Base 2021: All adults 18-75. Weigthed base (4000), 18-24 (484), 25-34 (750), 35-44 (708), 45-54 (761), 55-64 (652), 65-75 (645).

Figure 21
TV as preferred news source



Base 2021: All adults 18-75. Weigthed base (4000), 18-24 (484), 25-34 (750), 35-44 (708), 45-54 (761), 55-64 (652), 65-75 (645).

These figures shed light on the large difference between how the different generations prefer to get their news. But, at the same time, it raises the question of whether the younger generations' preference for social media as a source of news is only an age effect or whether it will continue as this cohort grows older.

Facebook is the preferred social media for news

When zooming in on the different social media channels, Facebook and YouTube stand out as popular news sources. One-fourth (25%) of the surveyed Scandinavian population states that Facebook is among their top three most preferred news sources. For YouTube, this number is 11%.

However, a general tendency is that social media channels are listed as supplementing news sources, but they are not the most preferred ones. For example, only 8% list Facebook as their number one preferred source for getting the news. This picture changes when zooming in on the 18- to 24-year-olds. In this age group, 39% have listed a social media channel as their preferred source compared to 17% for the entire population.

While the youngest age group is the primary user of all other social media platforms, the 25- to 34-year-olds (31%) mostly use Facebook. One explanation may be that this age group grew up with Facebook, and that it has become an integral part of their lives. While some may argue that new social media platforms such as Instagram and TikTok have replaced Facebook in overall popularity, the channel still manages to keep its users engaged on their platform when it comes to news.

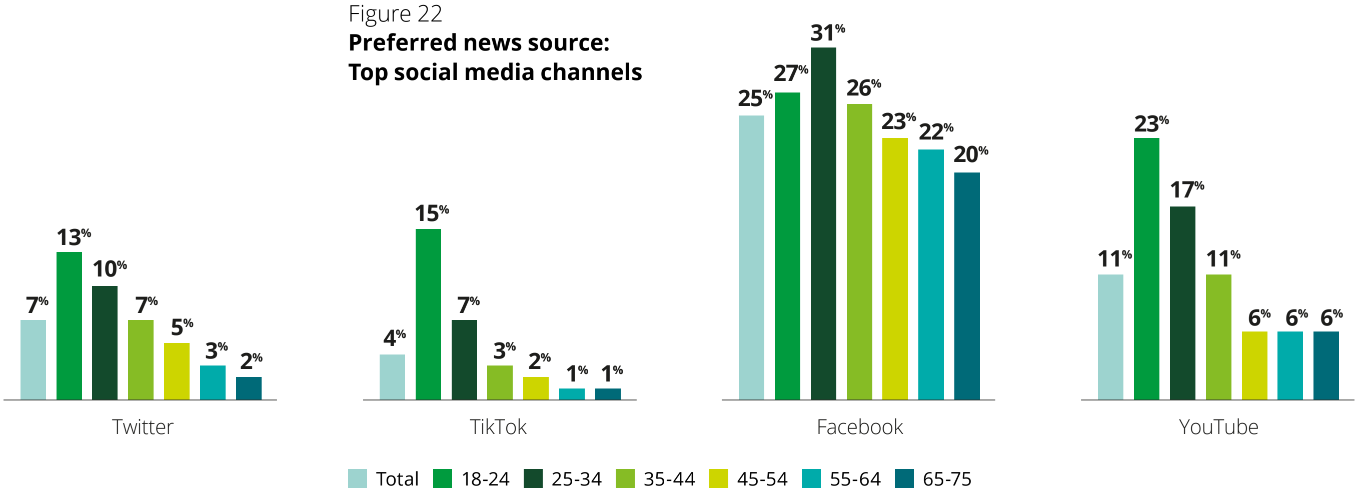
Still, the figures for using Facebook as a news source are 27% for 18- to 24-year-olds and 26% for 35- to 44-year-olds. Even 20% of the 65- to 75-year-olds have listed Facebook as one of their preferred news sources. These figures indicate that Facebook is successful in being a preferred news source across age groups. Even though the use of social media as news sources declines with age, Facebook succeeds in being relevant across age groups compared to other social media.

Looking at the countries, Denmark is the country that uses Facebook the most for news (31%) compared to Norway (26%) and Sweden (21%). The primary users in the Danish population are the 18- to 24-year-olds (45%). In Sweden and Norway, they are the 25- to 34-year-olds *(Figure 22)*.

The new popular kid on the block

While Facebook and YouTube have existed for a while, TikTok is the new kid on the block – and a very popular one among the youngest generation. For the 18- to-24-year-olds, 6% choose it as their number one preference for news, and 15% choose it among their top three.

Figure 22
Preferred news source: Top social media channels



Base 2021: All adults 18-75. Weigthed base (4000), 18-24 (484), 25-34 (750), 35-44 (708), 45-54 (761), 55-64 (652), 65-75 (645).

The idea behind TikTok is to film and share short videos, and currently, TikTok takes the position as one of the fastest-growing social media platforms[22]. Especially, young Norwegians are 'all in' with getting their news from TikTok – 21% of Norwegian 18- to 24-year-olds choose TikTok as one of their preferred news sources. For both Denmark and Sweden, this number is 13%.

Norway mainly uses TikTok and Twitter as news sources, with Denmark and Sweden using Facebook and YouTube significantly more. This usage shows that Scandinavian countries differ in which social media platforms they prefer to use as news sources.

Danes are more interested in news

Talking on a general basis, the Scandinavian population wants to stay updated on news and only 8% state that they are not interested in news. On the other hand, the 18- to 24-year-olds (Gen Z) are the least (16%) interested in staying updated on news and current events.

The survey reveals that young Danes appear to be more interested in news and current events than Swedes and Norwegians. For example, only 7% of the Danish 18- to 24-year-olds state that they are not interested in staying updated on news and current events compared to 18% in Sweden and 23% in Norway ***(Figure 23)***.

When looking at the entire population, this number is 7% for Denmark, 9% for Sweden and 8% for Norway. It provides a picture of Danish young people being aligned with the rest of the Danish population in how keen they are on staying updated on news and current events, meaning that the interest in news is quite steady across age in the Danish population.

Conversely, the Swedish and Norwegian 18- to 24-year-olds are much less interested in keeping themselves abreast of news than the rest of the population. Especially in Norway, a high correlation exists between age and interest in the news. The same correlation is evident for Sweden, but the oldest respondents (65- to 75-year-olds) show a declining interest.

These insights show that the younger generations differ from older generations when it comes to their interest in the news.

Is it problematic to have social media channels as preferred news sources?

To sum up, a significant portion of the younger generation prefers to get their news through social media such as Facebook, TikTok and YouTube. When keeping that in mind, it is interesting to reflect upon what kind of news the younger generations are exposed to on social media – and the quality of the news they encounter on these platforms.

One perspective is that the traditional 'well-known' news channels are also present on social media. However, online news often appears in a more 'light' format, and it might have a catchy headline to attract people's attention, or an article might be cut down to keep the users' attention. In addition,

[22] Forbes, TikTok Hits 1 Billion Monthly Active Users, 2021.

algorithms play an important role in deciding to what news the users are exposed.

Social media also allow people without a journalistic background to create or engage with news in a way that was not possible before social media entered the scene. As a consequence, it can also be used to intentionally spread fake news and misinformation. Although fake news does not count as a new threat anymore and exists across several media channels, most recent cases of fake news involve social media platforms. Despite many companies' efforts to identify and remove fake news, the stories are often spread through these channels[23].

Even though social media have created opportunities reaching far beyond our imagination, they can also be the source of new problems that digital consumers and companies around the globe need to be aware of.

Figure 23
Interest in news

Base 2021: All adults 18-75. Total: Weigthed base (4000), Norway (1000), Sweden (1908), Denmark (1092). 18-24: Weigthed base (4000), Norway (124), Sweden (221), Denmark (138).

[23] Deloitte Insights. Majority of news consumers see "fake news" as a big problem today. 2021.

Industry Spotlight: Financial Services

Resilience is the key to success

There is no doubt that technological capabilities and innovation will be vital to improving the financial sector's customer journey. However, banks and insurers need to show resilience across technology as well as capital and talent to remain competitive.

Both banks and insurers need to learn from the way of working during the pandemic and be resilient across capital, technology and talent when facing short-term challenges. In the long view, accelerating and amplifying transformation efforts will be decisive in staying competitive. The need to accelerate digital transformation processes has emerged in the board rooms, as companies realise that the challenge does not always lie in the number of investments but rather in obtaining the required culture to accelerate the transition.

Five hotspots from the financial services industry

1. Our mobile phone is the most preferred device for checking bank balances (64%), twice as much as laptops and desktops combined (25%).
2. 9 in 10 Scandinavian consumers (90%) have transferred money to another individual domestically by mobile phone.
3. Our mobile phone has become an essential tool for managing investments (46%) and insurance policies (59%).
4. More than half the Scandinavian 18- to 34-year-olds have bought or sold shares using their mobile phone.
5. Transferring money to another individual in a different country is still not that used (29%), but Norway is leading the way with higher use (39%) than Denmark and Sweden.

Deloitte expert take

The Scandinavian financial services industry has been in good shape throughout the pandemic. Still, the industry has experienced changes in customer behaviour – in many ways, the future showed up early.

"The main challenge of digital transformation is not digital. Unfortunately, the cultural shift needed to accelerate the transition is still an underinvested area across the industry"

- Sverre Danielsen, Financial Services Lead Nordics

Technological capabilities have become a 'must-have'

The pre-pandemic trends remain relevant. Facing customer needs is still the major key, searching for the optimal value proposition mix of digital and human interactions. Technological capabilities and innovation will undoubtedly be vital in improving the customer journey. The providers who made early investments in technological and innovation capabilities lead the way.

The banking sector is preparing for future competition from major international payment solutions providers, with the market enterer Amazon hiding in the shadows. Strategic positioning has intensified, with the first-mover advantage in the spotlight. Vipps, Danske Bank and Pivo have decided to join forces and create one united user platform for their services[24]. The strategic partnership is a strong competitive signal to payment providers who consider entering the Scandinavian market in future.

[24] Danske Bank. Danske Bank A/S to merge MobilePay with Norwegian Vipps and Finnish Pivo. 2021.

Endnotes

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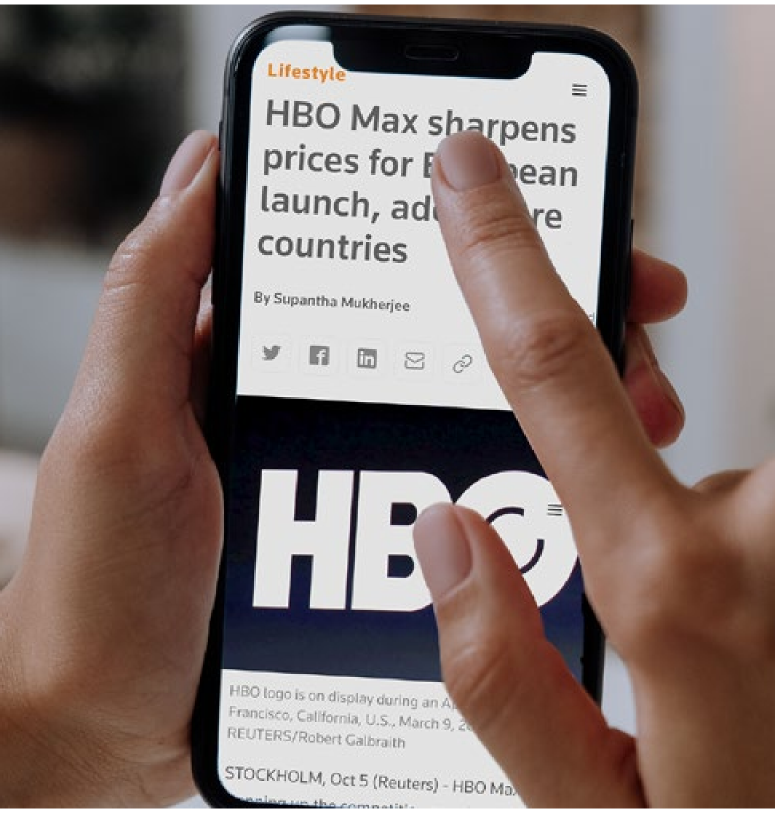

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About the research & contacts

The Scandinavian data cut is part of Deloitte's Global Digital Consumer Trends survey, a multi-country survey of digital service users worldwide. The 2021 study comprises 33,150 respondents across 20 countries and five continents.

Data cited in this report are based on a nationally representative sample of consumers aged 18-75 in Sweden (2,000), Norway (1,000), and Denmark (1,000). The sample follows a country-specific quota on age, gender, region, and working status. Fieldwork took place during August 2021 and was carried out online by Ipsos MORI, an independent research firm, based on a question set provided by Deloitte.

This brief report provides a snapshot of some of the insights that the survey has revealed. Additional analyses such as the use of smartphone brands, current network operators, and mobile devices are available on request.

Results for other countries are also available on request. For further information about this research, please contact:

Jonas Malmlund
Head of Technology, Media &
Telecommunications in Sweden
and in the Nordics
+46 73 397 13 03
jmalmlund@deloitte.se

Frederik Behnk
Head of Technology, Media &
Telecommunications in Denmark
+45 30 93 44 26
fbehnk@deloitte.dk

Joachim Gullaksen
Head of Technology, Media &
Telecommunications in Norway
+47 23 27 93 71
jogullaksen@deloitte.no