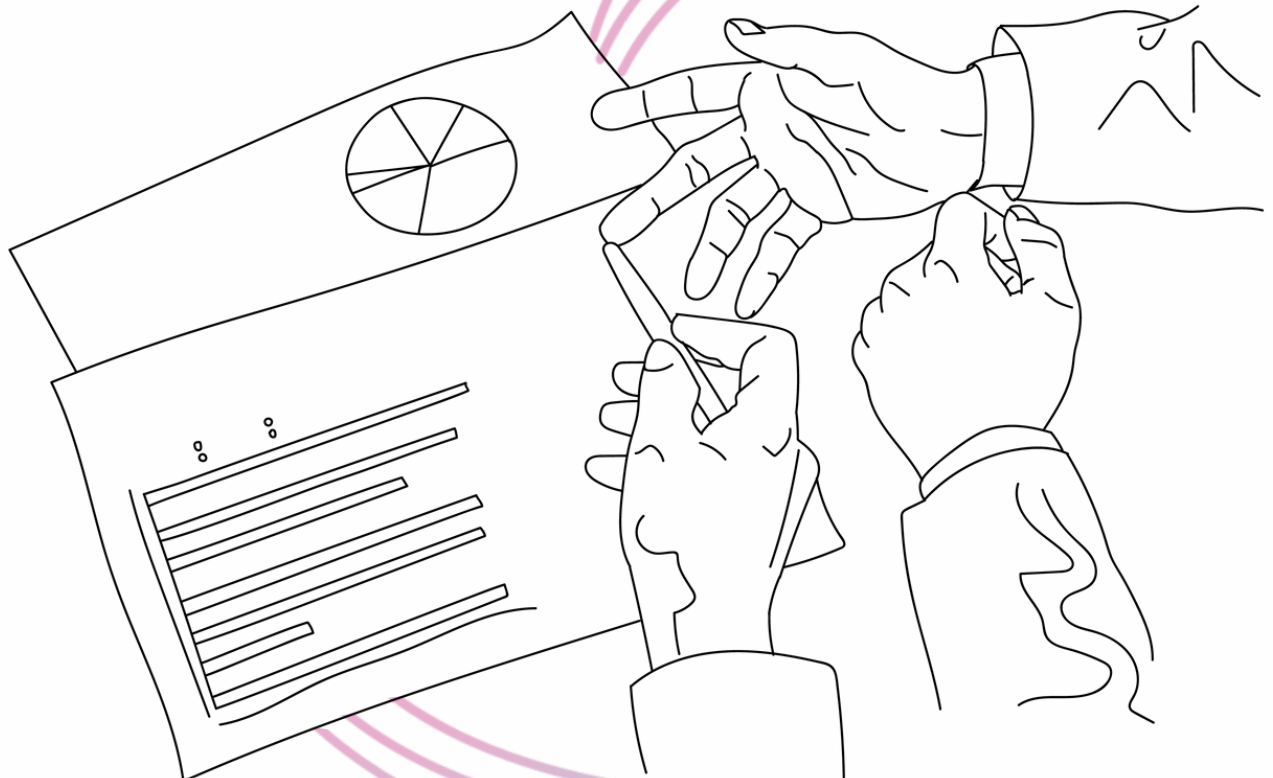


2023

# MARKET ENTRY REPORT

PREPARED BY **MAKESYOULOCAL**



# Introduction

Successfully entering a new market requires a deep understanding of the local market dynamics and a strategic approach to adapting your digital marketing efforts to resonate with the new audience.

In the initial phase, it is vital to create awareness about your product's availability through targeted marketing campaigns through popular channels among the local audience.

Our Market Entry Report delivers tailored insights into the competitive landscape, providing crucial information about customer preferences, habits, and expectations. This report establishes a robust foundation for informed decision-making in the new market. It includes practical recommendations customised to your brand for effective implementation.



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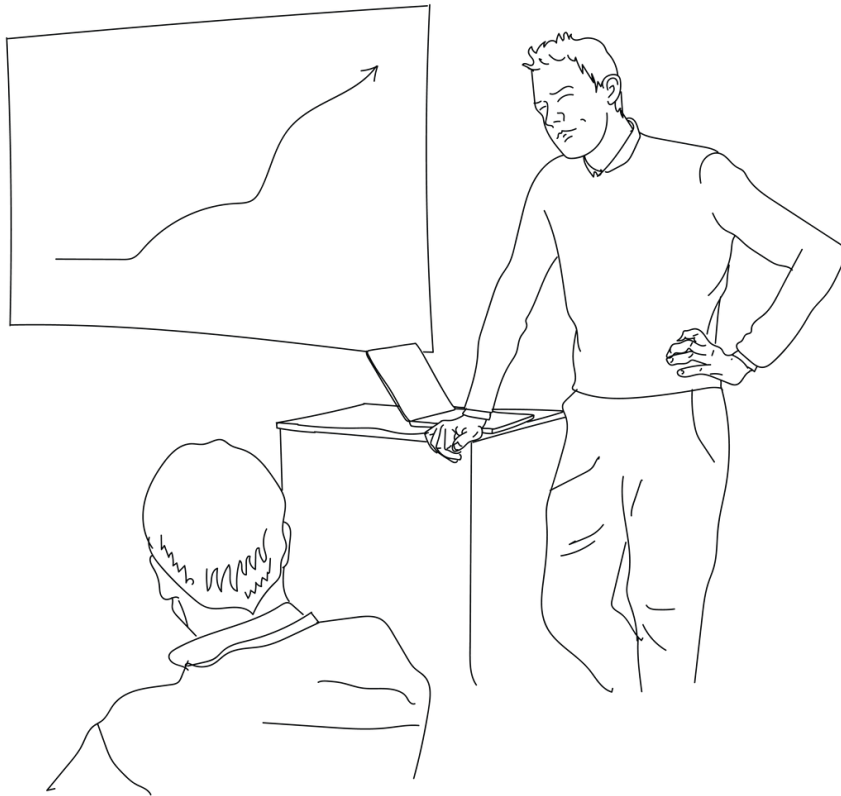
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# MARKET INTRODUCTION

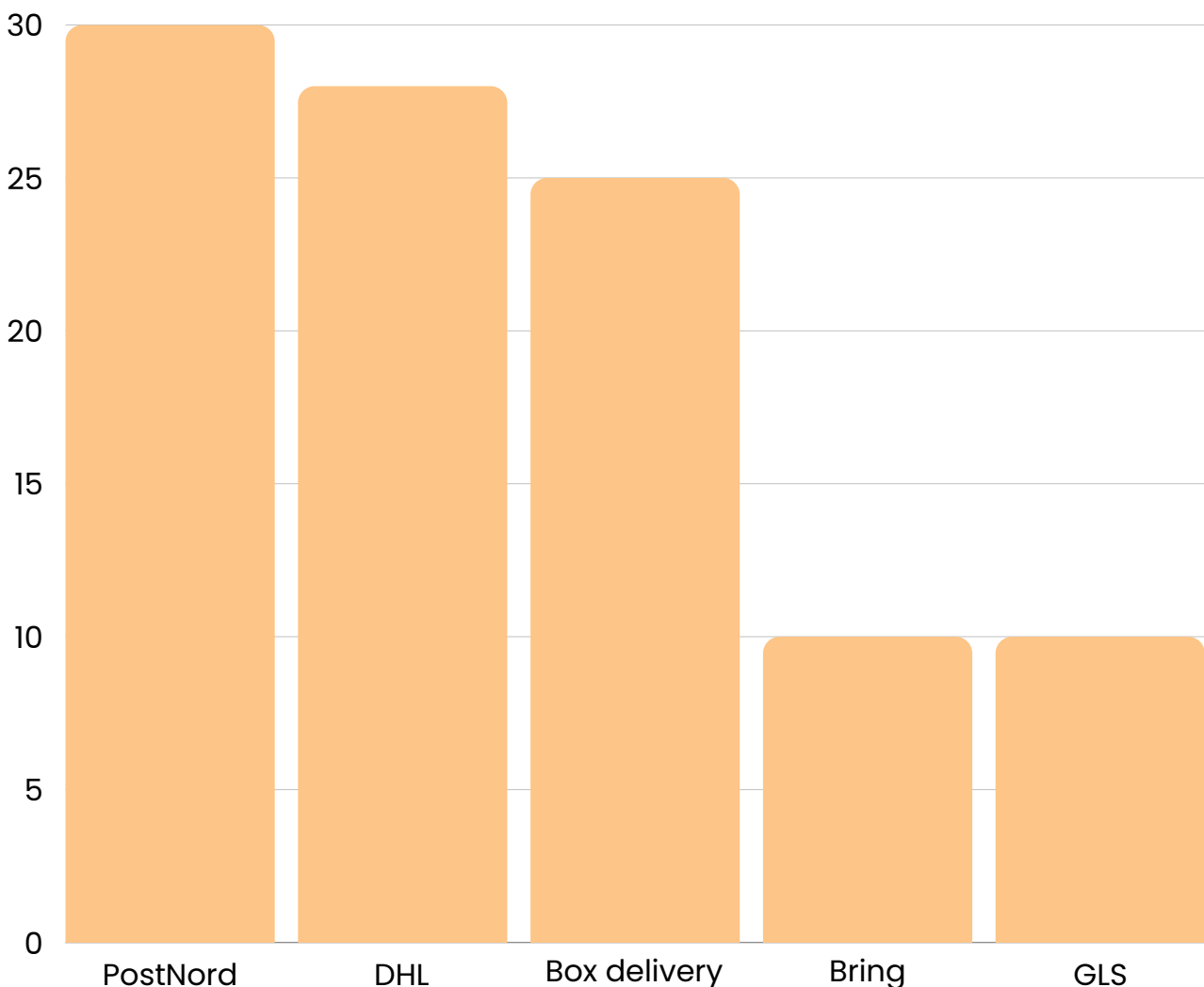
Introduction to the market and  
consumer behaviour, the  
digital landscape and local  
preferences

# Logistics

Consumers generally expect delivery times within the 2-4 day range, with shorter delivery windows reserved for items with time-sensitive needs, such as pharmacy products. For standard-sized packages, a delivery cost ranging from 39 to 49 kr is reasonable. Home delivery usually incurs a slightly higher fee, typically between 39 and 59 kr.

However, offering a free delivery threshold is customary and expected by customers, with a typical threshold set at around 500 kr, though this can vary depending on the industry and product range.

## Preferred logistics provider 2022





# COMPETITIVE LANDSCAPE

An overview of the marketing environment, covering SEO, SEA, and Google Shopping, to identify the competition in the local market

# Marketing Environment

The table below shows the market situation for the keywords provided by the company and adjusted accordingly by us in order to fit the market.

<b>Keyword</b>	<b>Search Volume</b>	<b>Keyword Difficulty</b>	<b>CPC (USD)</b>	<b>Intent</b>
sheets	165000	87	0,49	Navigational, Transactional
duvet	40500	56	0,53	Informational, Commercial
pillows	27100	52	0,54	Commercial
Bedsread	9900	28	0,31	Informational, Commercial
Fitted sheet	6600	41	0,47	Informational
bed linen	6600	45	1,21	Informational, Commercial
bed mattress	5400	55	1,41	Commercial
bed cover	3600	60	0,4	Informational, Commercial
wool duvet	2900	16	1,46	Informational, Commercial
sheet set	170	36	0,48	Informational



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# COMPETITOR ANALYSIS

A deep-dive into the local competition with valuable insights into competitors' digital strategies and USPs



# Benchmarking

To get an understanding of what competitors are offering in terms of logistics, payment methods, and other important factors for the local consumers, we have benchmarked the selected brands on different parameters.

Company	Competitor 1	Competitor 2	Competitor 3	Competitor 4	Competitor 5
<b>Origin</b>	Sweden	Sweden	Sweden	Denmark	Sweden
<b>Brand searches per month (in Google)</b>	1,5M	368K	165K	673k	8,1k
<b>What do they sell?</b>	Furniture, kitchen appliances and home accessories	Furniture and home accessories	Furniture and home accessories	Furniture and home accessories	Furniture, home accessories & clothes
<b>Brands sold</b>	1	1	190	1	144
<b>Assortment (deep, medium, narrow)</b>	Deep	Medium	Deep	Deep	Deep
<b>Delivery time</b>	3-10 days (depending on postal code)	2-5 weekdays (depending on postal code + items)	Depending on postal code	1-4 weekdays (depending on item it can be longer)	1-3 weekdays
<b>Delivery cost</b>	49-799 kr	69-399 kr	69-350 kr	49-349+ kr (depending on item)	49 kr (depending on item)
<b>Freight partner</b>	Bring/DHL/Postnord	Bring/PostNord/Best	Bring/PostNord/Best	PostNord	Schenker/PostNord/Instabox
<b>Return costs</b>	Same as freight, Free in store	50 kr	45-195 kr	Free in store Own expense	59-199 kr
<b>Return period</b>	365 days	30 days	30 days	Unlimited	60 days
<b>Payment methods</b>	Credit cards, Swish, Invoice, Gift card	Invoice/Credit card	Invoice/Credit card	Credit cards/Swish/invoice	Credit card/bank payment
<b>Trustmarks</b>	N/A	N/A	N/A	Trygg e-handel	N/A
<b>Page language</b>	Swedish	Swedish	Swedish	Swedish	Swedish
<b>Customer service</b>	Mail and phone	Mail and phone	Mail and phone	Mail, chat & phone	Mail & chat
<b>Loyalty Program</b>	Yes	No	No	No	No
<b>Newsletter</b>	Yes	Yes	Yes	Yes	Yes

# **GET YOUR CUSTOMISED MARKET ENTRY REPORT**

**CLICK ON THE BUY NOW BUTTON**

*or book a meeting to learn how we can help you*

**Book a meeting**