

#### The e-commerce region of Helsingborg:

a report on the Helsingborg region's role in Swedish e-commerce

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### **E-COMMERCE PARK**

# THE E-COMMERCE REGION OF HELSINGBORG

A report on the Helsingborg region's role in Swedish e-commerce



### Introduction

Helsingborg has a strong trading heritage and a unique strategic location within the Nordic region. It's no coincidence that these factors have combined in the digital age to position Helsingborg as a key player in the world of e-commerce.

The city's natural geographic advantages, alongside significant investments in infrastructure, have established a strong foundation for Helsingborg to become a leading e-commerce hub.

Furthermore, Helsingborg offers several educational programs and research initiatives focused on e-commerce, clearly demonstrating that this sector plays a crucial role in the city's economy — both today and looking ahead.



Helsingborg is not just a city with a strategic logistical advantage, but also one with a deep-rooted tradition of trade and entrepreneurship, an internationally recognized university, and an expanding tech sector. All of this while being a desirable place to live and part of the dynamic Öresund region. Together, these factors create an ideal environment for growth.

This report aims to offer insights into the true strength of Helsingborg regions e-commerce sector.



"Helsingborg has a strong tradition of trade and entrepreneurship. For a city of our size, we're surprisingly strong in e-commerce. This is thanks to local competence and knowledge, a strategic location, and a long history of doing business. We're proud to support Helsingborg's continued growth as a city of trade."



Anders Rosberg, Executive Board Member at Helsingborg Trade association



E-commerce revenue associated with the Helsingborg Region: 54-76 billion SEK

Almost half of all e-commerce turnover in Sweden in recent years has had critical links to the Helsingborg region. The Helsingborg region is a key player in Sweden's e-commerce landscape, with strengths spanning company headquarters, warehousing, logistics, technology development, marketing, and international expansion.

### **Background**

In this report, the term "Helsingborg region" encompasses all the municipalities participating in the collaborative network known as Familjen Helsingborg. This positions Helsingborg as the central hub within a region that extends from Båstad in the north, through Landskrona in the south, to Perstorp in the east.

Helsingborg has long been acknowledged as Sweden's city with the highest concentration of e-commerce activity. This is partly fueled by initiatives such as the E-commerce Park of Sweden's incubator and the city's well-established entrepreneurial spirit and business mindset.

The Helsingborg region is also widely recognized as a logistics stronghold, consistently ranking in the top spots for logistics hubs in both Sweden and the Nordic countries year after year.

Yet, the region's strengths go beyond just logistics and the number of companies. It hosts numerous leading companies specializing in areas like e-commerce technology development, digital marketing for e-commerce, and global market expansion. These factors combine to make the Helsingborg region a particularly powerful e-commerce ecosystem.



### Total turnover of all local e-commerce businesses: 8 billion SEK

Companies in the region that work directly with e-commerce have a combined turnover of a bit under 8 billion SEK. This includes many medium-sized e-commerce companies, with several generating between SEK 10–100 million SEK each. This figure does not include IKEA's digital operations, the largest player with critical ties to the region.

## Almost half of Sweden's e-commerce is linked to Helsingborg

We've put together the list of major companies with operations in the Helsingborg region, alongside e-commerce businesses that are either based here or run key parts of their operations from the city. This includes companies that develop their technical platforms in Helsingborg, conduct their logistics operations here, or handle their marketing and international expansion through Helsingborg-based companies and suppliers.

When analyzing these figures, it's clear that Helsingborg isn't just home to many of Sweden's top e-commerce brands — it also plays a vital role in generating a large share of the industry's total revenue.

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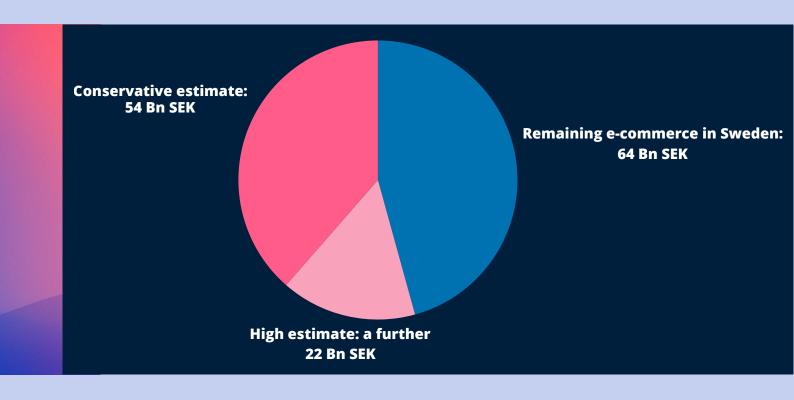




NORDIĆ **NEST** 

E-commerce companies with strong ties to the Helsingborg region — whether by being based there, having significant parts of their operations in the area, or drawing on the region's broad network of business support and expertise — are estimated to have generated more than 54 to 76 billion SEK in revenue during 2024.

This represents between 39 and 54 % of the total Swedish e-commerce market, depending on how the companies are classified and which parts of their business models are included. Of that amount, around 8 billion SEK comes from companies with their entire operations located within the Helsingborg region, clearly demonstrating the region's capacity to develop fully integrated e-commerce businesses.



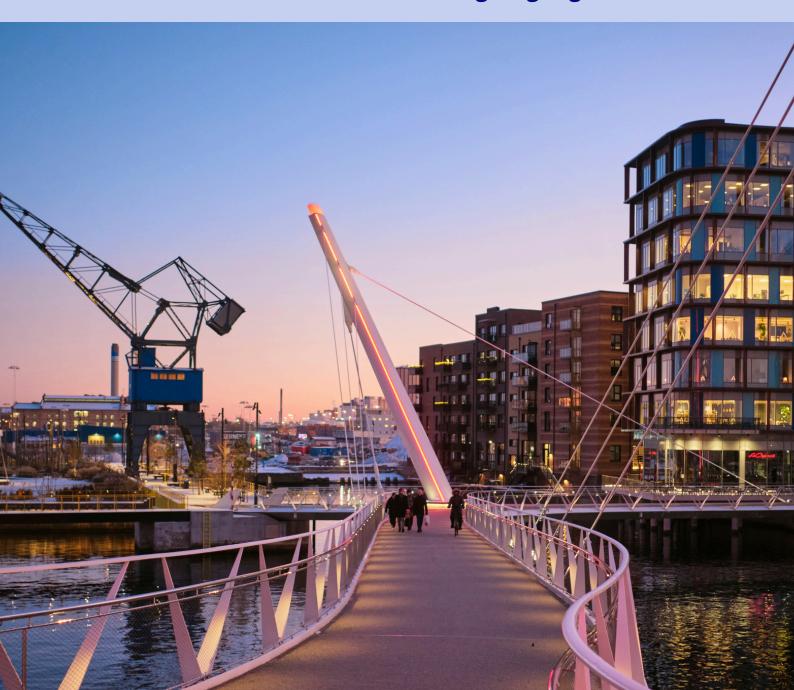
After two challenging years of market adjustments, Swedish e-commerce rebounded in 2024, reaching an estimated total market value of 140 billion SEK. According to PostNord's E-barometer, this represents a 5 % increase compared to the previous year.

This recovery has further strengthened Helsingborg's strategic importance — not only as a strong local market, but as a national hub for digital commerce, with companies that are often successful internationally as well.

In summary, nearly every second krona spent on Swedish e-commerce can be linked to Helsingborg, highlighting the region's strong role and influence within this rapidly growing sector. The Helsingborg region is thus an indispensable part of Sweden's digital economy and a powerful engine for continued growth in e-commerce.



Almost every second krona in Swedish e-commerce can be traced to the Helsingborg region



## 8 billion SEK in turnover — and that's without counting the biggest giant

A part of the total comes from e-commerce companies directly based in Helsingborg. The region is home to several major players, such as Home Furnishing Nordic (operating under the names Trademax and Chili, and part of the publicly listed Bygghemma Group) and HelloFresh Nordic. But beyond these bigger companies, there's also a wide range of small and medium-sized e-commerce companies operating in diverse niches — companies like Gents, Tailorstore, Nybryggt, INF, Räckesbutiken, and Fotbutiken, and many more.

Together, e-commerce companies in the region had a direct turnover of almost 8 billion SEK in 2024 and employ more than 1100 people directly.

However, this number does not include the biggest of them all — IKEA, which is partly based in Helsingborg. A lot of IKEA's e-commerce development, run by INGKA Group, takes place here, including their Sockerbruket Hub, which employs 1000 people, and the Swedish service office, which employs 300 people. However, the actual sales don't run through Helsingborg, and it's difficult to get a clear view of IKEA's direct sales figures or how they're distributed across their various offices. For that reason, IKEA's revenue numbers have not been included in this calculation.

IKEA's turnover is not included in the above figures. However, approximately half of the 2,400 people working directly with ecommerce in Helsingborg are employed by IKEA's different companies.



Among the e-commerce companies with ties to Helsingborg, the furniture segment stands out as the largest. This prominence is not solely due to IKEA but is also driven by companies such as Home Furnishing Nordic and Skånska Byggvaror, which have established a strong presence in the region. In addition, several of the leading furniture players benefit from a well-developed ecosystem of support companies and logistics expertise based in Helsingborg.

The region has also fostered a number of successful e-commerce companies that originated here, including Gents, Tailorstore, INF, and Räckesbutiken, all of which have built strong brands in their respective niches. Other important segments within the region's e-commerce landscape include apparel, food, and cosmetics.



"Growing up and running a business in Helsingborg has given me a strong sense of community and security. Here, there is unique support from both networks and the environment, which makes it easier to take risks and build something truly strong. I don't believe it's a coincidence that so many successful ecommerce companies have their roots here."

gents.

Jenny Rydhström, owner of <u>Gents.se</u>



## **Everything for e-commerce: from start to going global**

Through several unique players, the Helsingborg region offers everything from starting out to becoming a global giant. Through E-commerce Park of Sweden, there is an incubator program, with up to 20 companies participating each year, and they receive support to both launch and scale their business. And in Helsingborg, there are a lot of service companies that assist with all the essential services that an e-commerce business needs at different stages.

#### **Platform**

The platform an e-commerce business uses is its most critical service. In Helsingborg, multiple platforms have their home or tech development. Here are platforms both for new e-commerce businesses, where Quickbutik is the market fastest growing amongst smaller companies, and others like HDL Commerce are targeting medium-sized companies. But most prominent are platforms for larger businesses that are being developed here by companies like Avensia, which has played an important role for businesses like Lyko, Kicks, Nordic Nest, and Ridestore. Besides this, there are multiple in-house developments that are based in Helsingborg, such as Biltema. And then, of course, the biggest of them all: IKEA, which is developing its own global platform.

Our estimate is that the tech scene of e-commerce companies employ about 1500 people directly in Helsingborg.



"At Quickbutik, we believe that a user-friendly and scalable platform is the backbone of any successful e-commerce business. Being based in Helsingborg, surrounded by innovative companies and a vibrant ecosystem, gives us a unique advantage to support entrepreneurs on their growth journey."

**Q** Quickbutik

Azddin Benberkan, Founder & CEO of Quickbutik,

#### **Marketing internationally**

Besides platforms, here are several digital marketing agencies that specialize in helping e-commerce companies expand nationally and internationally. This includes specialized actors such as Search Integration, Rocket Revenue, and many more. Helsingborg is also home to companies like Contentor, one of the niche AI companies in Sweden that helps with international expansion through managing content with AI in any language.

#### **Customer service**

In addition to this, there are also providers in the region that focus on customer support, service, and the overall customer journey — both nationally and internationally. This includes both locally founded companies like K2C and global giants like Concentrix. But also in-house departments for customer service at giants such as IKEA.

Our estimate is that about 700 people in the region work in these roles.



"We work every day with e-commerce companies looking to grow beyond their home markets. Being able to support them on that journey from Helsingborg, where we have close ties to our clients and a genuine international perspective, is something we find both natural and inspiring."

Contentor.

Rabie Salem, CEO of Contentor,

#### Warehousing and logistics

Without a doubt, Logistics is the largest part of the ecosystem when it comes to the number of people. Within third-party logistics (TPL), there are several regional players that support e-commerce companies with packing, shipping, and warehouse management. From smaller providers, which specialize in smaller e-commerce businesses, to larger companies such as NoWaste Logistics and PostNord TPL. There are also staffing companies that specialize in this field, with Logent being the largest.

Our estimate is that about 3000 people work for logistics companies in the region.



Number of employees in different parts of the e-commerce industry in the region:

• Logistics: 3,000

• E-commerce companies: 2,400

• Tech and development: 1,500

• Support solutions: 700

• Digital services: 200

• Packaging solutions: 150

**Total across all segments: 7,000** 

Selected technology companies developing e-commerce solutions in the region:

- Avensia
- Cap Gemini
- HCL
- Infosys
- HDL Commerce
- IBM
- Quickbutik















"Working with international clients requires an international mindset — something that is easy in Helsingborg, as just looking out of the office you see Denmark and all the international shipping companies operating thru this busy part of the world."



Pierre Grönberg, Founder & CEO of HDL Commerce

### Simple and skilled jobs

Employee numbers in Helsingborg's e-commerce sector have risen from about 5,250 in 2021 to 7,000 today, signaling strong growth at the same time as the industry has remained quite stagnant. This growth reflects the diverse and dynamic nature of the e-commerce industry, which requires a wide range of expertise across various job functions.

Running a successful e-commerce business demands skills in digital and technical areas, from developing platforms and IT infrastructure to digital marketing and customer experience. It also calls for innovative professionals who continuously adapt to the latest trends and marketing methods. Moreover, internationally skilled workers play a crucial role in supporting the global operations of many e-commerce companies in the region.

Together, these factors contribute to the expanding workforce, highlighting Helsingborg as a thriving hub for e-commerce talent and innovation.



"At Nybryggt, we're proud to be a part of the Helsingborg e-commerce cluster. It's been an exciting journey for us, and the support from the region has truly helped us grow. There's a lot of passion and collaboration here, which makes it easier for companies like ours to develop and reach new markets."



Roosa Mannonen, CEO of <u>Nybryggt.nu</u>



## Top 10 e-commerce companies linked to Helsingborg

The ten largest companies with e-commerce operations closely connected to the Helsingborg region (listed alphabetically) represent a diverse and dynamic group of industry leaders. Together, they form a strong foundation for Helsingborg's position as one of Sweden's leading e-commerce hubs.

Their ongoing investments, innovative approaches, and continuous expansions not only drive economic growth but also foster a culture of innovation and entrepreneurship in the region. This dynamic environment contributes to the creation of valuable employment opportunities across various sectors, strengthening the local labor market and supporting sustainable regional development.

**LYKO** 





**Boozt** 

HELLO FRESH

jollyroom.

N A-K D



The 10 largest companies with ecommerce operations in recent years that have critical ties to the Helsingborg region (in alphabetical order):

- Biltema
- Boozt
- Bygghemma Group
- HelloFresh
- IKEA
- Jollyroom
- Lyko
- NA-KD
- Ridestore
- Royal Design

Highly skilled and well-educated people are needed for business areas such as digital marketing and tech, while there are entry-level jobs available in roles like customer service. In addition, many jobs are created within warehousing and logistics that do not require higher education but demand a large available workforce. However, specialized logistics expertise is also required, for example, in supply chain management.

All these different jobs and services are available in the Helsingborg region, with a great diversity of people choosing to move to Helsingborg for studies and work, both from Sweden and internationally. All of this makes the region an ideal location for ecommerce operations.

E-commerce operated from Helsingborg has everything in place to become a global giant.

## Selected logistics companies active in e-commerce:

- Boozt Fulfilment & Logistics
- BLL
- Boxflow
- Bring Shared Services
- Dream Logistics
- Englog
- Logent
- PostNord TPL
- NoWaste Logistics



## Unique circumstances make Helsingborg stand out

There are a number of unique factors in Helsingborg that make the city stand out when it comes to conditions for e-commerce.

#### **E-commerce Park of Sweden**

This hub, which is a community for e-commerce companies, offers not only events but also an incubator program focused exclusively on e-commerce. Several companies originating here now generate revenues exceeding 50 million SEK, as well as service providers such as Quickbutik. In total, the companies that have participated in the incubator program generated over 650 million SEK in revenue in 2024.

#### **REAL**

REAL is a multidisciplinary centre at Lund University, internationally recognized for advancing retail and logistics through research, education, and innovation. Bringing together distinguished researchers and nearly 1,000 students, this part of Lund University offers a unique environment where academia and industry collaborate. REAL takes a holistic approach to understanding and improving retail and logistics, focusing on areas such as circularity, digital transformation, and organizational development. Through close partnerships, the centre tackles complex challenges and opportunities, contributing to more sustainable and efficient systems.



"The rapid development of e-commerce requires new ideas and collaboration models. At REAL, we work closely with businesses and society to create knowledge that drives the development of digital and sustainable commerce in the region."



Daniel Hellström, Research Director of REAL, Lunds universitet



#### Port of Helsingborg

Over the years, the port of Helsingborg has grown to become the secondlargest container port in Sweden. It is a facility focused on the import and export of products, unlike many other Swedish ports that primarily handle cars, oil, or other raw materials.

#### **Center for Trade Research**

In 2014, a center of excellence for trade research was established at Lund University in Helsingborg. The core of this initiative consists of researchers and operates as a network organization that arranges research seminars and workshops, as well as supports networking and research funding applications by scholars in the field of trade.



"Helsingborg combines a long tradition as a trading city with a strong culture of innovation and a strategic position as one of Sweden's leading logistics hubs, making it a natural base for leading e-commerce players. E-commerce is a strategically important sector for us, driving growth, generating employment across multiple disciplines, and reinforcing Helsingborg's position as a dynamic and competitive business region."



Soraya Axelsson, Director of Business Development, City of Helsingborg



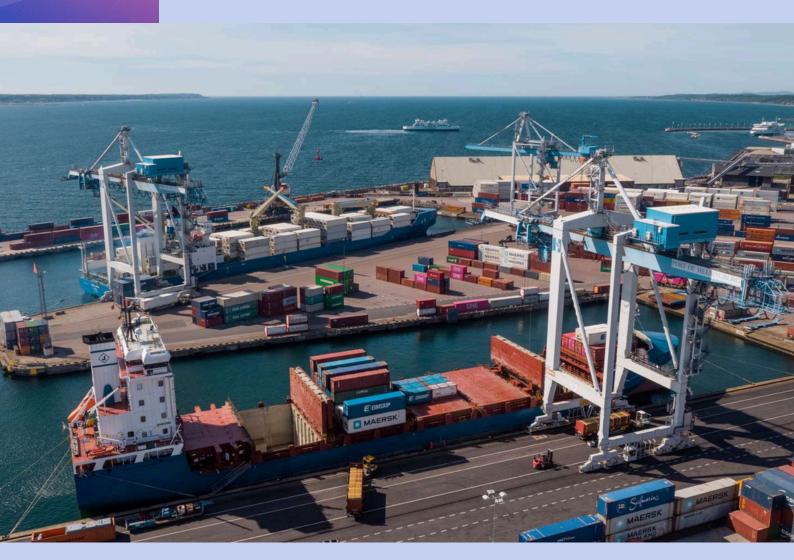


This report was compiled during Q3 2025. It is based on figures from 2024, which are the most recent publicly available data.

#### **About the report**

This report has been created by Karsten Deppert and Felicia Johansson at E-commerce Park of Sweden, with support from the Helsingborg Chamber of Commerce.

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