



Danske Bank

Google

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Er norske bedrifter i ferd med å bli sinker på den internasjonale arenaen?



September 2012

Google

Confidential & Proprietary



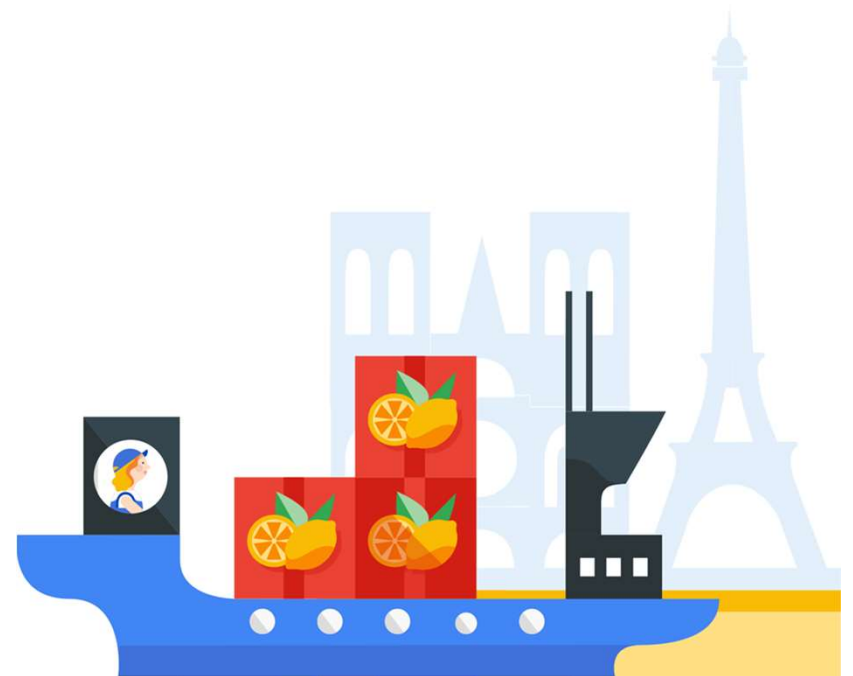
Hvilken nasjon drikker **mest kaffe** per innbygger?

Italia

Canada

Finland

Tyskland



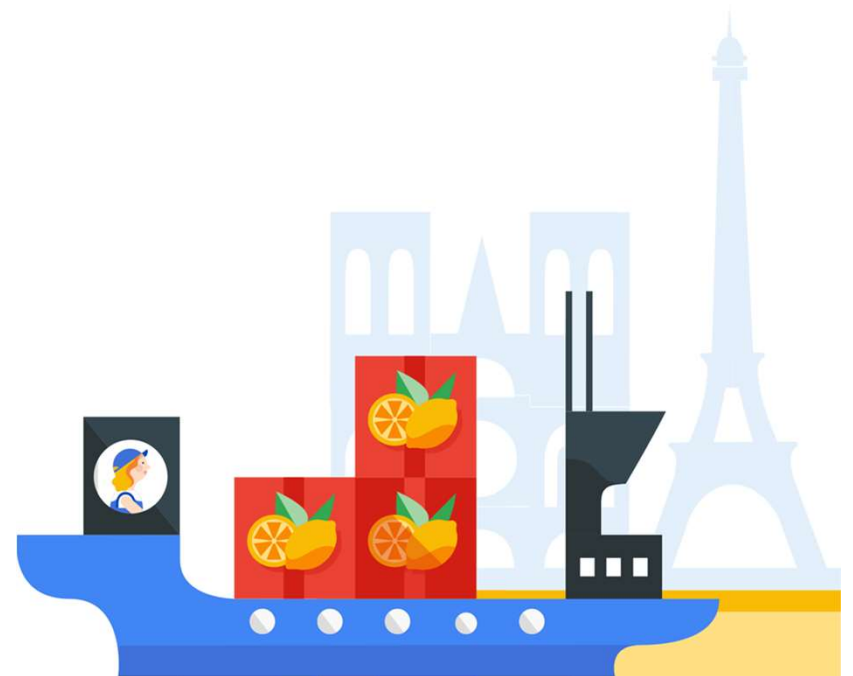
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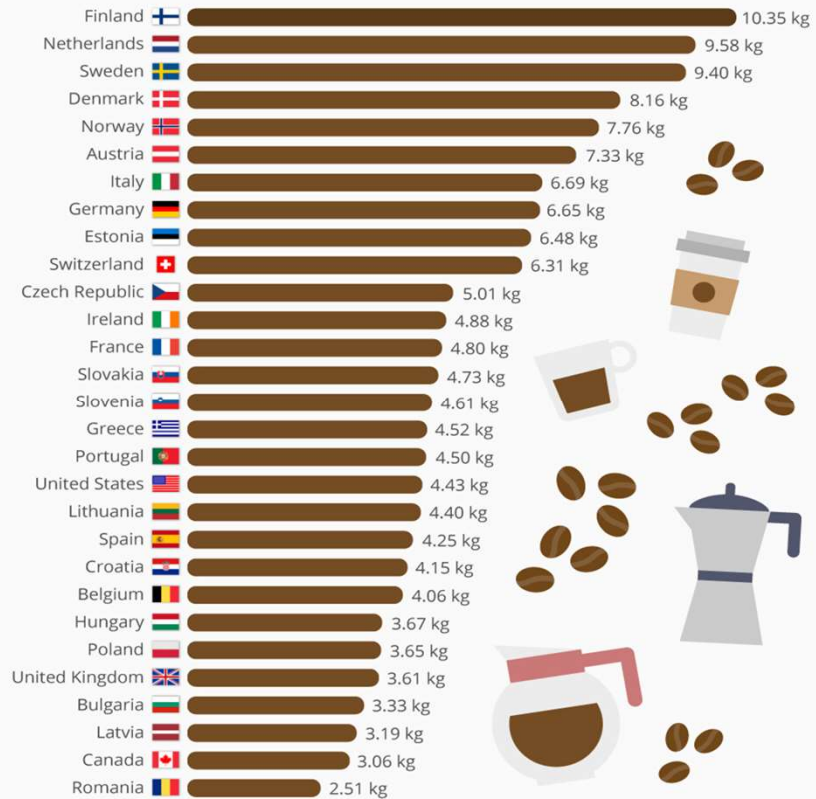
Finland

Tyskland

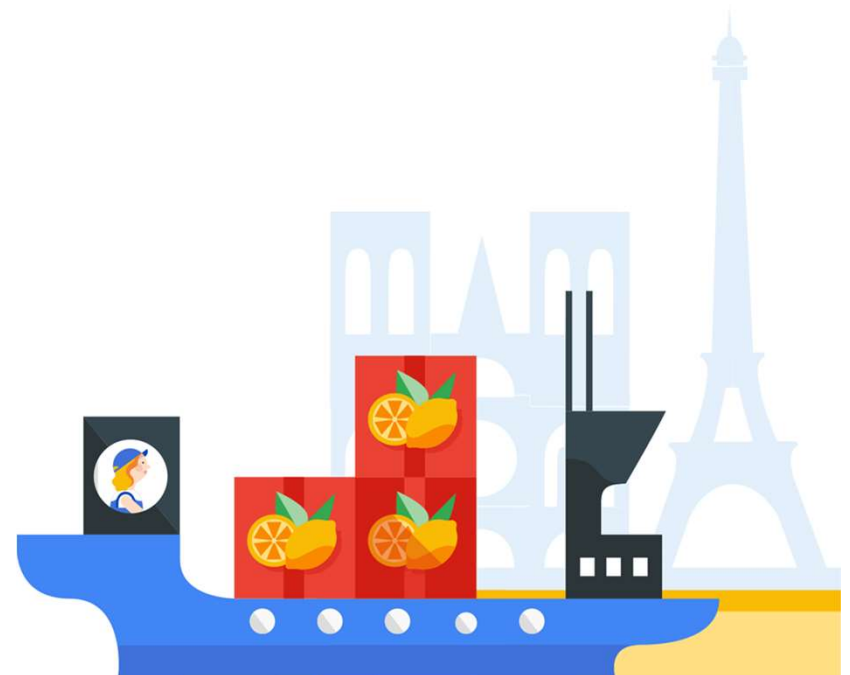


Europe and North America's Top Coffee-Drinking Nations

Per capita consumption of coffee in Europe and North America in 2017*



Source: Statista Consumer Market Outlook, 2016



I hvilket av disse landene **ser folk etter de laveste prisene** når de handler på Internett?

Spania

Skottland

Italia

Tyskland



I hvilket av disse landene **ser folk etter de laveste prisene** når de handler på Internett?

Spania

Skottland

Italia

Tyskland



50%+

av de som handler på nett i Italia, Spania, Portugal og Frankrike anser det som veldig viktig at et produkt har den laveste prisen



Hva er den mest populære
betalingsmetoden ved
netthandel i Tyskland?

Bank-
overføring

E-
faktura

Kreditt-
kort

Debet
Kort

Hva er den mest populære
betalingsmetoden ved
netthandel i Tyskland?

Bank-
overføring

E-
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Debet
Kort

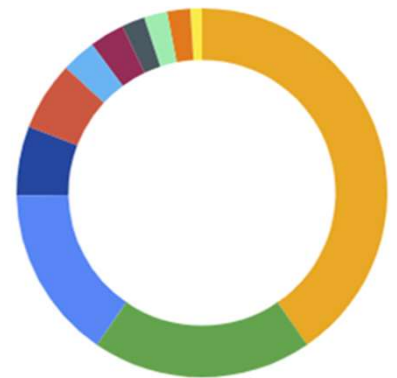
Bank-overføring

er den foretrukne betalingsmetoden

Kredittkort benyttes kun av et fåtall konsumenter online og den andelen antas å falle ytterligere frem mot 2020.

FORMS OF PAYMENT

Bank transfer	40%	>
E-Wallet	19%	>
Credit card	15%	>
Cash on Delivery	6%	
Debit card	6%	>
E-Invoices	3%	>
Pre-paid card	3%	>
Direct Debit	2%	>
PostPay	2%	
PrePay	2%	>
Other	1%	>





Norske bedrifter internasjonalt

I ferd med å bli sinker?



FAKTA

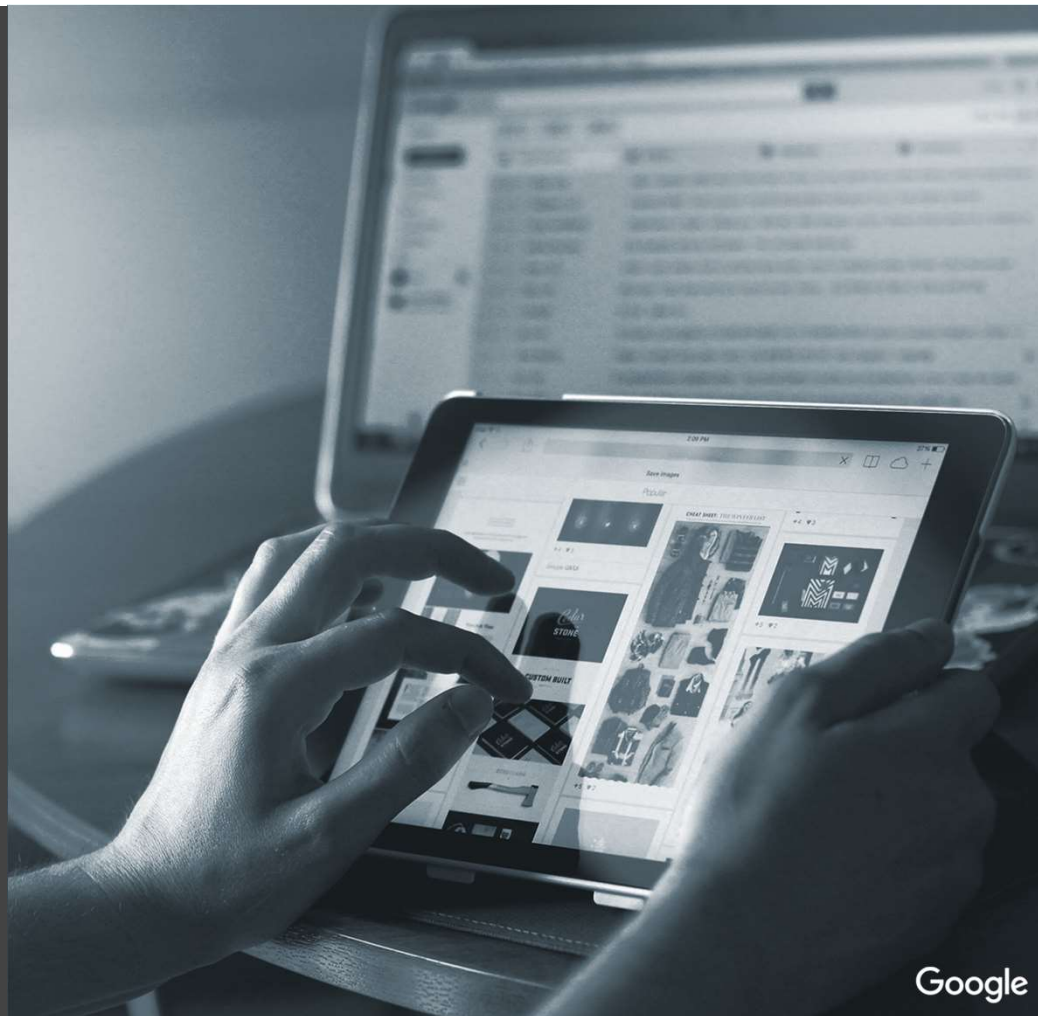
Forbrukere handler mest
på lokale nettsider

Google

Over halvparten

av europeiske nettkjøpere
handler fra internasjonale
sider

Kilde: DPD - Europe eShopper Barometer 2018

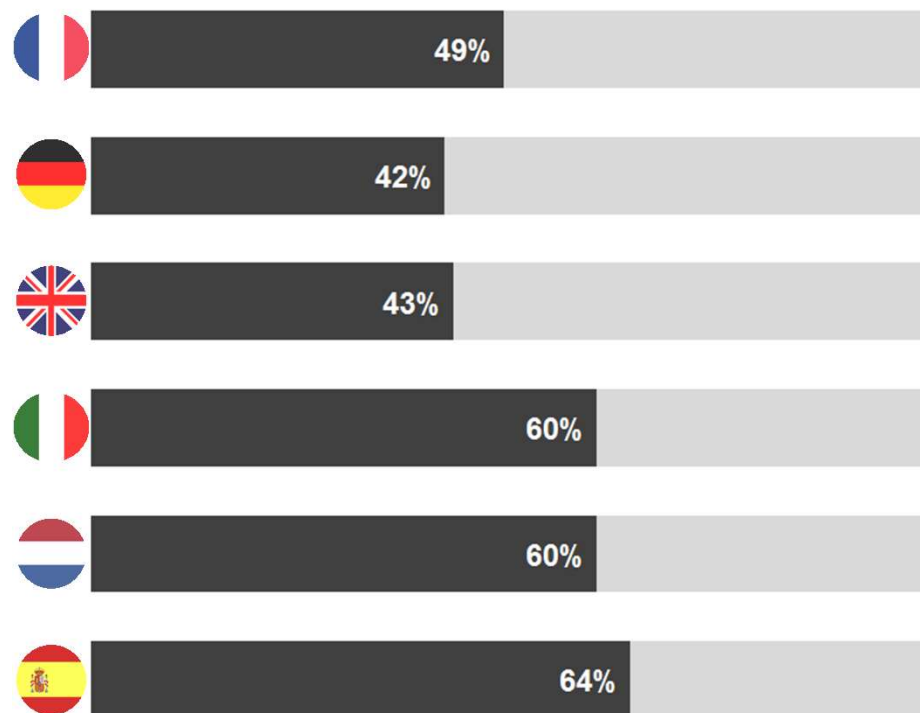


Google

Over halvparten

av europeiske nettkjøpere handler fra internasjonale sider

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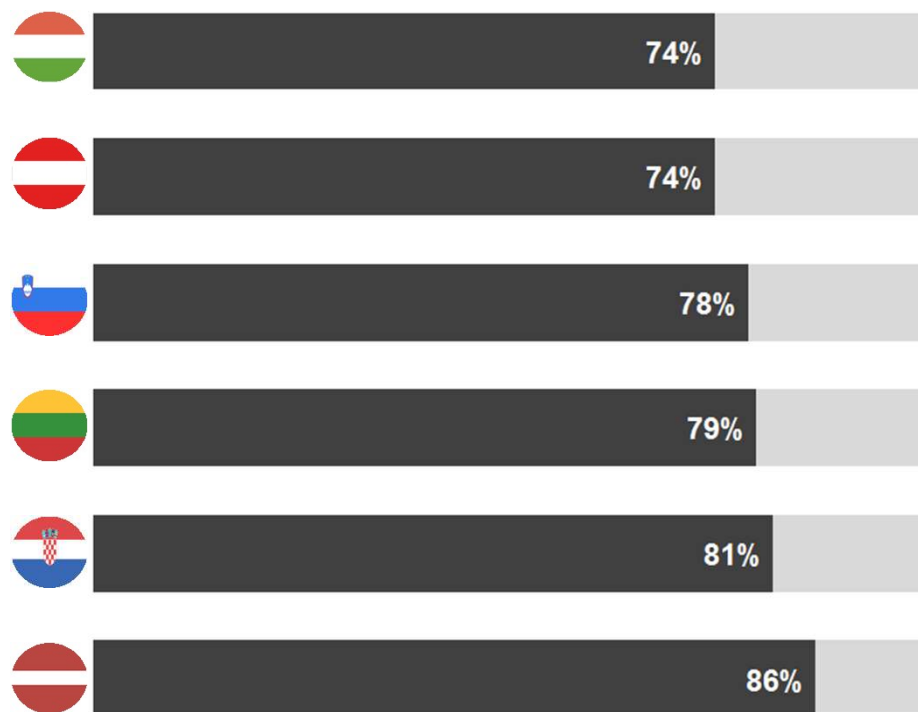


Andel nettkjøpere som har handlet på utenlandske nettsider

Over halvparten

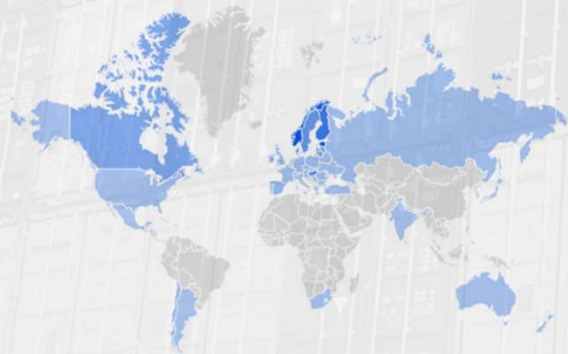
av europeiske nettkjøpere handler fra internasjonale sider

Kilde: DPD - Europe eShopper Barometer 2018



Andel nettkjøpere som har handlet på utenlandske nettsider

Helly Hansen



1	Norway	100	
2	Estonia	97	
3	Finland	69	
4	Hungary	50	
5	Sweden	44	

67%

av europeere de som handler fra
internasjonale nettsider er såkalte
“Heavy buyers”
(Den tredjedelen av kjøperne som
handler mest)

Kilde: DPD - Europe eShopper Barometer 2018



Google



FAKTA

Pris er gjerne viktigst

A black and white photograph of a hand clicking a computer mouse. Overlaid on the left side of the image is a donut chart. The chart is divided into three segments: a large light gray segment (approximately 66%), a medium dark gray segment (approximately 33%), and a small white segment (approximately 1%). The text '1 av 3' is centered within the white segment of the donut chart.

1 av 3

Produkter som ikke finnes andre steder

Søker etter spesielt varemerke



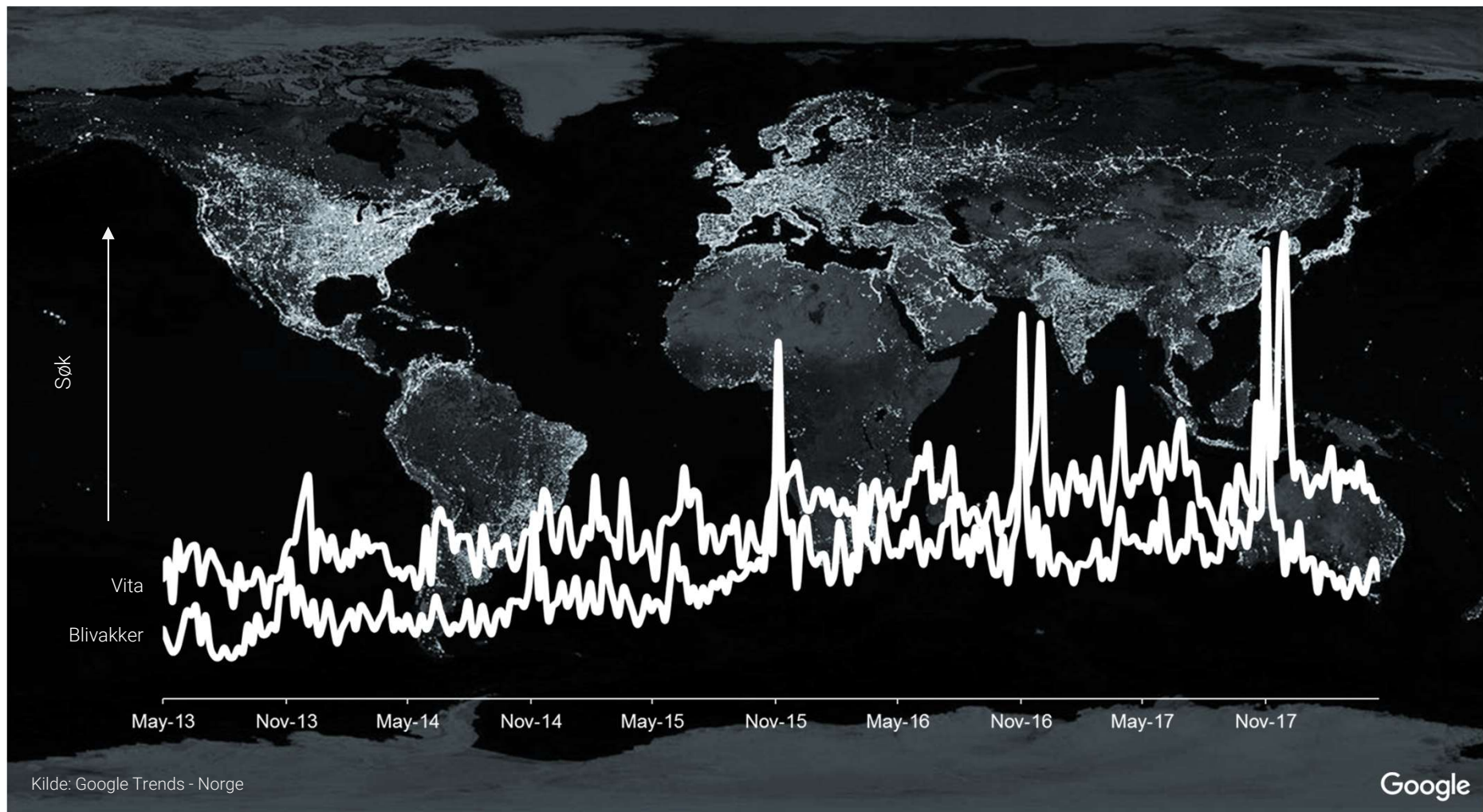
FAKTA

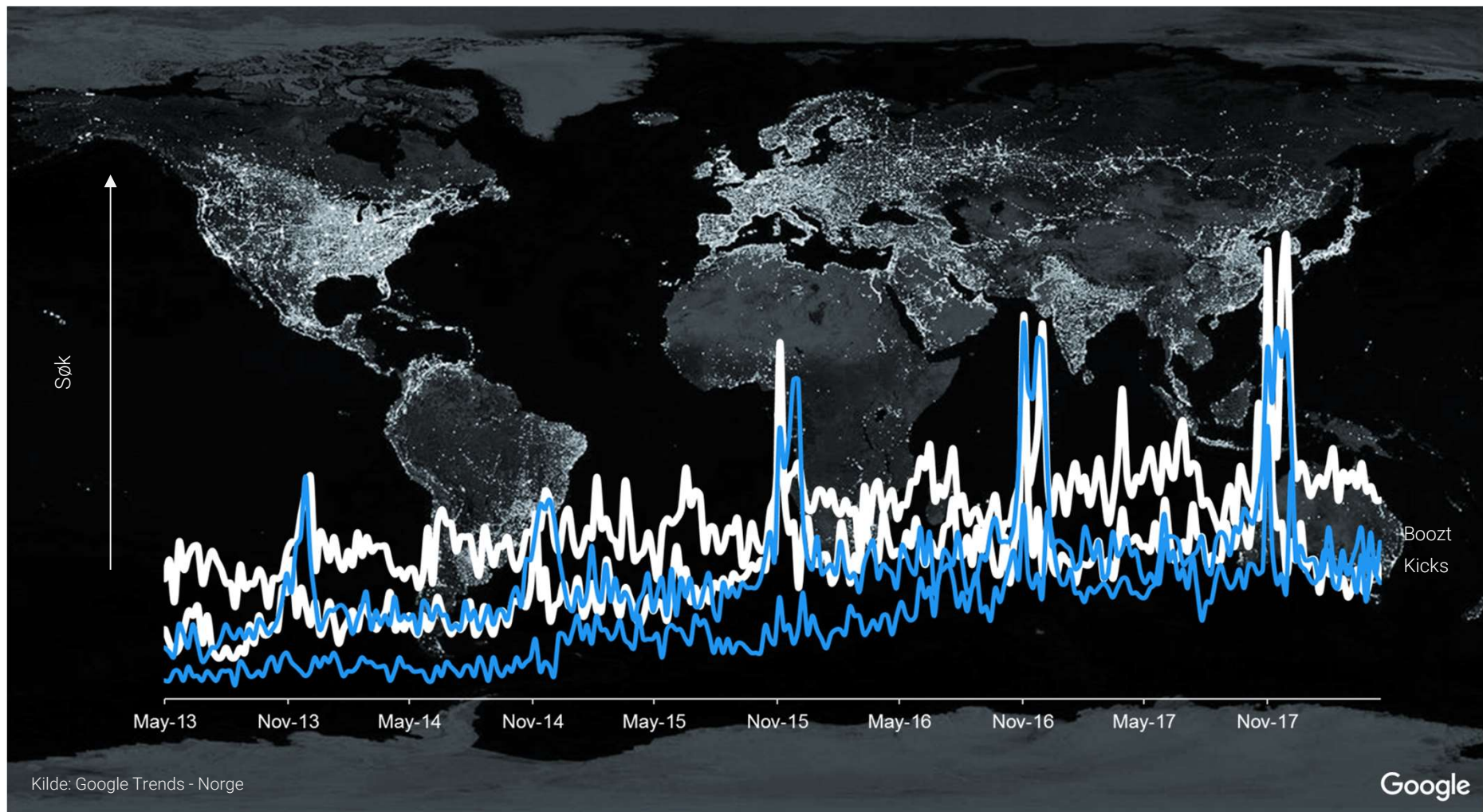
Utenlandske aktører øker i det norske markedet



1 av 3

Netthandelkjøp i Norge
gjøres på utenlandske
nettsteder





I slar seg konkurs

som satset på godt voksne gir opp - PM retail stenger



Enklere Liv er konkurs

Butikkjeden Enklere Liv overlevde ikke sommeren.

2 min Publisert: 27.08.18 – 14.15 Oppdatert: 2 måneder siden



Moods of Norway er konkurs

Klesprodusenten stenger dørene etter flere år med lav lønnsomhet.



Finn Schjøll-kjeden er konkurs

- Dagligvaren tar mer og mer av markedsandelene, sier daglig l

0 min Publisert: 29.08.18 – 19.58 Oppdatert: 2 måneder siden



butikkjeden som nå er konkurs. Her er han på vei inn til Petter Stordalens fest i 2014. (Fotn...



spaceworld Soundgarden Holmen i Åsker. Foto: Spaceworld Soundgarden.

SPACEWORLD SOUNDGARDEN KONKURS

Butikkjeden Tilbords er konkurs



Google



FAKTA

Verden >> Norge

5x større trafikkvekst hos internasjonale annonsører



Kilde: Google Intern Data - utvalgte kunder - Norge

Google



FAKTA

Norge: et høykostnads-marked

Google

CPC



Kilde: Google Intern Data - TVer - Q1 2018

Google



FAKTA

Vi har en vei å gå



-50%

Sannsynlig at en norsk bedrift
opererer i flere land

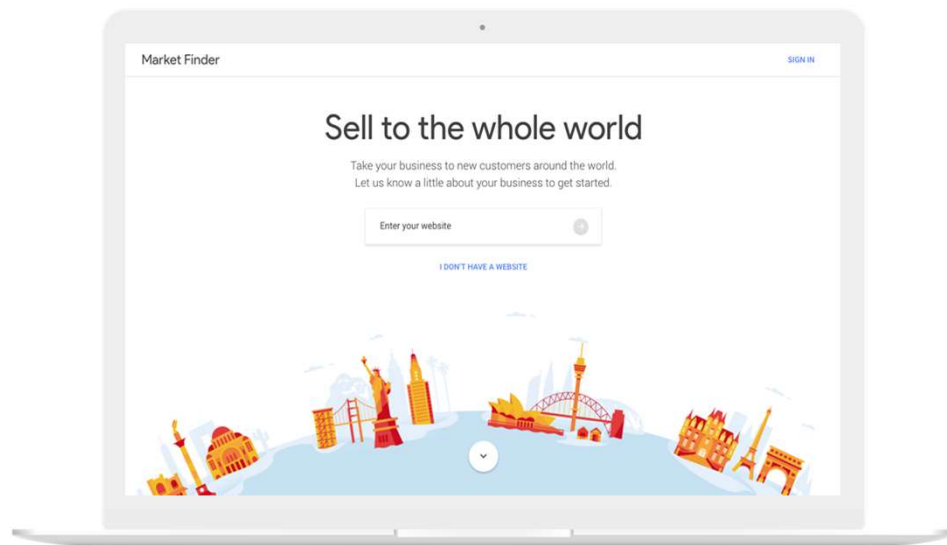
Kilde: Google Intern Data - utvalgte retails kunder - 2017

Google



Norske bedrifter internasjonalt;
I ferd med å bli sinker?

Market Finder, et gratis verktøy som kombinerer kraften av Googles data og vår kunnskap om Internasjonalisering



3-steps verdiforslag:



1: Innsikt - Forslag til markeder



2: Operasjonell know-how



3: Marketing løsninger



Here are your top market suggestions

We've found these categories to describe your website
and suggested the markets that match best.

<https://www.makeupmekka.no/>



Add a category +

Make-Up Brushes & Tools ✕

Foundation ✕

Eyeshadow ✕

Lipsticks & Lip Glosses ✕

Facial Cleansers & Make-Up Removers ✕

Not quite right? Change the details above to find a perfect match. [Don't have a website?](#)

1  United States[MORE DETAILS](#)

~17m

Monthly searches across categories

\$0.85

Google Ads recommended bid

#8

Ease of doing business index (rank)

\$46.5k

Household net disposable income

— REMOVE FROM SHORTLIST

2  Japan[MORE DETAILS](#)

~8.5m

Monthly searches across categories

\$0.40

Google Ads recommended bid

#34

Ease of doing business index (rank)

\$29.4k

Household net disposable income

+ ADD MARKET

3  United Kingdom[MORE DETAILS](#)

~7.5m

\$0.53

#7

\$30.1k

Market filter

Filter by countries and regions

Your business

YOUR WEBSITE ADDRESS

www.makeupmekka.no

PRODUCT CATEGORIES

Select your categories

Make-Up Brushes & Tools

Foundation

Eyeshadow

Lipsticks & Lip Glosses

I SELL PHYSICAL GOODS

☒ Yes ☐ No

DOMESTIC MARKET

Norway

4  Germany

[LESS DETAILS ^](#)

~3m

Monthly searches across categories

\$0.42

Google Ads recommended bid

#17

Ease of doing business index (rank)

\$36.2k

Household net disposable income

Country profile



Population size

81.7m

Languages spoken

German, DE (89%)
English, EN (64%)
French, FR (18%)

+21

Currency

EUR

Corruption perception index

81 / 100

Ranked #10

Median Age

46.8

years

Make-Up Brushes & Tools

Foundation

Eyeshadow

Lipsticks & Lip Glosses

I SELL PHYSICAL GOODS

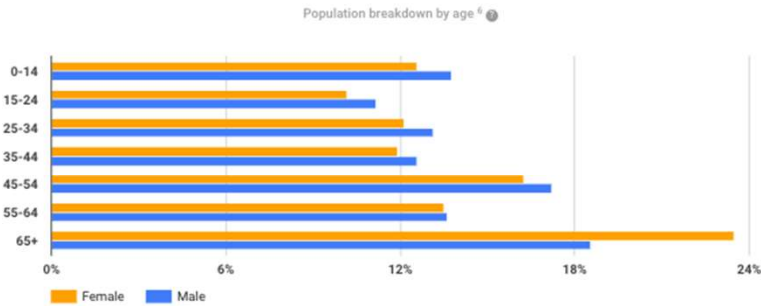
☒ Yes ☐ No

DOMESTIC MARKET

Norway

4  Germany

— REMOVE FROM SHORTLIST



Data sources
1. World Economic Forum (2017), 2. Unicode.org (2017), 3. Countries of The World (2017), 4. Transparency.org (2016), 5. CIA World Factbook (2015), 6. UN data (2015)

- Economic profile
- Search and advertising
- Online profile
- Purchase behaviour
- Logistics



mbaltzersen@google.com

SETTINGS

Your dashboard

STEP 1

Your shortlisted markets

 Germany

 Switzerland

 Austria

[MODIFY](#)

STEP 2

Plan your operations

[BEGIN](#)



STEP 3

Market your business

[BEGIN](#)



Operational areas

Now that you know where your best opportunities are, let us help you plan your operations. Check out our resources and tools below.



Localisation

Learn about localisation when expanding your business to new markets abroad.

[EXPLORE](#)

Global payments

Helpful information about tackling international payments.

[EXPLORE](#)

Customer care

How to manage customer care when you're expanding internationally.

[EXPLORE](#)

International logistics

Find out about the global logistics involved in shipping goods internationally.

[EXPLORE](#)

Talent recruitment

Understand tips on how to recruit talent in new export markets.

[EXPLORE](#)

Tax and legal

Discover what's involved in starting a business, paying taxes, and the legalities of trading in new export markets.

[EXPLORE](#)

LANGUAGES SPOKEN



Germany

German, DE (89%)

English, EN (64%)

+22



Switzerland

German, DE (72%)

Swiss German, GSW (64%)

+8

Other languages spoken

English, EN (74%)

French, FR (11%)

Italian, IT (9%)

Croatian, HR (1%)

Slovenian, SL (<1%)

1 other language (<1%)

Data sources
Unicode.org (2017)

OTHER USEFUL RESOURCES

[SHOW 2 MORE](#)



CASE STUDY

Intercom rapidly pushes into new markets with the help of Google translation services

[READ CASE STUDY](#)



CASE STUDY

NordVPN scales new heights

[READ CASE STUDY](#)

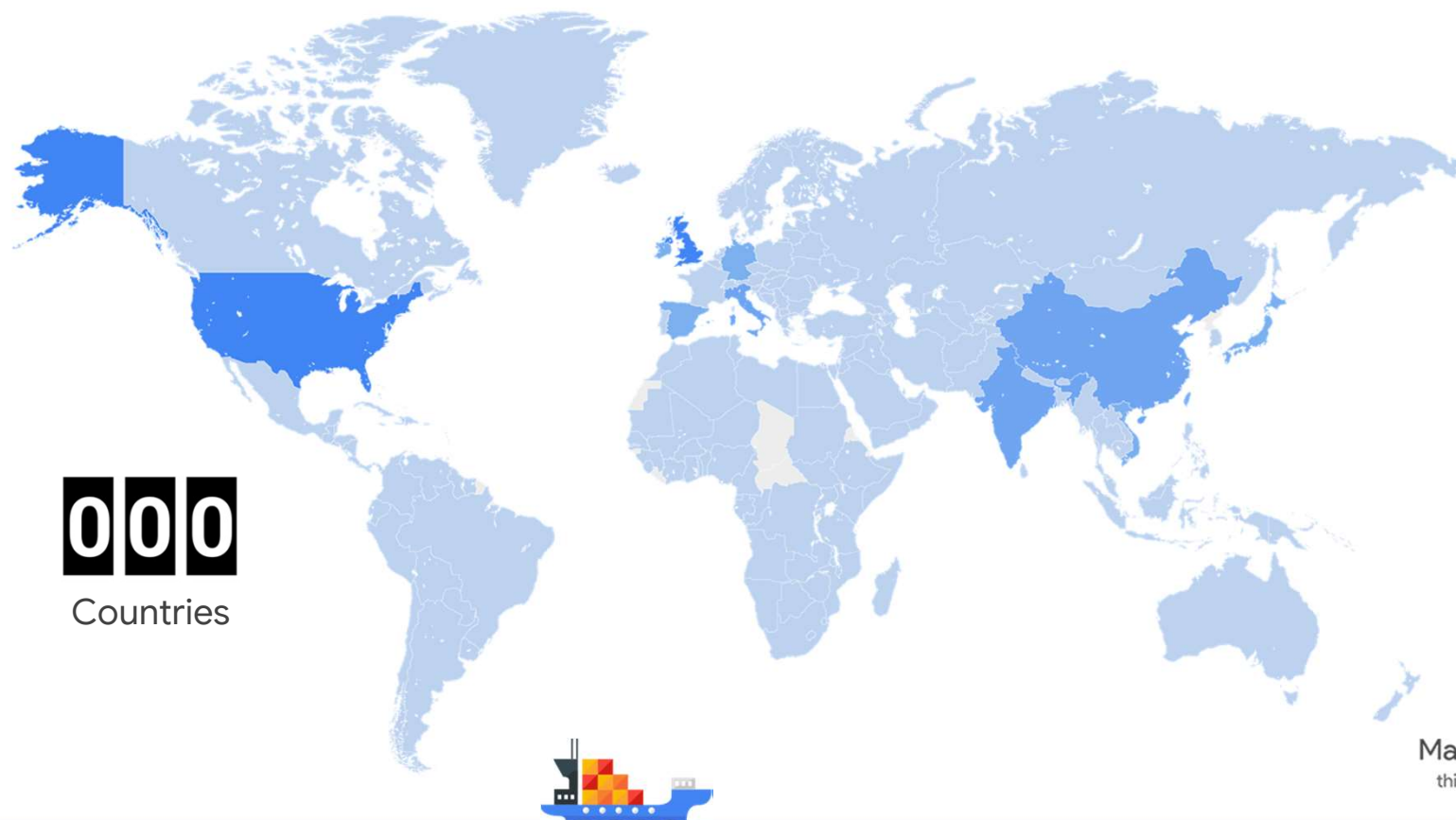


GUIDE

Make your online presence fit in with the Swiss market

[READ GUIDE](#)

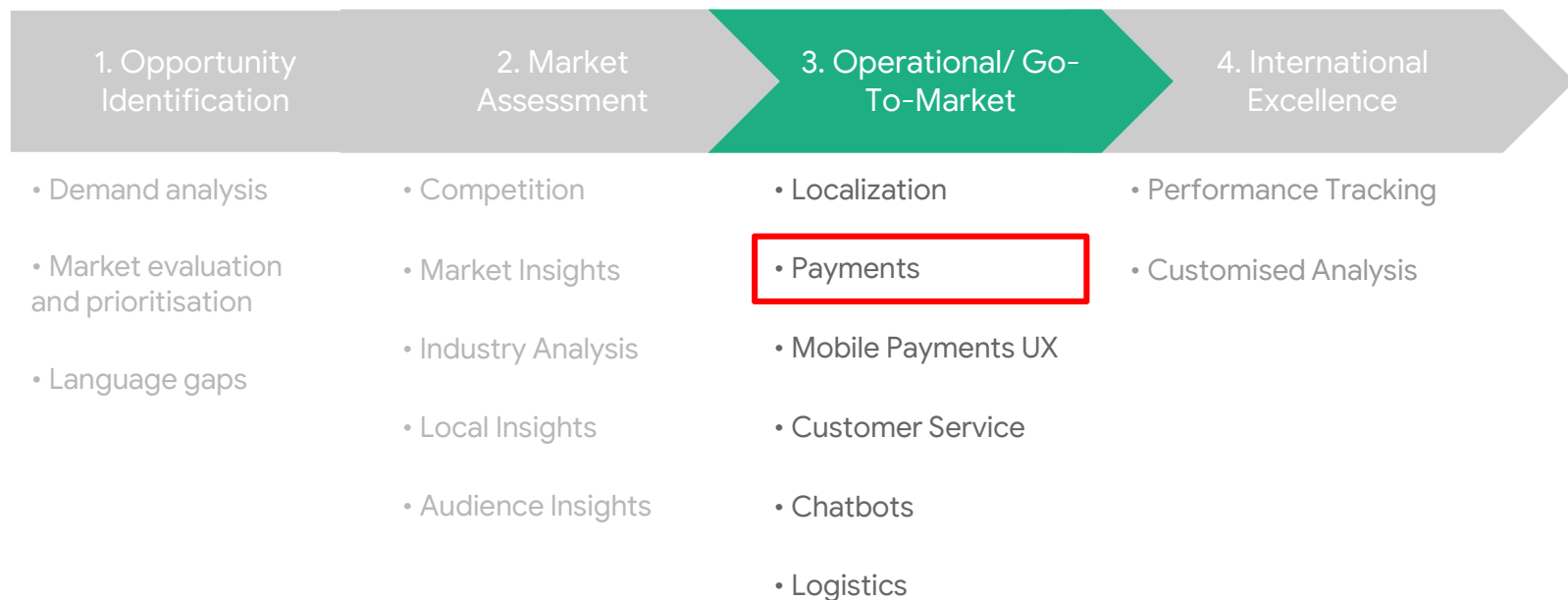
Market Finder brukes i dag i **198 countries**



Google bistår bedrifter i mange faser av en internasjonaliseringsprosess



Betalingsmetoder er en av dem





A better way to pay, by Google.

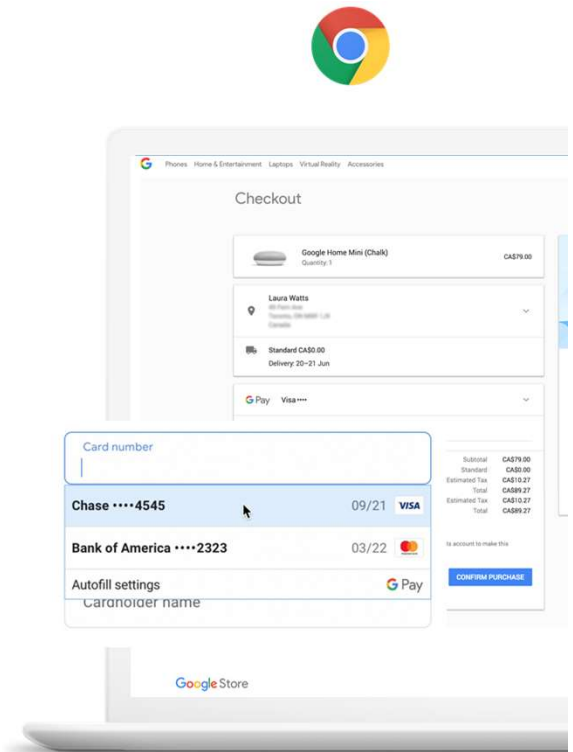
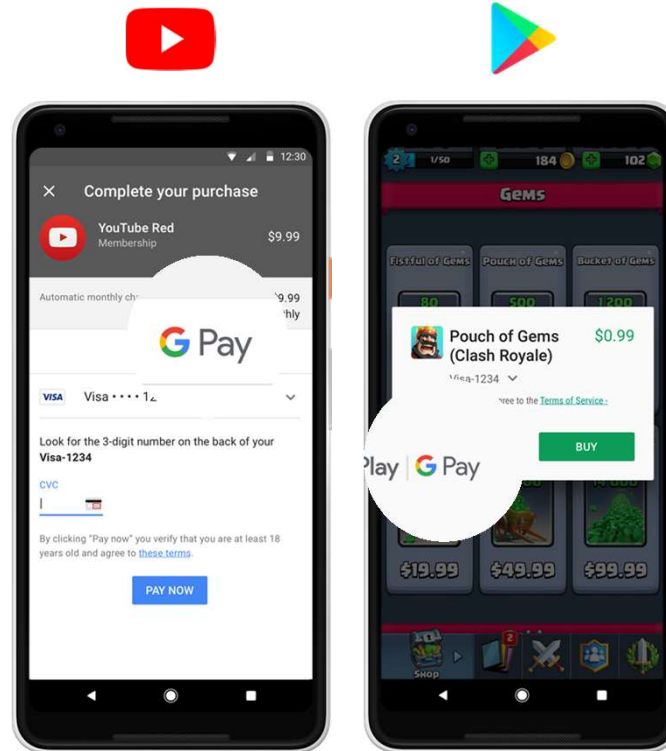
Pay everywhere
with your Google
account

Lansert i Norge 30.oktober!

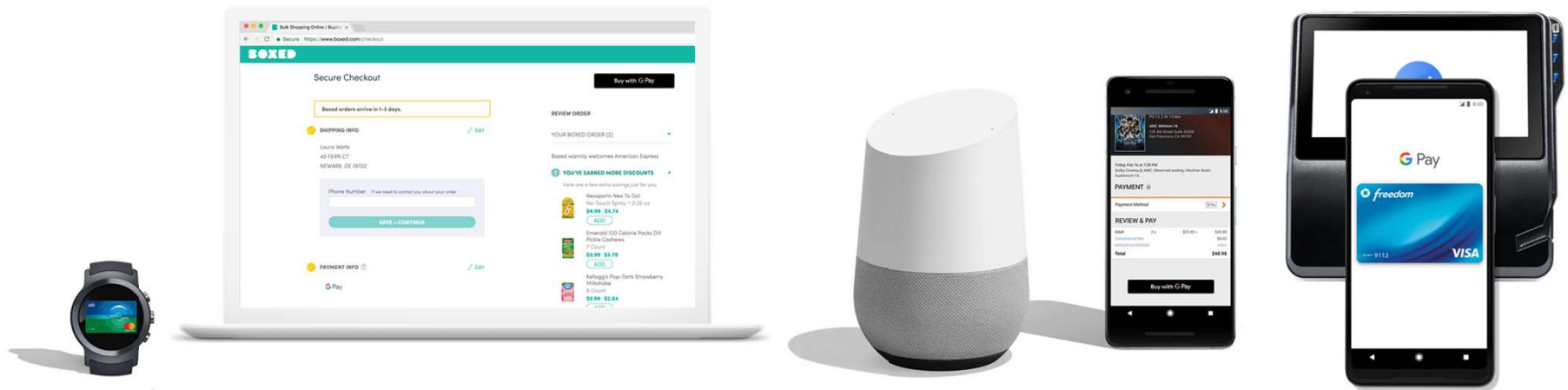


Pay everywhere... across Google

Proprietary + Confidential



Pay everywhere... online and in-store, regardless of device or surface



Billions of people use Google every day.
Now they can use it to pay you.



Billions of Users
across Google



Hundreds of millions of
payment cards saved



Users ready to
pay everywhere

Google Pay app has 100M installs globally

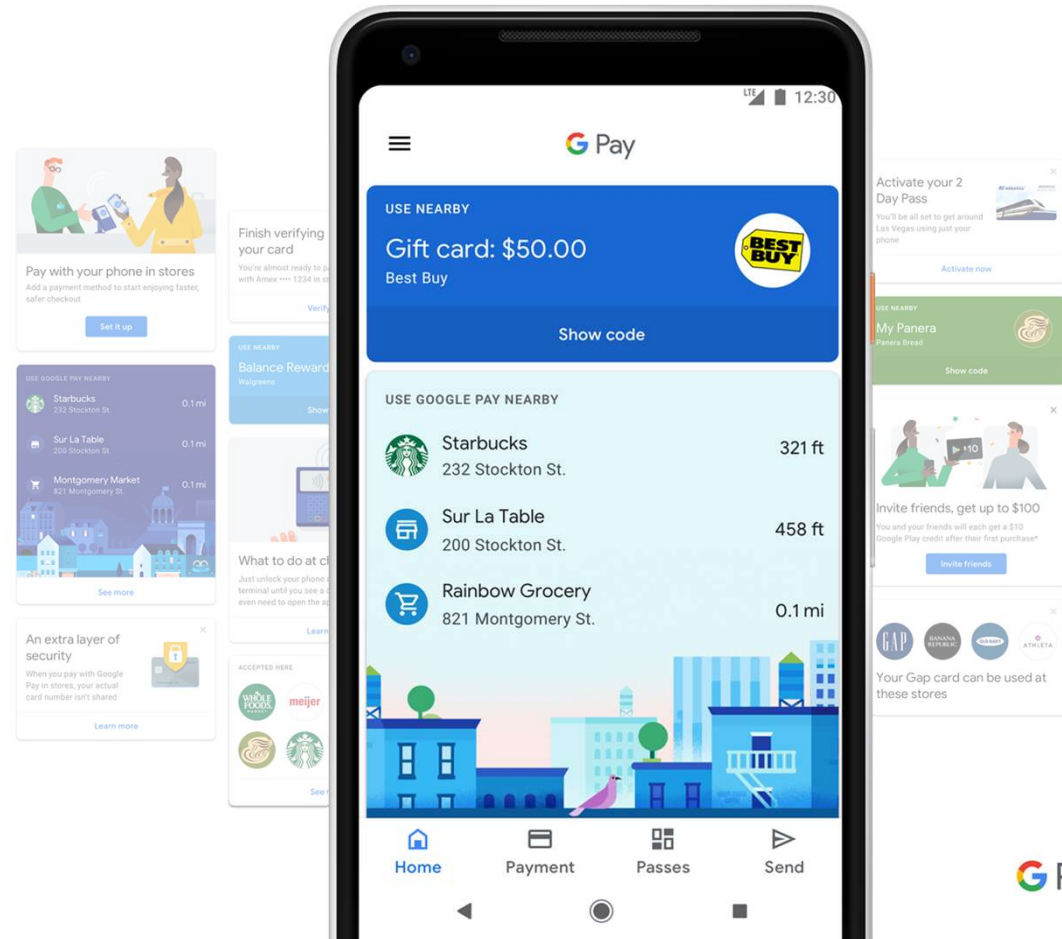
Holistic management of payment methods + transaction history

Home Feed with personalized contextual offers, reminders and more

Contactless payments via NFC
40% female + 64% aged 16-44*

Note: app not required to use Google Pay online

Proprietary + Confidential



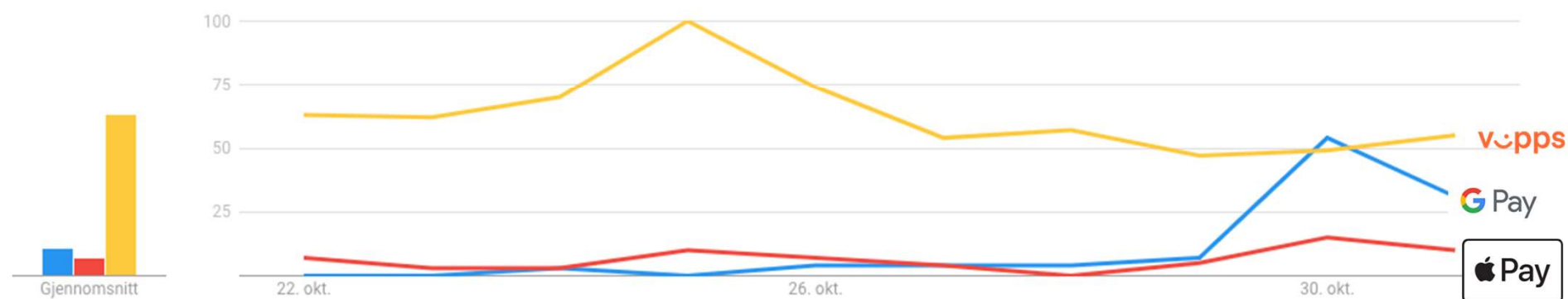
Google Pay

*Source: App Annie (Aug 2018, US)

Google Pay vel mottatt i det norske markedet

Proprietary + Confidential

Interesse over tid ?



Google Pay

Takk for meg!



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