

# Apotea is Sweden's Favorite Online Store for the 8th Year in a Row

**Apotea, Sweden's largest online pharmacy, is the online store most favored by Swedish e-commerce consumers. This according to the E-barometern report released last week by PostNord.**

In E-barometern's Top 20 List, where Swedish consumers vote for their favorite websites, clear trends emerge, and Apotea is the highest ranking online store for the eighth consecutive year. E-barometern is based on responses from more than 15,000 e-commerce consumers. The question of which online store is their favorite was included in the data collection conducted through KANTAR's online panel. Apotea received the highest number of customer votes and is therefore Swedish online consumers' top choice. Amazon ranked second, followed by Zalando in third place.

"It is fantastic to be named Sweden's favorite online store for the eighth year in a row. Every day, we strive to provide the best possible e-commerce experience for our customers, and the challenge is to keep improving. This recognition shows that our customers truly appreciate what we do," says Pär Svärdson, CEO of Apotea.

In collaboration with HUI Research, PostNord monitors developments in Swedish retail e-commerce. E-barometern is published quarterly and is based on 12 monthly surveys with more than 1,200 respondents per survey (approximately 15,000 respondents in total). All consumer surveys are conducted using KANTAR's online panel. The web surveys are representative of the 98 percent of Sweden's population with internet access.

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## About Apotea

Apotea is Sweden's leading online pharmacy by market share with the goal of becoming the largest pharmacy in Sweden and hence also in the Nordics. With the widest assortment on the market, low prices and quick deliveries, Apotea facilitates everyday life for its three million active customers. In E-barometern's 2025 customer survey, Apotea was ranked as customers' favourite e-commerce store for the eighth consecutive year. Since 2022, the group also operates in Norway through its Norwegian subsidiary Apotera.