Sustainable products in a digital age – E-commerce compliance in the ESPR and the Green Deal
Price is more important than ever for consumers

The importance of price over time
Consumers: How important are the following factors when choosing what groceries to buy: Price? Moderately or very important. Base: All.

The Sustainability Report 2023, Svensk Handel
Cost advantage to Asian e-retail is significant without them having to comply with EU Product Safety Rules and to bear the related compliance costs

The chart below shows the average purchase price for a "comparable" product from an Asian factory or wholesaler compared to the purchase price paid by the Finnish importer.

![Chart showing cost comparisons](image)

- **Textiles/Footwear**: 81
- **Electrical & Electronic Equipment**: 73
- **Toys**: 70
- **Cosmetics**: 59

Purchase price from an Asian factory or wholesaler without requirements on EU Product safety rules or compliance costs.

Purchase price of EU-compliant product to Finnish retailer, including the compliance costs such as external audits.

*Source: Kaupan Litto (Finnish Commerce Federation)*