

# **Sustainable products in a digital age – E-commerce compliance in the ESPR and the Green Deal**

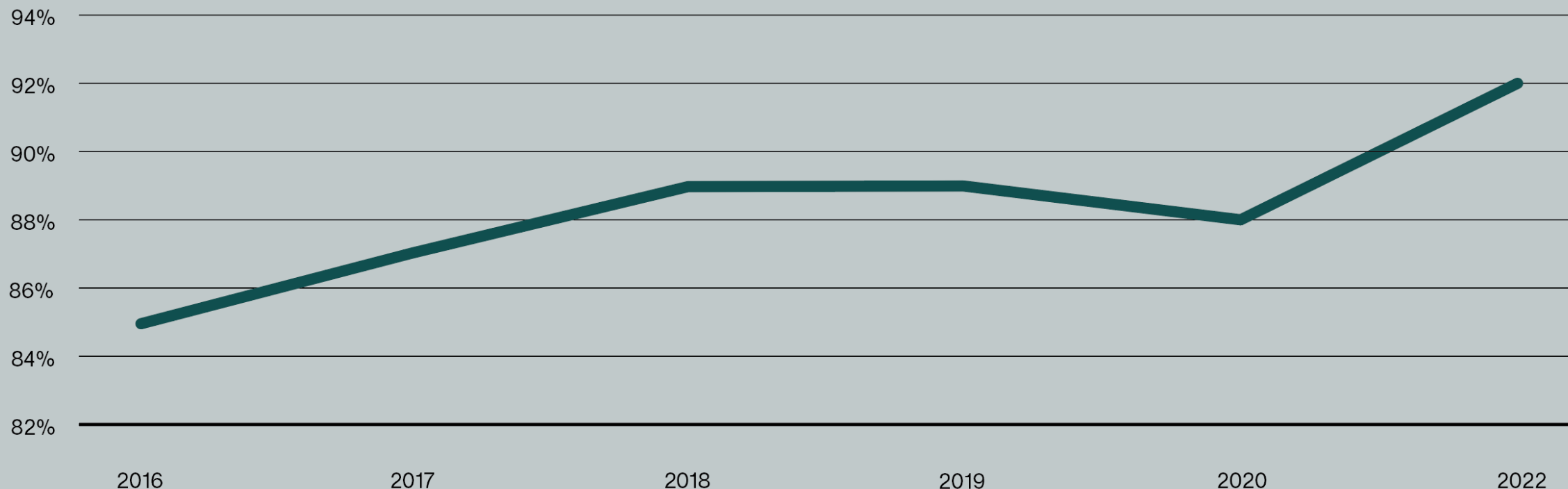
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**SH Svensk  
Handel**

# 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.



## 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

