



ITALY VS SWEDEN



Population: 49.8 m
GDP: 2.2 tn USD

Population: 9.6 m
GDP: 579.7 bn USD

Biggest defeat
1:7 against Hungary
(1924, friendly match, Budapest)

Biggest victory
12:0 against South Korea
(1948, Olympic Games, quarterfinal, London)

Italy ranks **fifth in Europe** in terms of online retail sales.
E-commerce grew by 17.5% in 2014.

Smartphone penetration is very high.
37% make purchases via their mobile phone with 41% via an app and 36% via the browser.

Biggest victory
9:0 against USA
(1948, Olympic Games, 1. round, Brentford)

100% bank account penetration
45% credit card penetration

Many Italian customers are **not comfortable when paying online**, which is partly due to the **reliance on cash**. However, card-based and Cash-on-Delivery payments are decreasing, while Italians are beginning to use e-wallets, bank transfers and direct debit more when buying on their mobiles.

7.7 m consumers engage in e-commerce with **22%**, cross-border.

There are approximately **15 million digital buyers** in Italy, which account for 25% of the population, a lower rate than many European markets.

Biggest defeat
1:12 against England
(1908, friendly match, London)

Share of e-commerce transactions:
55% card based, **14%** bank transfer, **10%** e-wallet, **1%** cash based, **20%** other

87% bank account penetration
36% credit card penetration

92.5% internet access
10 billion USD B2C e-commerce

Sweden offers its online shoppers **BankID** – its sophisticated secure electronic identification system developed by a consortium of the largest banks in the country.

62% internet access
24.2 billion USD B2C e-commerce

In 1980, Italy hosted the first final (eight teams), but had to content themselves with fourth place after losing the match for third place against Czechoslovakia in a penalty shoot-out.

Like the whole Nordic region, online bank transfer methods are very popular in Sweden; some examples include **Pugglepay** (remained **Zimpler**), **Trustly** and **EnterCash**. **SEQR** is a widely used mobile wallet solution.

Some examples for alternative payment methods are real-time bank transfer method **MyBank** and prepaid cards **Postepay** and **CartaSi**.

Sweden is the only World Cup host to fail to win the championship after reaching the final stage (1958). Since then, the Swedish team have never reached the final stage of an international contest.

ALL ABOUT FOOTBALL:	
Number of UEFA EUROs, including 2016	9 : 6
UEFA EURO games played	33 : 17
victories	13 : 5
defeats	5 : 7
draws	15 : 5
UEFA EURO goals scored	33 : 24
UEFA EURO goals conceded	25 : 21