



MatHem.se

din matbutik på nätet

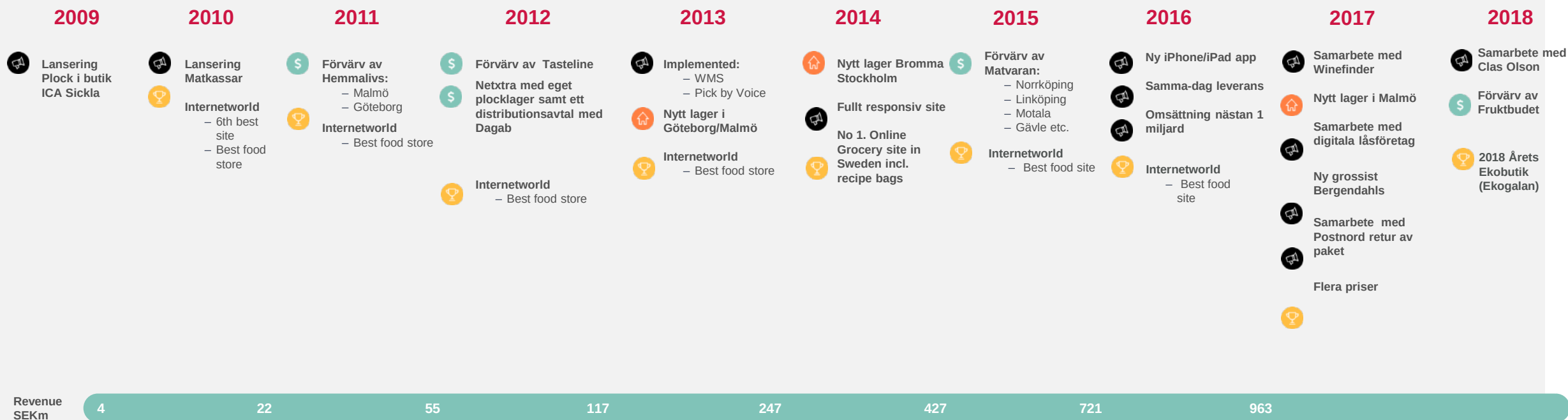
<https://www.youtube.com/watch?v=HcfQnCRPlig>



Historia och omvärld

MatHem rör sig snabbt framåt och fångar tillväxtmöjligheter när de dyker upp.

Milestones



Prizes won during 2017

Customer delivery experience of the year

- MatHem won "Customer Delivery Experience of the Year 2016" in the Nordics at the Nordic E-commerce Summit. 100 other contenders. Finalists in category were Apotea and Addnature

"For outstanding flexibility of delivery choice, for excellent customer communication concerning the delivery during the customer journey, for active customer service which contributes to creating assurance regarding the delivery, and for a well-performed delivery moment, which the recipient is also asked to evaluate."



NORDIC ECOMMERCE SUMMIT

Most interesting all categories 2017

"For a commercial operation that has gained cult status in the industry."

Resumé



Top 5 best food sites

- Both MatHem and Tasteline were in the Top 5 best food sites, a prize awarded by Internetworld, for the seventh year in a row.



Best ecommerce store

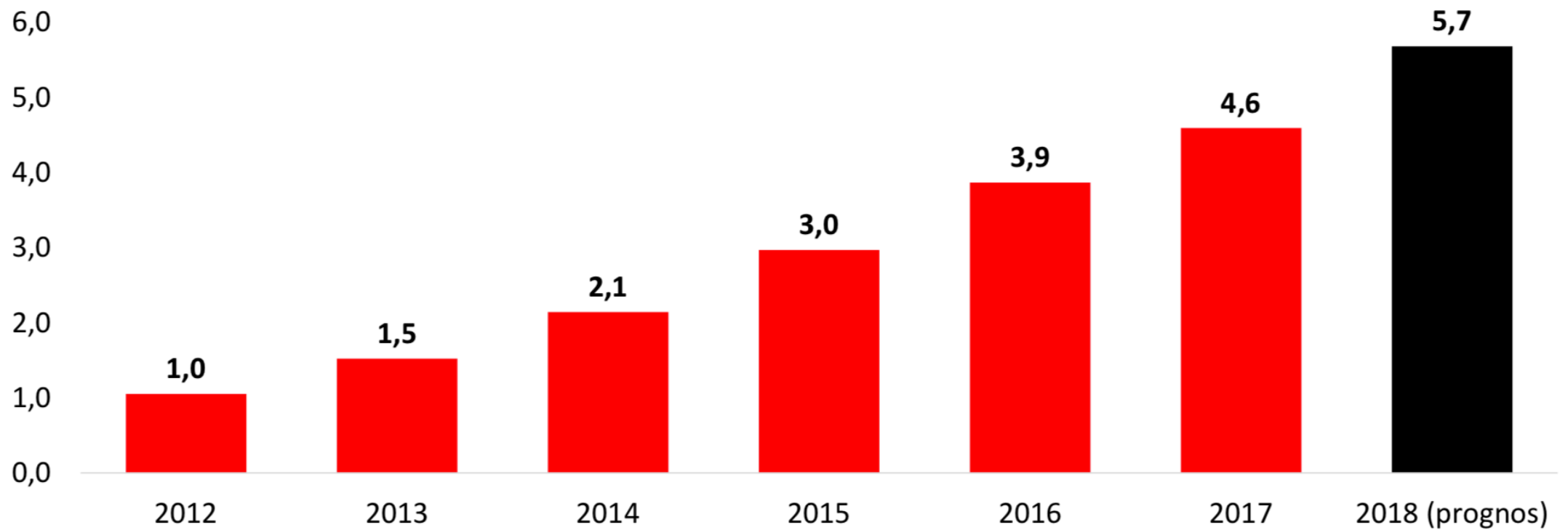
- People working in ecommerce voted MatHem as the best ecommerce store in 2017

Ehandel.se

Usability Partners test for usability and user experience 2017

- In Usability Partners' examination of usability and customer experience, MatHem was deemed better than all other online grocery stores.

"Best in test"

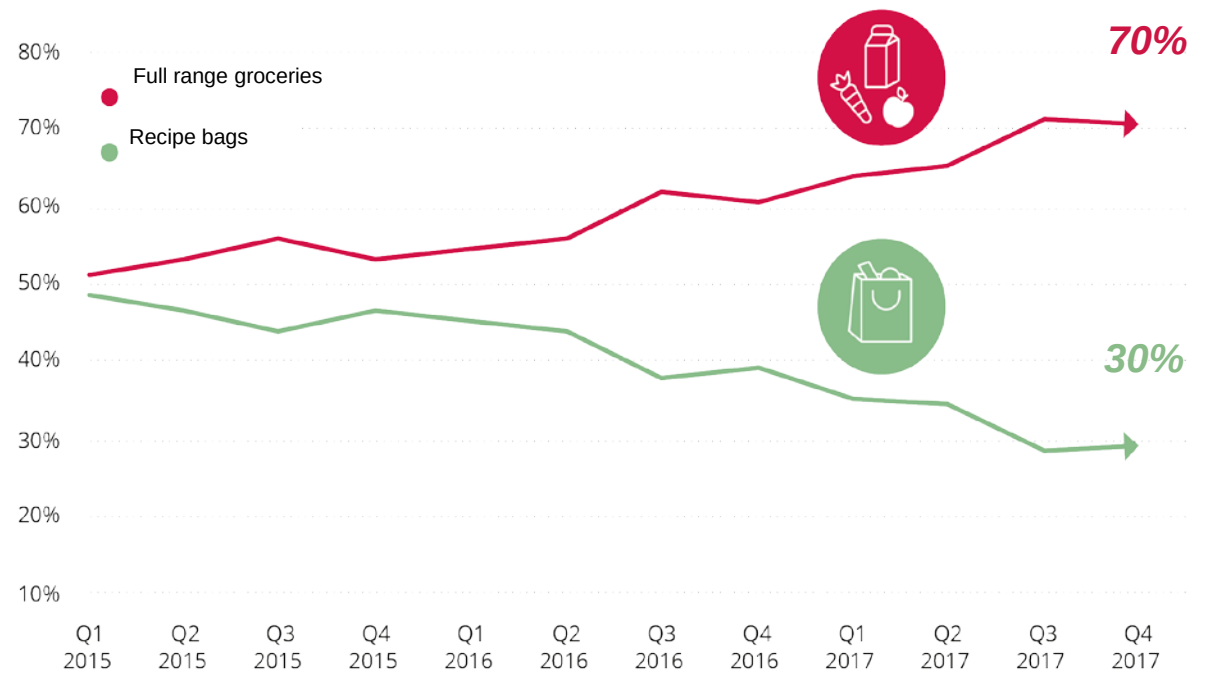
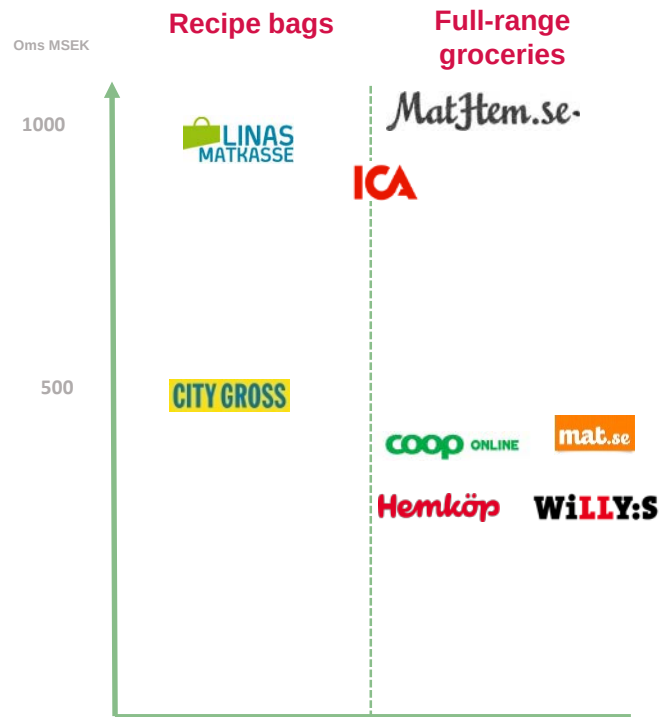


Källa: Svensk Digital Handel

Marknadsutsikt 2018

+24%

Receptkassar tappar marknadsandelar till lösplock



MatHem.se förenklar vardagen





Vegan, vego och ekoprodukter

Svenska och närproducerade varor

Glutenfritt & laktosfritt

Tång, sjögräs och alger

Street food

Nya köttdelar och styckningsdetaljer

Leveranssäkerhet



Tack för visat intresse

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