Retail in Finland

March 2024

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Supermarkets sees weakest performance within grocery retailers in 2023
Consolidated competitive landscape, dominated by S Group
S Group moves from uniform stores to more tailor-made outlets

PROSPECTS AND OPPORTUNITIES

Like hypermarkets, supermarkets will continue to benefit from the preference for larger outlets
Supermarkets adapt to and create trends in society
Grocery sales move online during the pandemic, but the future is uncertain

CHANNEL DATA

Hypermarkets in Finland

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Players expand with foodservice and fashion offerings
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CHANNEL DATA

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CHANNEL DATA

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KEY DATA FINDINGS

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CHANNEL DATA

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CHANNEL DATA

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