



Euromonitor  
International

# Supermarkets in Finland

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Supermarkets trail hypermarkets as the second biggest retail channel in Finland  
S-Market remains the largest retail chain in the country  
K-Supermarket is the only competitor to S Group’s concepts

PROSPECTS AND OPPORTUNITIES

No major changes are expected among supermarkets and hypermarkets  
Changes in taxation and distribution may affect performance  
Demographic changes continue to have an impact on the channel

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Retail in Finland - Industry Overview

EXECUTIVE SUMMARY

Retail in 2024: The big picture  
Domestic giants continue leading retail in Finland  
Still room for growth in e-commerce  
What next for retail?

OPERATING ENVIRONMENT

- Informal retail
- Opening hours for physical retail
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- Seasonality
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