



Euromonitor
International

Convenience Retailers in Finland

February 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Convenience retailers underperform again in 2024

K-market continues to have the largest outlet network in Finnish retailing

Forecourt retailers perform worse than convenience stores

PROSPECTS AND OPPORTUNITIES

Convenience retailers expected to continue underperforming over the forecast period

Changes afoot in what and how convenience stores can sell amid taxation

Technological developments set to continue apace

CHANNEL DATA

Table 1 - Convenience Retailers: Value Sales, Outlets and Selling Space 2019-2024

Table 2 - Convenience Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024

Table 3 - Sales in Convenience Retailers by Channel: Value 2019-2024

Table 4 - Sales in Convenience Retailers by Channel: % Value Growth 2019-2024

Table 5 - Convenience Retailers GBO Company Shares: % Value 2020-2024

Table 6 - Convenience Retailers GBN Brand Shares: % Value 2021-2024

Table 7 - Convenience Retailers LBN Brand Shares: Outlets 2021-2024

Table 8 - Convenience Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 9 - Convenience Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Table 10 - Forecast Sales in Convenience Retailers by Channel: Value 2024-2029

Table 11 - Forecast Sales in Convenience Retailers by Channel: % Value Growth 2024-2029

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

Summary 1 - Standard Opening Hours by Channel Type 2024

Seasonality

Christmas

Mother's and Father's Day

Back to school

MARKET DATA

Table 12 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2019-2024

Table 13 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2019-2024

Table 14 - Sales in Retail Offline by Channel: Value 2019-2024

Table 15 - Sales in Retail Offline by Channel: % Value Growth 2019-2024

Table 16 - Retail Offline Outlets by Channel: Units 2019-2024

Table 17 - Retail Offline Outlets by Channel: % Unit Growth 2019-2024

Table 18 - Sales in Retail E-Commerce by Product: Value 2019-2024

Table 19 - Sales in Retail E-Commerce by Product: % Value Growth 2019-2024

Table 20 - Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024

Table 21 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024

Table 22 - Sales in Grocery Retailers by Channel: Value 2019-2024

Table 23 - Sales in Grocery Retailers by Channel: % Value Growth 2019-2024

Table 24 - Grocery Retailers Outlets by Channel: Units 2019-2024

Table 25 - Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024

Table 26 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024

Table 27 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024

Table 28 - Sales in Non-Grocery Retailers by Channel: Value 2019-2024

Table 29 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2019-2024

Table 30 - Non-Grocery Retailers Outlets by Channel: Units 2019-2024

Table 31 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024

Table 32 - Retail GBO Company Shares: % Value 2020-2024

Table 33 - Retail GBN Brand Shares: % Value 2021-2024

Table 34 - Retail Offline GBO Company Shares: % Value 2020-2024

Table 35 - Retail Offline GBN Brand Shares: % Value 2021-2024

Table 36 - Retail Offline LBN Brand Shares: Outlets 2021-2024

Table 37 - Retail E-Commerce GBO Company Shares: % Value 2020-2024

Table 38 - Retail E-Commerce GBN Brand Shares: % Value 2021-2024

Table 39 - Grocery Retailers GBO Company Shares: % Value 2020-2024

Table 40 - Grocery Retailers GBN Brand Shares: % Value 2021-2024

Table 41 - Grocery Retailers LBN Brand Shares: Outlets 2021-2024

Table 42 - Non-Grocery Retailers GBO Company Shares: % Value 2020-2024

Table 43 - Non-Grocery Retailers GBN Brand Shares: % Value 2021-2024

Table 44 - Non-Grocery Retailers LBN Brand Shares: Outlets 2021-2024

Table 45 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2024-2029

Table 46 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2024-2029

Table 47 - Forecast Sales in Retail Offline by Channel: Value 2024-2029

Table 48 - Forecast Sales in Retail Offline by Channel: % Value Growth 2024-2029

Table 49 - Forecast Retail Offline Outlets by Channel: Units 2024-2029

Table 50 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2024-2029

Table 51 - Forecast Sales in Retail E-Commerce by Product: Value 2024-2029

Table 52 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2024-2029

Table 53 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 54 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Table 55 - Forecast Sales in Grocery Retailers by Channel: Value 2024-2029

Table 56 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2024-2029

Table 57 - Forecast Grocery Retailers Outlets by Channel: Units 2024-2029

Table 58 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029

Table 59 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 60 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Table 61 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2024-2029

Table 62 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2024-2029

Table 63 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2024-2029

Table 64 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029

DISCLAIMER

SOURCES

Summary 2 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/convenience-retailers-in-finland/report.