

General Merchandise Stores in Finland

February 2025

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General Merchandise Stores in Finland - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Department stores performs weaker than variety stores in 2024 Variety stores take an even higher share of general merchandise stores' sales Tokmanni retains the category lead unthreatened

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Stockmann's future is the biggest question mark in department stores Variety stores ser to show more dynamic growth E-commerce poses a threat and an opportunity

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