

Press release

Grocery Shop Directory 2021

As the growth of the grocery trade levels off, e-commerce grows strong

The record development of grocery sales during the first pandemic year 2020 levelled off in the second pandemic year 2021, close to the average of the previous decade. The value of grocery sales increased by +3.1% from the previous year and totalled almost EUR 20.9 billion. Sales volume developed by +0.7%. The information is based on the Grocery Shop Directory provided by NielsenIQ.

Of the largest players, S-group and Lidl increased their market shares

The S-Group's grocery sales increased by +3.2%, which was slightly more than the average growth in grocery sales. As a result, the S-Group's market share, which had fallen slightly in the previous couple of years, rose to 46.1%. Prisma hypermarkets' sales development was +4.7% and it increased its market share the most of all grocery chains.

Lidl's grocery sales grew strongly by +4.2% and its market share returned to 2018-19 level at 9.6%.

The development of the K-Group's grocery sales was lower than average at +2.3%. As a result, its five-year growth in market share broke off and the K-Group's share of grocery sales declined to 36.6%. Of the K-Group's chains, K-Citymarket hypers developed the best, with sales growing faster than the average market growth, +3.9% compared to 2020.

Retailer groups' market shares of grocery sales (excl. non-FMCG sales):

Group	Market share of grocery sales 2021	Market share of grocery sales 2020	Market share change 2021 vs 2020
S-Group	46.1%	46.0%	< +0.1 %-units
K-Group	36.6%	36.9%	-0.3 %-units
Lidl Suomi Ky	9.6%	9.5%	+0.1 %-units
Other private companies	7.7%	7.6%	+0.1 %-units



E-commerce accounts for 2.6% of grocery sales

The online grocery sales continue to grow. The development is particularly strong among companies operating solely online. The sales of the largest of them, such as Ruokaboksi, are already comparable to the online sales of the largest hypermarkets.

- Current year 2022 is especially interesting, as for instance the Norwegian Oda, which launched in Finland late 2021, has now started operations in full swing, anticipates NielsenIQ Commercial Director Sanna Kotakorpi.

The value of grocery goods sold online in Finland was EUR 536 million in 2021, an increase of 35.8% on the previous year.

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NielsenIQ Grocery Shop Directory comprises of private and cooperative grocery shops in Finland (including operators selling grocery goods purely online with a wide assortment, rescue food operators and meal kit delivery providers). The data also includes discount stores selling a limited selection of grocery goods and service station stores. The Grocery Shop Directory is compiled annually in co-operation with trade groups and individual operators, partly based on estimation. Grocery Shop Directory has been released since 1978.

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