

Press release

Grocery Shop Directory 2023

Grocery stores sales growth focuses on large stores

In 2023 Finnish grocery market growth was lead by large supermarkets and hypermarkets, when in smaller stores (less than 400 sqm) sales decreased.

In total, the value of grocery sales increased by +6.0% in 2023 from the previous year and was 22.9 billion euros. The sales volume, on the other hand, fell by -1.1%, being exceptionally the second consecutive year of decline.

The information is based on the Grocery Shop Directory provided by NielsenIQ.

S-group was the only one to increase its market share

S-group's grocery sales grew by +8.9% from the previous year, reaching a market share of 48.3%. The growth was primarily driven by Prisma and S-market which sales grew faster than the average value development.

K-group's grocery sales increased by +3.3% from the previous year and its market share declined to 34.3%. Regarding K-group's chains, K-Supermarket and K-Citymarket increased their sales the most.

Lidl's grocery sales grew by +3.9% and its market share returned to the 2021 level of 9.6%.

Retailer group's market shares of grocery sales (excl. non-FMCG goods):

Retail group	Market share of grocery sales 2023	Market share of grocery sales 2022	Market share change 2023 vs 2022
S-group	48.3%	47.0%	+1.3% - units
K-group	34.3%	35.2%	-0.9% - units
Lidl Suomi Ky	9.6%	9.8%	-0.2% - units
Other private companies	7.8%	8.0%	-0.2% - units

The share of online shopping was 2.7% of grocery sales for the second consecutive year

The value of grocery goods sold online in Finland was 626 million euros in 2023, which was a growth of +6.7%. The growth was lower than the previous year, being +9.4% in 2022.

On January 1, 2024, there were a total of 4,406 stores selling grocery goods (incl. specialists) in Finland, a decrease of 21 stores compared to 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). Included also are variety discounters and gas station stores selling a more narrow grocery assortment. The Grocery Shop Directory is compiled annually in co-operation with trade groups and individual operators. The Directory has been published since 1978.

About NIQ

NIQ is the world's leading consumer intelligence company, delivering the most complete understanding of consumer buying behavior and revealing new pathways to growth. In 2023, NIQ combined with GfK, bringing together the two industry leaders with unparalleled global reach. With a holistic retail read and the most comprehensive consumer insights—delivered with advanced analytics through state-of-the-art platforms—NIQ delivers the Full View™.

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