

Press release

Grocery Shop Directory 2022

Grocery trade volume fell drastically

In 2022, the difficult economic situation forced households to reduce their consumption also in grocery shopping. The volume of grocery sales decreased by -5.2% compared to the previous year, which is clearly the biggest drop in the 44-year history in the measurement of the Grocery Shop Directory. The value of sales increased with inflation by +3.7% and was 21.6 billion euros. The information is based on the Grocery Shop Directory provided by NielsenIQ.

S-group increased strongly its sales and market share

The S-group's grocery sales increased by +5.7% from the previous year, reaching a market share of 47.0%. The strongest growth was driven by Prisma, its sales increased by as much as 7.6%.

K-group's grocery sales decreased by -0.2% and its market share fell to 35.2%. Of the K-group's chains only K-Supermarket increased its sales by +0.8% compared to the previous year but lost market share.

Lidl, which has been operating in Finland for 20 years and has grown its network to 200 stores, achieved a market share of 9.8%. Lidl's grocery sales grew by 5.8%, which was more than the average value growth.

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

Retail group	Market share of grocery sales 2022	Market share of grocery sales 2021	Market share change 2022 vs 2021
S-group	47.0%	46.1%	+0.9% -units
K-group	35.2%	36.6%	-1.4% -units
Lidl Suomi Ky	9.8%	9.6%	+0.2% - units
Other private companies	8.0%	7.7%	+0.3% - units

E-commerce accounts for 2.7% of grocery sales

The value of grocery goods sold online in Finland was 586 million euros in 2022, an increase of +9.4% on the previous year.

The online grocery sales continued to grow thanks to, among others, Oda, which started operating in 2022. However, the double- and triple-digit growth figures of the first two pandemic years in the online grocery trade were no longer seen in 2022.

Contact: Country Manager Joanna Salmirinne, +358 40 538 95 82, joanna.salmirinne@nielseniq.com

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 NielsenIQ:

NielsenIQ (NIQ), the world's leading consumer intelligence company, reveals new pathways to growth for retailers and consumer goods manufacturers. With operations in more than 100 countries, NIQ delivers the most complete and clear understanding of consumer buying behavior through an advanced business intelligence platform with integrated predictive analytics. NIQ delivers the Full View^(TM). NIQ was founded in 1923 and is an Advent International portfolio company. For more information, visit [NIQ.com](https://www.niq.com)