



FINNISH GROCERY TRADE STATISTICS €2025

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Finnish Grocery Trade Association

The Finnish Grocery Trade Association (PTY) represents the daily consumer goods retail trade and foodservice wholesale trade in Finnish decision-making. Our member companies cover almost the entire sector – approximately 96 percent of the daily consumer goods market in Finland.

Through business policy initiatives, supply chain development, cooperation projects and services, the Association aims to improve and develop the general operating conditions of the grocery sector.

In addition to industry advocacy, the Association develops industry-wide, non-competitive operating models that promote efficiency, social responsibility and cooperation throughout the value chain.

The activities of the grocery trade are essential for the functioning of society and the smooth running of consumers' daily lives. Commerce plays an important role as a foundation block of society, providing services and habitability throughout the country and providing employment opportunities.

We are the voice of grocery retail in public decision-making.

Organisation

Board of Directors

Working Groups 2026

Retail Group | Foodservice Wholesale Group | Local Grocery Store Group | Resource Efficiency Group
Product Safety Group | Self-monitoring Group | Communications Group | Retail steering group on GS1 issues
Group on responsible wild berry harvesting | Advisory group on the EU Deforestation Regulation
Advisory group on the amendment of the Food Market Act |

Personnel

Business policy – Managing Director **Tuula Loikkanen**

Food safety and legislation – Chief Policy Adviser, LL.M. **Katriina Jaakkola**

Supply chain development, environmental issues – Director **Ilkka Nieminen**

Administration and finances – Administrative Specialist **Terhi Karunka**

Retail and distribution pool – Emergency Preparedness Manager **Joni Metsola**

Legislation, foodservice wholesale trade – Chief Policy Adviser, LL.M. **Tea Taivalkoski**

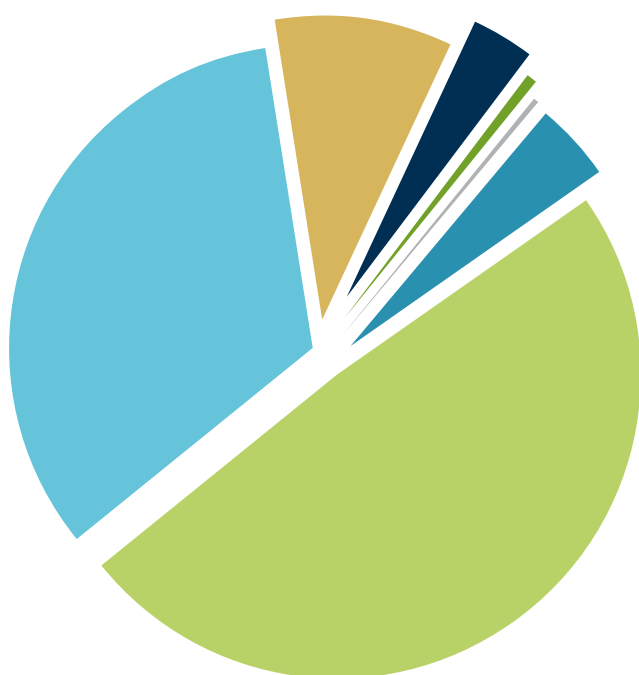
Self-monitoring, age verification, food safety – Senior Adviser **Anna Salminen**

Chemical policy, commerce safety, product safety affairs – Chief Policy Adviser **Terhi Kuljukka-Rabb**

Communications, statistics – Communications Manager **Mari Mattila**

KEY FIGURES 2025

Market shares of the Finnish grocery retail groups in 2025 EUR 24,074 million



	MARKET SHARE, %	GROCERY SALES, MEUR
S GROUP	49.0	11,807
K GROUP	33.5	8,057
LIDL	9.5	2,286
TOKMANNI*	3.2	765
MINIMANI*	0.6	140
M-KETJU*	0.2	43.3**
OTHER PRIVATE*	4.1	975

Grocery sales incl. VAT

Sources: NielsenIQ Grocery Shop Directory,
*Finnish Grocery Trade Association

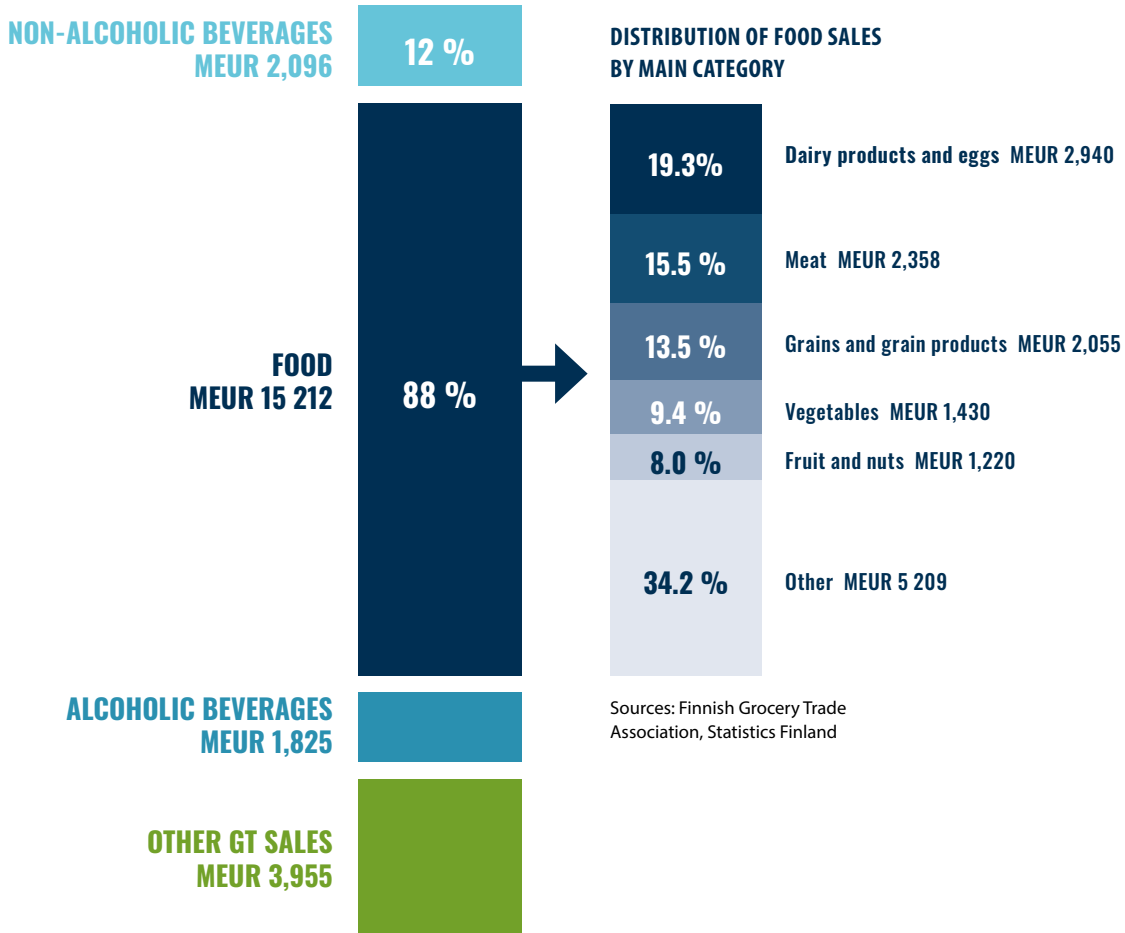
** M-ketju's sales includes sales of household goods,
source Finnish Grocery Trade Association

Grocery Retail Sales 2025 • MEUR 24,074

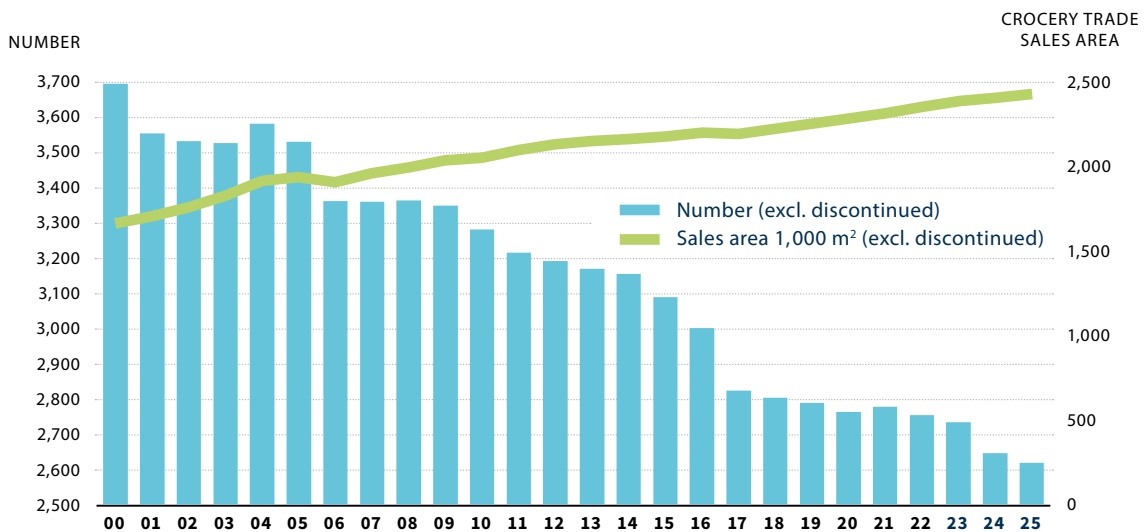
Sales value development	2.5 %
Sales volume development	0.4 %
Sales per resident	EUR 4,300
Grocery retail sales EUR per household (number of households in 2024*)	EUR 8,082
Number of stores (markets)	2,619
Plus specialised grocery stores / market halls / direct sale halls / online grocery retailers (active in e-commerce only)	700
and discount stores and service station stores (part of grocery trade)	944
Grocery sales area in grocery stores (excl. specialised markets)	2.4 million m ²
Average sales per square metre	EUR 8,600 per m ²
Residents per grocery store	1,322

Sources: NielsenIQ Grocery Shop Directory, *Statistics Finland

Retail sales of food and non-alcoholic beverages in 2025 EUR 17,308 million



Grocery stores, number and sales area (excl. specialised markets)



Source: NielsenIQ Grocery Shop Directory

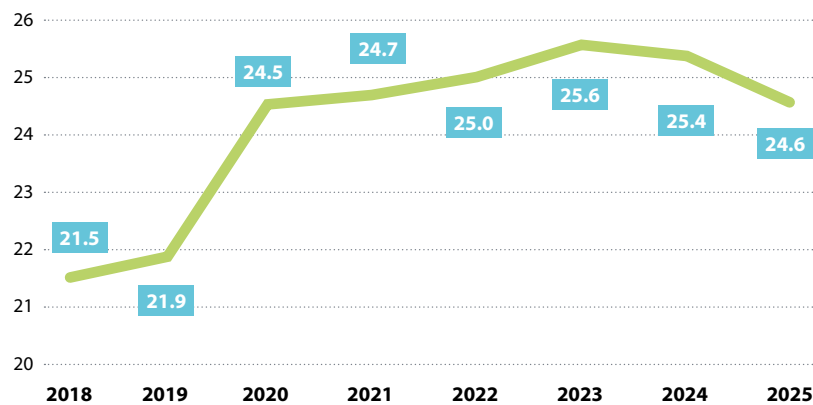
Grocery spending

Value of the shopping basket (EUR) and shopping visits per week/household, quarters



Source: NielsenIQ Homescan

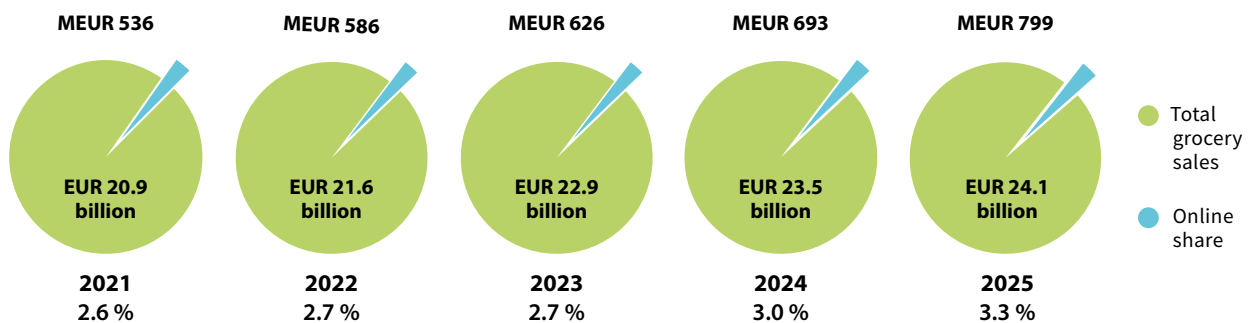
Shopping basket value (EUR) 2018–2025



Source: NielsenIQ Homescan

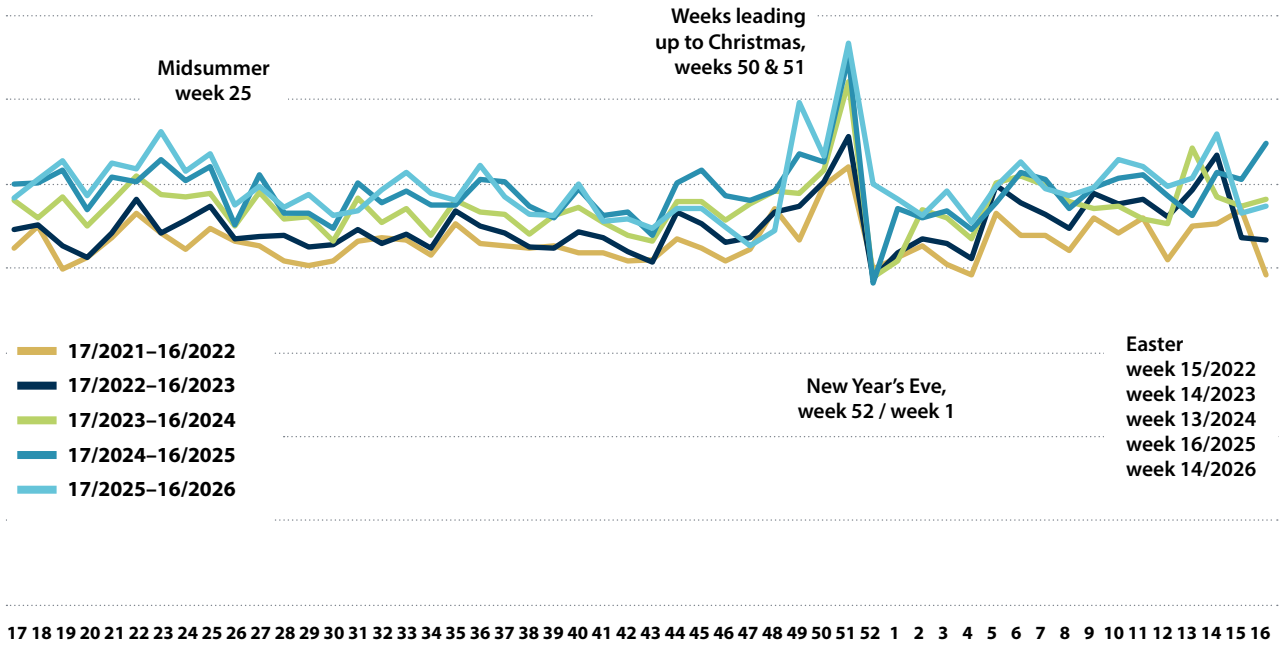
Value of online grocery sales

Share of total grocery sales



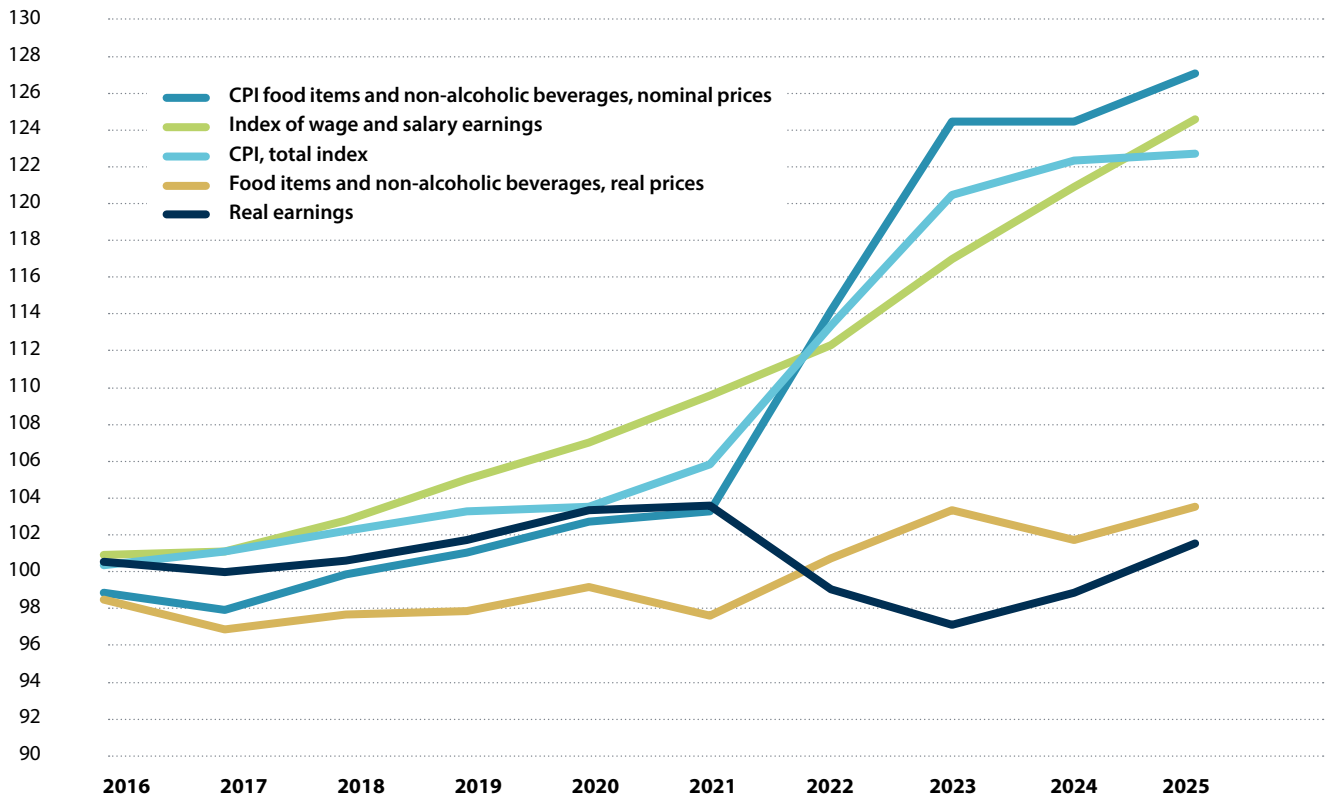
Source: NielsenIQ Homescan

Weekly trend of grocery spending | week 17/2021 – 16/2026



Source: NielsenIQ Homescan

Development of food prices and earnings (2015 = 100)



Source: Statistics Finland

Number of grocery stores, value shift and volume shift 2020–2025

	2020	2021	2022	2023	2024	2025
Total number markets (excl. specialised markets)	2,763	2,779	2,755	2,734	2,647	2,619
Total number (incl. specialised markets)	4,461	4,476	4,427	4,406	4,354	4,263
Value shift%	8.4 %	3.1 %	3.7 %	6.0 %	2.4 %	2.5 %
Volume shift%	6.6 %	0.7 %	-5.2 %	-1.1 %	2.0 %	0.4 %

Source: NielsenIQ Grocery Shop Directory

The figures for 2020–2025 include online grocery retailers (active in e-commerce only)

Number of market stores in 2000–2025; see page 4.

Number of stores by store type 2025

STORE TYPE	SALES AREA/DEFINITION	TOTAL 1 JANUARY 2026
Hypermarkets	Citymarket, Prisma and Minimani	170
Department stores	≥ 1,000 m ² (share of groceries in all sales less than 2/3)	90
Supermarkets, large	≥ 1,000 m ² (share of groceries in all sales more than 2/3)	746
Supermarkets, small	400–999 m ²	584
Markets, large	200–399 m ²	679
Markets, small	100–199 m ²	223
Small shops	< 100 m ²	127
Specialist shops / market halls / online grocery retailers (active in e-commerce only)		700
Discount stores, part of grocery trade		481
Service station shops, part of grocery trade		463
Total 1 January 2026		4,263
Mobile shops (buses and boats)		3
Discontinued		212

Source: NielsenIQ Grocery Shop Directory

Sales of groceries by store type 2025, million €

STORE TYPE	SALES AREA/DEFINITION	TOTAL 1 JANUARY 2026
Hypermarkets	Citymarket, Prisma and Minimani	7,523
Department stores	≥ 1,000 m ² (share of groceries in all sales less than 2/3)	432
Supermarkets, large	≥ 1,000 m ² (share of groceries in all sales more than 2/3)	9,289
Supermarkets, small	400–999 m ²	3,080
Markets, large	200–399 m ²	1,950
Markets, small	100–199 m ²	341
Small shops	< 100 m ²	92
Specialist shops / market halls / online grocery retailers (active in e-commerce only)		320
Discount stores, part of grocery trade		790
Service station shops, part of grocery trade		139
Total		23,955
Mobile shops (buses and boats)		1
Discontinued		118
Total 1 January 2026		24,074

Source: NielsenIQ Grocery Shop Directory

Sales of groceries by chain in 2025

EUR 24,074 million (incl. VAT, incl. discontinued), stores total 4,354 (excl. discontinued)

Group	Chain	Number of stores	Grocery sales percentage	Grocery sales MEUR	Average sales per store, MEUR
S Group	Prisma	80	18.9 %	4,547	56.8
	S-market	467	23.3 %	5,609	12.0
	Alepa + Sale	434	6.4 %	1,532	3.5
	Other	77	0.5 %	119	1.5
	S Group total	1,058	* 49.0 %	* 11,807	11.2
K Group	K-Citymarket	83	11.9 %	2,869	34.6
	K-Supermarket	254	11.7 %	2,815	11.1
	K-Market	721	9.7 %	2,327	3.2
	Other	58	0.2 %	45	0.8
	K Group total	1,116	* 33.5 %	* 8,057	7.2
Lidl		208	* 9.5 %	* 2,286	11.0
Tokmanni	Tokmanni store	208	-	-	-
	Miny store	1	-	-	-
	Tokmanni total	209	3.2 %	765	3.7
Minimani		7	0.6 %	140	20.0
M-ketju		47	0.2 %	** 43,3	0.9
Muut		1,618	4.1 %	975	0.6
TOTAL		* 4,263	100 %	* 24,074	* 5.6

Group	Chain	Number of kiosks	Grocery sales, MEUR	Average sales per kiosk, MEUR
R-kioski Oy***	R-kioskit	294	285	0.9

Number of stores at the end of 2025

Sources: Figures with *: NielsenIQ Grocery Shop Directory, other figures: Finnish Grocery Trade Association

** M-ketju's sales includes sales of household goods, source: Finnish Grocery Trade Association

*** R-kioski Oy has now changed its name to Reitan Convenience Finland Oy

Differences in totals are due to decimal rounding

Total sales (EUR million, VAT 0%), number and sales shift of PTY's member company department stores in 2024 and 2025

	Number 2024	Number 2025	Sales 2024	Sales 2025	Sales shift, %
S GROUP					
Sokos	21	21	403.2	400.8	-0.6
Prisma	79	80	4,530.9	4,669.6	3.1
K GROUP					
K-Citymarket	82	83	2,692.1	2,784.5	3.4 %
TOKMANNI*	205	209	1,233.5	1,243.2	0.7 %
MINIMANI	7	7	151.3	153.9	1.7 %
YHTEENSÄ	394	400	9,011.0	9,252.0	2.7 %

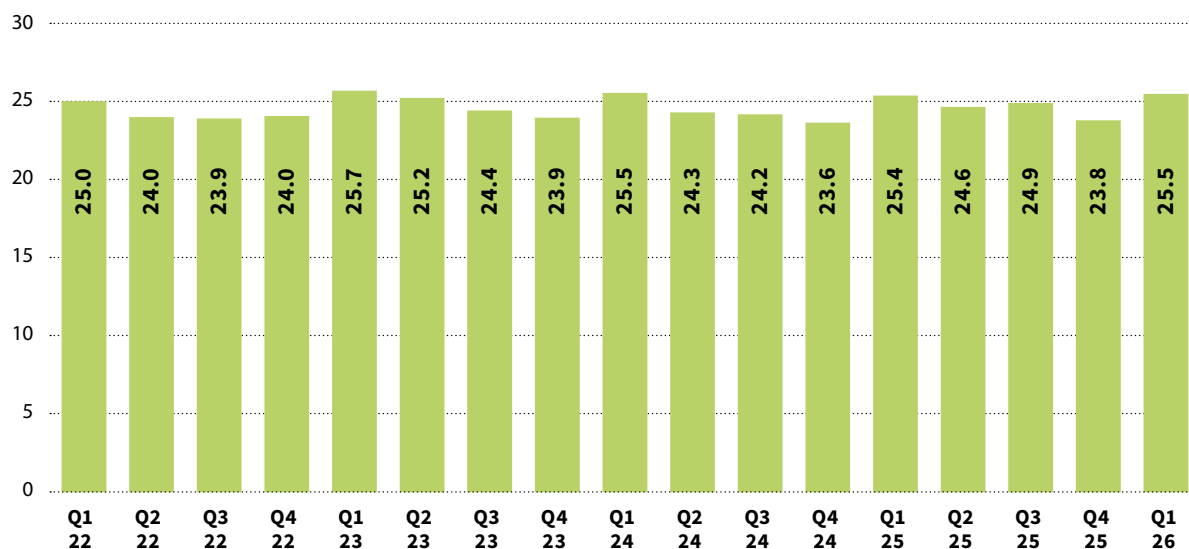
Source: Finnish Grocery Trade Association

Number of stores at the end of year, e-commerce included in the statistics if the company has an online store

* 2024: 204 Tokmanni stores and 1 Miny store, 2025: 208 Tokmanni stores and 1 Miny store.

Share of private labels in grocery purchases, %

Quarters 2022–2026



In 2025, private label products accounted for **25%** of grocery purchases.

Village shops 2025, excl. discontinued

REGION	NUMBER	GROCERY SALES, MEUR	% OF VILLAGE SHOPS' GROCERY SALES
Uusimaa	9	4.1	5.2 %
Southwest Finland	20	9.1	11.5 %
Satakunta	4	0.5	0.6 %
Kanta-Häme	2	0.3	0.4 %
Pirkanmaa	8	2.1	2.7 %
Päijät-Häme	5	2.8	3.5 %
Kymenlaakso	6	3.0	3.8 %
South Karelia	4	1.6	2.0 %
South Savo	7	4.0	5.0 %
North Savo	7	4.6	5.9 %
North Karelia	2	0.2	0.2 %
Central Finland	5	1.8	2.3 %
South Ostrobothnia	5	1.2	1.5 %
Ostrobothnia	12	7.5	9.6 %
Central Ostrobothnia	5	6.3	8.1 %
North Ostrobothnia	12	9.3	11.8 %
Kainuu	5	1.0	1.2 %
Lapland	18	9.9	12.6 %
Åland	14	9.6	12.2 %
Total	150	78.5	100 %

Source: NielsenIQ Grocery Shop Directory

MEMBERS OF THE FINNISH GROCERY TRADE ASSOCIATION



SOK Corporation
s-ryhma.fi



Kesko
kesko.fi



Lidl Finland Ky
lidl.fi

TOKMANNI

Tokmanni Group Oyj
tokmanni.fi



Reitan Convenience Finland Oy
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Suomen Palvelutukkurit Oy
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K KAUPPIASLIITTO

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