

Discounters in Finland

Market Direction | 2023-04-13 | 38 pages | Euromonitor

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Report description:

Although there are variety stores which carry a limited assortment of groceries at discount prices, and in the review period S Group also focused on prices, in 2022 Lidl remained the only discounter in Finland. When Lidl arrived in Finland in 2002, Kesko initially tried to compete by launching the relatively short-lived Cassa discounter chain, but other than that, competitors have instead reacted to Lidl's presence by offering more private label products than they did beforehand. Due to its soli...

Euromonitor International's Discounters in Finland report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Discounters market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Lidl remains the only discounter in Finland, but sees share growth within grocery retailers

Lidl's anniversary gets press attention, focusing on how the chain has changed

High inflation drives value growth, but volume sales struggle as consumers prioritise

PROSPECTS AND OPPORTUNITIES

Despite its size Lidl does not offer e-commerce, and will reserve judgement

Lidl is still planning to expand its store network

Lidl will use its loyalty app to attract consumers to its low prices

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