

## **General Merchandise Stores in Finland**

Market Direction | 2023-04-13 | 41 pages | Euromonitor

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### **Report description:**

Variety stores was one of the winning channels in non-grocery retailers in the last decade. In addition, while many non-grocery channels saw lower sales in constant terms in 2022 compared with 2012, this was not the case for variety stores, and this was despite the growth of e-commerce from variety stores, which cannibalised its store-based sales. In 2022, an average Finn spent almost EUR100 more in variety stores than just five years before. Reasons for the success of this channel include: chea...

Euromonitor International's General Merchandise Stores 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.

Product coverage: Department Stores, Variety Stores.

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

#### **Why buy this report?**

- \* Get a detailed picture of the General Merchandise Stores 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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reliable information resources to help drive informed strategic planning.

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Euromonitor International

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Department stores makes a comeback, but remains far from its heyday

Tokmanni remains the leader and continues to expand

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