

**General Merchandise Stores in Finland**

Market Direction | 2024-03-07 | 41 pages | Euromonitor

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**Report description:**

Variety stores in Finland witnessed a stellar performance in 2023, with current value growth reaching double-digits. Providing a wide offering of cheap products, variety stores have proved attractive to consumers in the economic downturn, as these stores can help people budget well. Moreover, the variety store has been one of the winning channels in non-grocery retailers over the last decade, and despite the growth of e-commerce from variety stores, which has cannibalised its store-based sales.

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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

reliable information resources to help drive informed strategic planning.

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