

## **Retail E-Commerce in Finland**

Market Direction | 2025-02-27 | 41 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

### **Report description:**

In 2024, e-commerce in Finland and globally continued to benefit from the changes brought about by COVID-19 as consumers shifted to the online channel. However, the first normal year after the pandemic, 2023, saw a minor decline. This trend was driven by consumers returning to physical stores and enjoying the in-person shopping experience, as well as exceptionally high inflation, which led consumers to be more cautious with their spending.

Euromonitor International's Retail E-Commerce 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: Retail E-Commerce by Product, Retail E-Commerce by Type.

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

Why buy this report?

- \* Get a detailed picture of the Retail E-Commerce 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

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

reliable information resources to help drive informed strategic planning.

**Table of Contents:**

Retail E-Commerce in Finland  
Euromonitor International  
February 2025

List Of Contents And Tables

RETAIL E-COMMERCE IN FINLAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth for e-commerce in 2024 after poor performance in 2023

Verkkokauppa.com remains in the lead but faces stronger competition from domestic grocery giants

E-commerce from China grows amid criticism

PROSPECTS AND OPPORTUNITIES

Further growth expected for e-commerce in the years ahead

Faster deliveries will be in focus

Role of AI is expected to strengthen in the years ahead

CHANNEL DATA

Table 1 Retail E-Commerce by Channel: Value 2019-2024

Table 2 Retail E-Commerce by Channel: % Value Growth 2019-2024

Table 3 Retail E-Commerce by Product: Value 2019-2024

Table 4 Retail E-Commerce by Product: % Value Growth 2019-2024

Table 5 Retail E-Commerce GBO Company Shares: % Value 2020-2024

Table 6 Retail E-Commerce GBN Brand Shares: % Value 2021-2024

Table 7 Forecast Retail E-Commerce by Channel: Value 2024-2029

Table 8 Forecast Retail E-Commerce by Channel: % Value Growth 2024-2029

Table 9 Forecast Retail E-Commerce by Product: Value 2024-2029

Table 10 □Forecast Retail E-Commerce by Product: % Value Growth 2024-2029

RETAIL IN FINLAND

EXECUTIVE SUMMARY

Retail in 2024: The big picture

Domestic giants continue leading retail in Finland

Still room for growth in e-commerce

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1      Standard Opening Hours by Channel Type 2024

Seasonality

Christmas

Mother's and Father's Day

Back to school

MARKET DATA

Table 11 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2019-2024

Table 12 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2019-2024

Table 13 Sales in Retail Offline by Channel: Value 2019-2024

Table 14 Sales in Retail Offline by Channel: % Value Growth 2019-2024

Table 15 Retail Offline Outlets by Channel: Units 2019-2024

Table 16 Retail Offline Outlets by Channel: % Unit Growth 2019-2024

Table 17 Sales in Retail E-Commerce by Product: Value 2019-2024

Table 18 Sales in Retail E-Commerce by Product: % Value Growth 2019-2024

Table 19 Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024

Table 20 □Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024

Table 21 □Sales in Grocery Retailers by Channel: Value 2019-2024

Table 22 □Sales in Grocery Retailers by Channel: % Value Growth 2019-2024

Table 23 □Grocery Retailers Outlets by Channel: Units 2019-2024

Table 24 □Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024

Table 25 □Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024

Table 26 □Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024

Table 27 □Sales in Non-Grocery Retailers by Channel: Value 2019-2024

Table 28 □Sales in Non-Grocery Retailers by Channel: % Value Growth 2019-2024

Table 29 □Non-Grocery Retailers Outlets by Channel: Units 2019-2024

Table 30 □Non-Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024

Table 31 □Retail GBO Company Shares: % Value 2020-2024

Table 32 □Retail GBN Brand Shares: % Value 2021-2024

Table 33 □Retail Offline GBO Company Shares: % Value 2020-2024

Table 34 □Retail Offline GBN Brand Shares: % Value 2021-2024

Table 35 □Retail Offline LBN Brand Shares: Outlets 2021-2024

Table 36 □Retail E-Commerce GBO Company Shares: % Value 2020-2024

Table 37 □Retail E-Commerce GBN Brand Shares: % Value 2021-2024

Table 38 □Grocery Retailers GBO Company Shares: % Value 2020-2024

Table 39 □Grocery Retailers GBN Brand Shares: % Value 2021-2024

Table 40 □Grocery Retailers LBN Brand Shares: Outlets 2021-2024

Table 41 □Non-Grocery Retailers GBO Company Shares: % Value 2020-2024

Table 42 □Non-Grocery Retailers GBN Brand Shares: % Value 2021-2024

Table 43 □Non-Grocery Retailers LBN Brand Shares: Outlets 2021-2024

Table 44 □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2024-2029

Table 45 □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2024-2029

Table 46 □Forecast Sales in Retail Offline by Channel: Value 2024-2029

Table 47 □Forecast Sales in Retail Offline by Channel: % Value Growth 2024-2029

Table 48 □Forecast Retail Offline Outlets by Channel: Units 2024-2029

Table 49 □Forecast Retail Offline Outlets by Channel: % Unit Growth 2024-2029

Table 50 □Forecast Sales in Retail E-Commerce by Product: Value 2024-2029

Table 51 □Forecast Sales in Retail E-Commerce by Product: % Value Growth 2024-2029

Table 52 □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 53 □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Table 54 □Forecast Sales in Grocery Retailers by Channel: Value 2024-2029

Table 55 □Forecast Sales in Grocery Retailers by Channel: % Value Growth 2024-2029

Table 56 □Forecast Grocery Retailers Outlets by Channel: Units 2024-2029

Table 57 □Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029

Table 58 □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 59 □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Table 60 □Forecast Sales in Non-Grocery Retailers by Channel: Value 2024-2029

Table 61 □Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2024-2029

Table 62 □Forecast Non-Grocery Retailers Outlets by Channel: Units 2024-2029

Table 63 □Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029

DISCLAIMER

SOURCES

Summary 2 Research Sources

## Retail E-Commerce in Finland

Market Direction | 2025-02-27 | 41 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-06-24"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com