

# Supermarkets in Finland

March 2024

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### 2023 DEVELOPMENTS

Supermarkets sees weakest performance within grocery retailers in 2023

Consolidated competitive landscape, dominated by S Group

S Group moves from uniform stores to more tailor-made outlets

### PROSPECTS AND OPPORTUNITIES

Like hypermarkets, supermarkets will continue to benefit from the preference for larger outlets

Supermarkets adapt to and create trends in society

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