



Euromonitor
International

Discounters in Finland

June 2026

Table of Contents

[Discounters in Finland - Category analysis](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Discounters Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Discounters

INDUSTRY PERFORMANCE

Lidl Drives Digitalisation to Boost Customer Engagement

Private Label Gains Ground as Economic Caution Persists

App-Based Innovation Reshapes Loyalty and Convenience

Chart 2 - Lidl Focusing on Further Digitalisation and Self-Service

Chart 3 - Value Sales 2020-2030

WHAT'S NEXT?

Lidl Expands Product Range to Sustain Growth and Maintain Leadership

Lidl's Adaptation to Local Preferences Shapes Future Business Opportunities

Macroeconomic Stability and Cautious Optimism Support Steady Growth

Chart 4 - Forecast Value Sales 2020-2030

Chart 5 - Private Label Still Essential for Lidl

COMPETITIVE LANDSCAPE

Chart 6 - Analyst Insight for Discounters

Lidl Defends Position as Sole Operator Amid Loyalty Rivalry

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 9 - Economic Context for Discounters

Chart 10 - Real Gdp Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Discounters

Chart 13 - Population 2020-2030

Chart 14 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail in Finland - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 15 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

S Group Leverages Affordability to Capture Cautious Spending

Discounters and E-Commerce Outperform as Price Drives Choices

Chart 16 - S Group the leading player as e-commerce returns to growth
S Group Attracts Cautious Shoppers with Affordable Supermarket Strategy
Chart 17 - Value Sales 2020-2030
Chart 18 - Value Sales by Category 2025

WHAT'S NEXT?

S Group and Kesko Reinforce Strength as Value Drives Consolidation
Chart 19 - Cheap Prices Attract Finns
Retail E-Commerce Expands as Cross-Border Trade Challenges Local Players
Chart 20 - Analyst Insight for Retail
Urbanisation and Regulatory Change Reshape Retail Innovation and Resilience
Chart 21 - Forecast Value Sales 2020-2030
Chart 22 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

S Group and Kesko Dominate as Rivals Remain Distant
Lidl and Finlayson Spark Innovation to Enhance Brand Perception
Chart 23 - Lidl Opens a Pop-Up Restaurant
Chart 24 - Finlayson Allows Payments in Used Consumer Electronics
Chart 25 - Company Shares 2025
Chart 26 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail
Opening Hours for Physical Retail
Chart 27 - Standard Opening Hours by Channel Type 2025
Seasonality
Christmas
Mother's Day and Father's Day
Back to school

ECONOMIC CONTEXT

Chart 28 - Economic Context for Retail
Chart 29 - Real Gdp Growth 2020-2030
Chart 30 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 31 - Consumer Context for Retail
Chart 32 - Population 2020-2030
Chart 33 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus

of operations, their competitors, their geographic presence and performance.

- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/discounters-in-finland/report.