

The Food Retail Index

April 2019



About The Food Retail Index

The Food Retail Index is produced by the Swedish Food Retailer's Federation in cooperation with HUI Research who is responsible for the collection of statistics and quality assurance of data. The purpose of The Food Retail Index is to produce trustworthy and quality-assured statistics on the sales trend of the grocery trade on a monthly basis. The grocery index measures sales growth in the grocery trade, and does not include specialized food stores or service trade. The report is based on sales statistics collected 12 times a year from grocery retailers and follows developments and trends for grocery retail growth both in in-store sales and online. The following actors participate in the statistical collaboration: ICA Nära, ICA Supermarket, ICA Kvantum, ICA Maxi, Stora Coop, Coop, Citygross, EKO, Hemköp, Willys, Willys Hemma, Eurocash, Mat.se, Middagsfrid, Linas Matkasse, Mat.se, Mat och Ro, FODI, Delitea, Lidl and IKEA Food Services.

Definitions

Total sales

Total sales growth of goods and services between two periods including new and/or closed stores (in-store sales and e-commerce). Sales growth thus relates to the companies total number of stores between the two periods. The total sales include food and non-food.

Total in-store sales

In-store sales growth of goods and services between two periods including new and/or closed stores. The total in-store sales include food and non-food.

Total e-commerce sales

E-commerce sales growth of goods and services between two periods where both click and collect and home delivery is included. Total e-commerce includes both meal kits and online grocery shopping. The meal kits consists of recipes and ingredients for a specific number of meals planned in advance by the online grocery store. Online grocery shopping refers to goods and services selected by the customer. The total e-commerce sales include food and non-food.

Accounting units

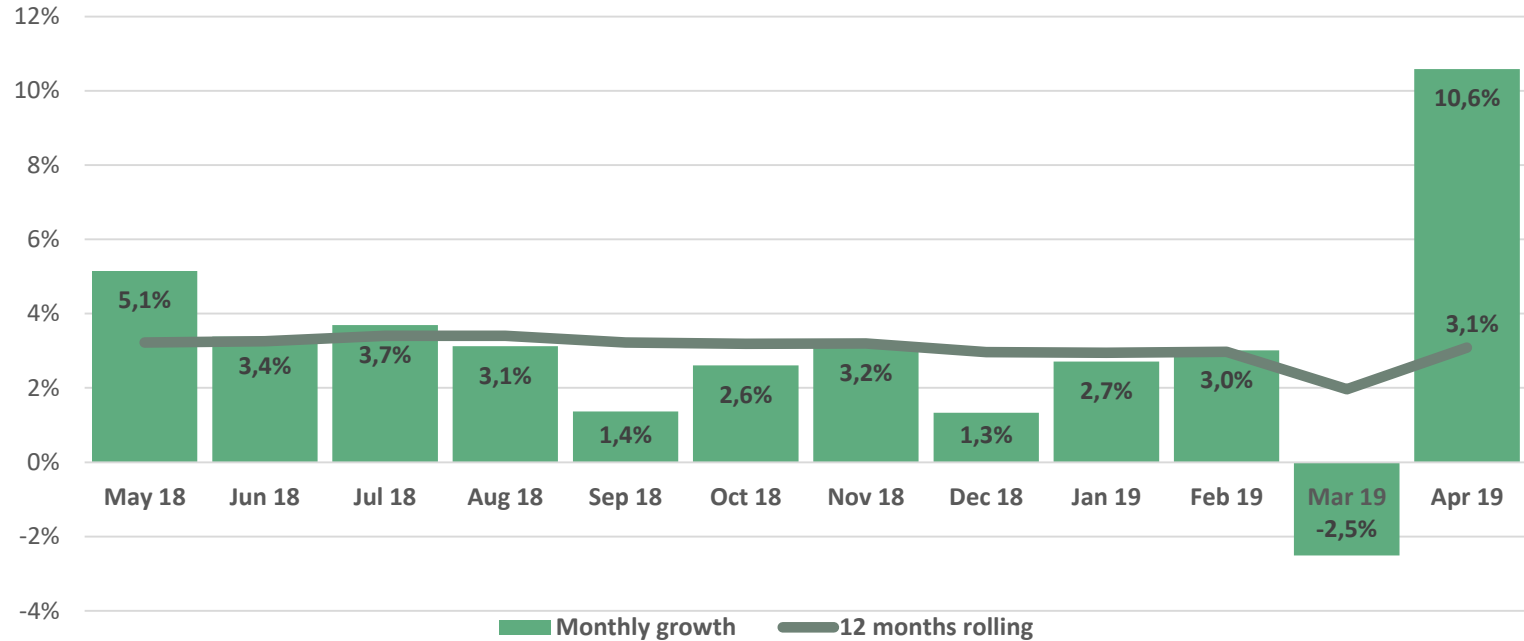
The companies included in The Food Retail Index report sales in absolute numbers (Swedish kronor) for total sales.

Summary

	Total sales (Store and e-commerce)	Total in-store sales	Total e-commerce
Monthly growth april 2019	10,6 %	10,3 %	24,1 %
Quarterly growth Q1 2019	0,9 %	0,5 %	19,1 %
Cumulative growth 2019	3,3 %	3,0 %	20,3 %

Total sales growth - month

Refers to: The company's total sales regarding both goods and services in both in-store sales and online.



*In January 2019 the selection have changed. Therefore the 12-months rolling growth rate in January have been reviced from the previous report and growth rate.

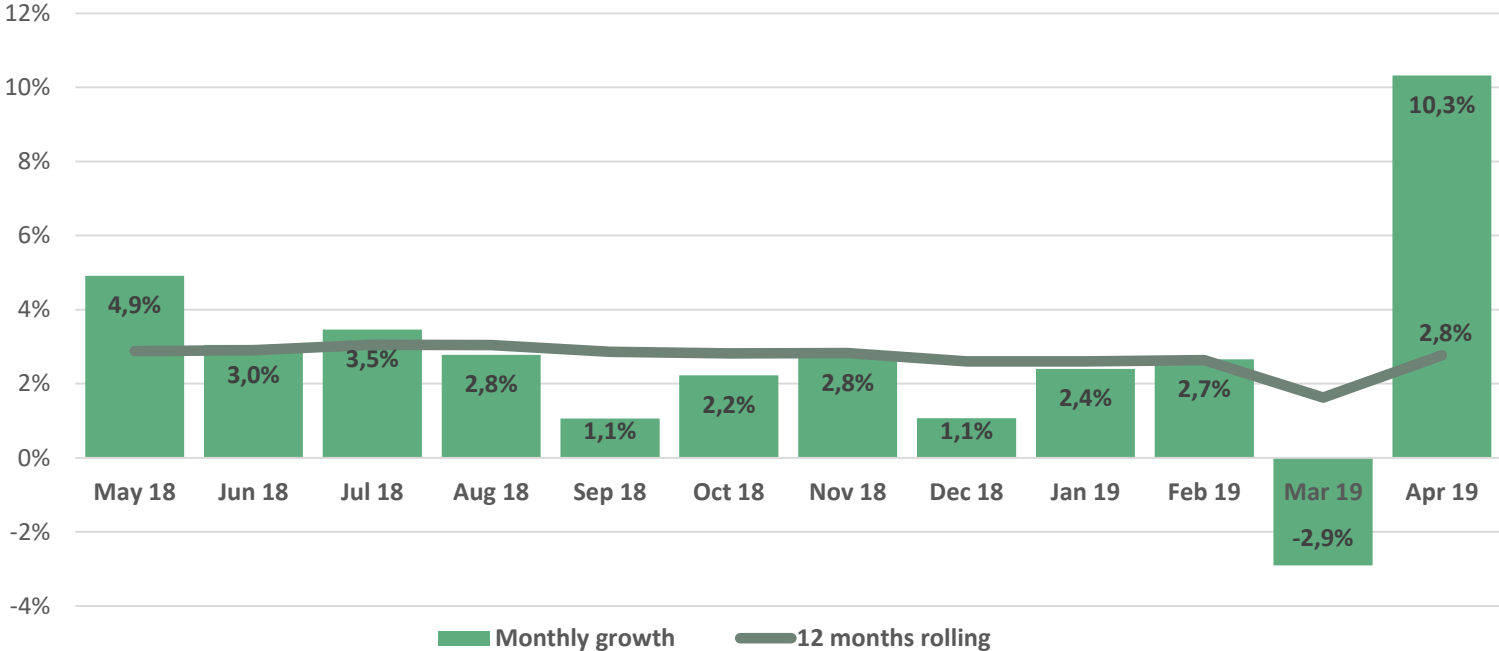
Total sales growth - quarter

Refers to: The company's total sales regarding both goods and services in both in-store sales and online.



Total in-store sales growth - month

Refers to: The company's total sales regarding both goods and services in in-store sales.

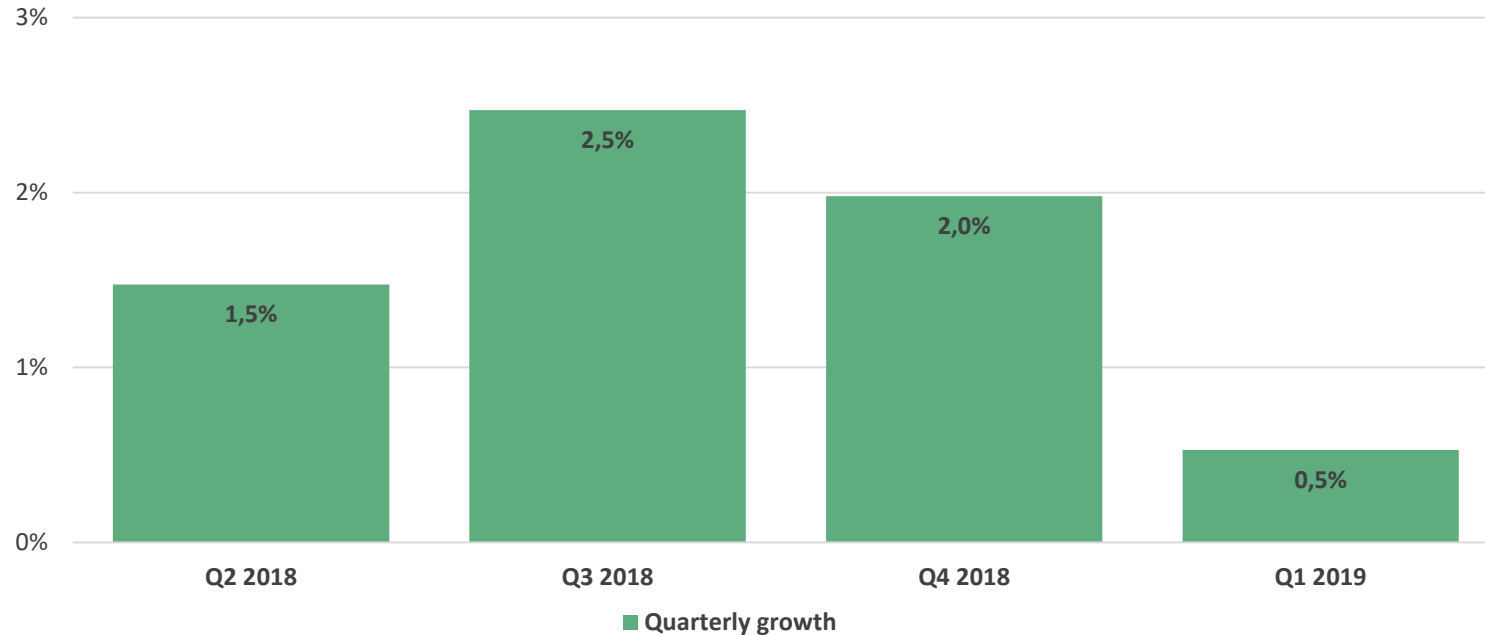


*In January 2019 the selection have changed. Therefore the 12-months rolling growth rate in January have been revised from the previous report and growth rate.



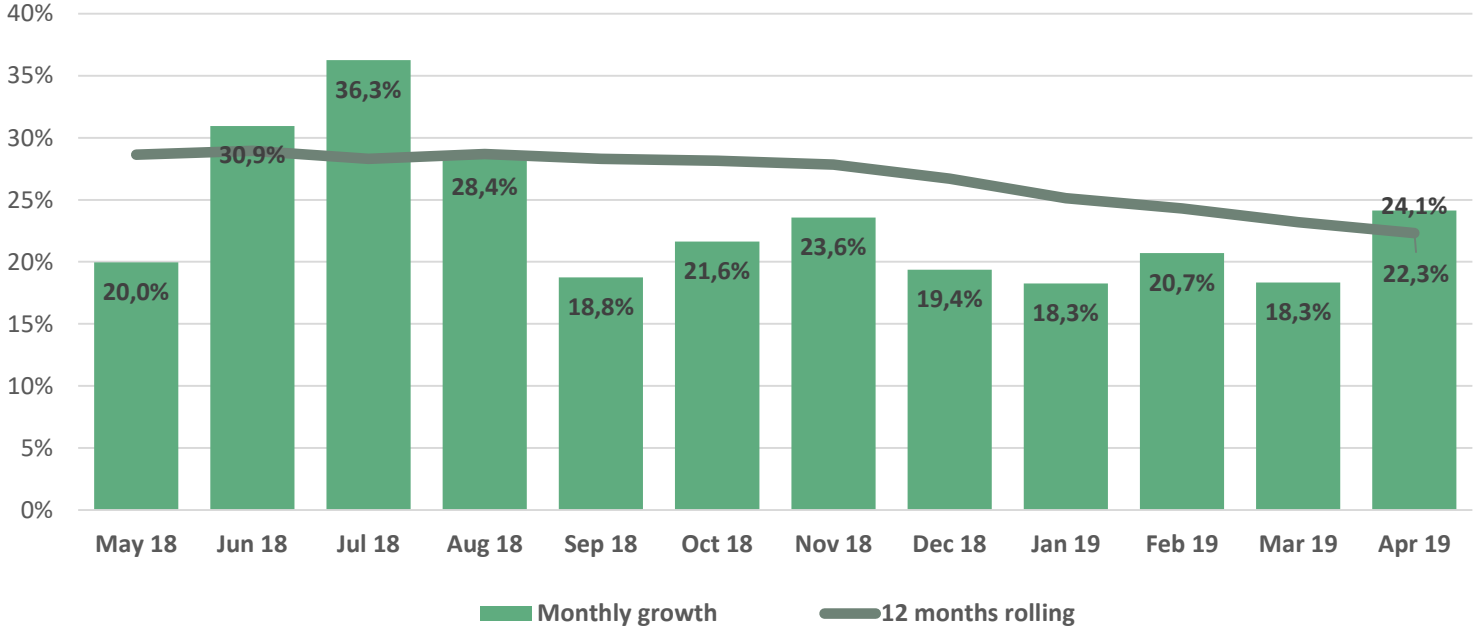
Total in-store sales growth - quarter

Refers to: The company's total sales regarding both goods and services in in-store sales.



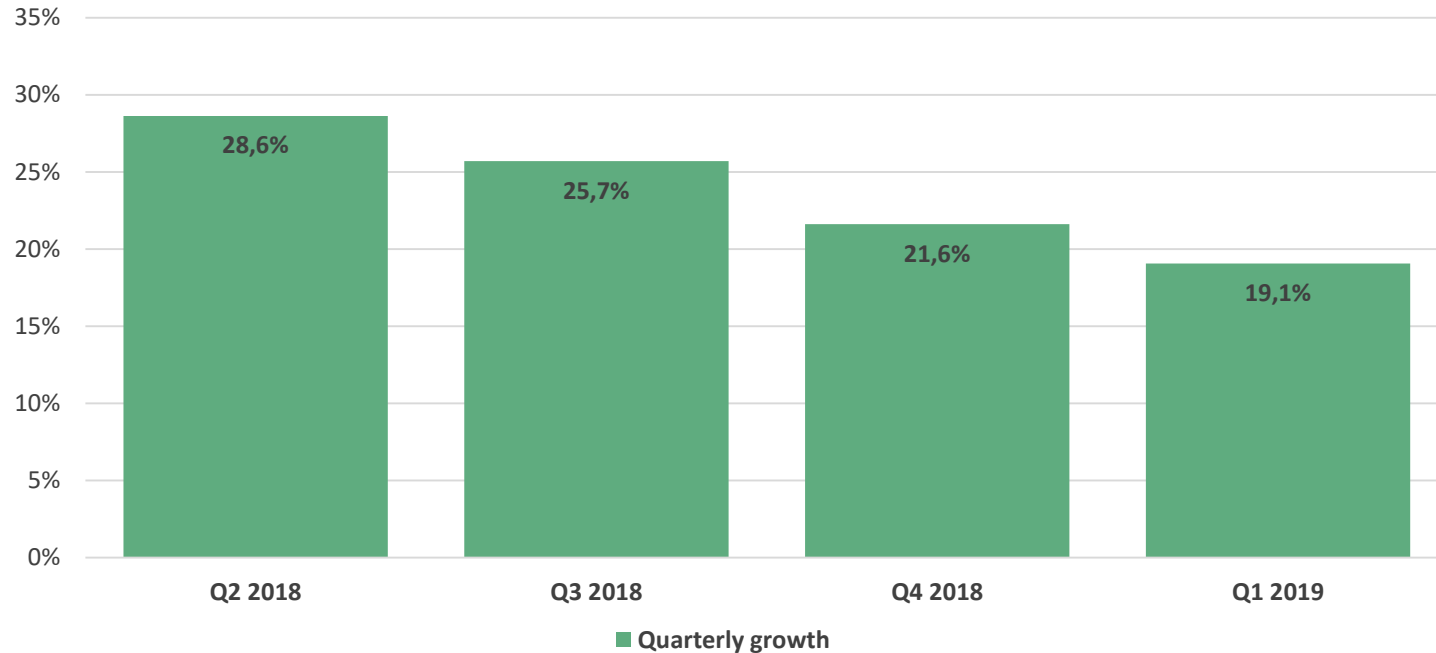
Total e-commerce growth - month

Refers to: The company's total sales regarding both goods and services online.



Total e-commerce growth - quarter

Refers to: The company's total sales regarding both goods and services online.



Contact persons at the Swedish Food Retailer's Federation



Daniel Liljeberg
Chief of Business Policy
daniel.liljeberg@svdh.se
+4670-915 44 99



Anna Jönsson
Chief of Communications
anna.jonsson@svdh.se
+4670-980 32 09

Year	Report period	Preliminary date of release
2018	December	February 5
2019	January	February 18
2019	February	March 18
2019	March	April 25
2019	April	May 16
2019	May	June 18
2019	June	July 25
2019	July	August 16
2019	August	September 17
2019	September	October 28
2019	October	November 18
2019	November	December 17
2019	December	February 5