

# The Food Retail Index

---

AUGUST 2020

hui.



# The Food Retail Index August

	Total sales In store & e-commerce	Total sales In store	Total e-commerce sales	Home delivery	Click and collect in store
Monthly growth August 2020	5.0%	3.0%	89.1%	56.1%	152.4%
Cumulative growth 2020	7.8%	5.9%	79.7%	47.4%	145.6%
12 months rolling	6.4%	5.1%	60.6%	-	-

# 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:**

Coop and Stora Coop, Citygross, Delitea, EKO, Eurocash, Hemköp, ICA Nära, ICA Supermarket, ICA Kvantum, ICA Maxi, IKEA Food Services, Lidl, Linas matkasse, Mathem, Matkomfort, Mat och Ro, Mat.se, Middagsfrid, Willys and Willys Hemma.

# 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.

## **Click and collect in store**

E-commerce sales growth of goods and services with click and collect in stores between two periods.

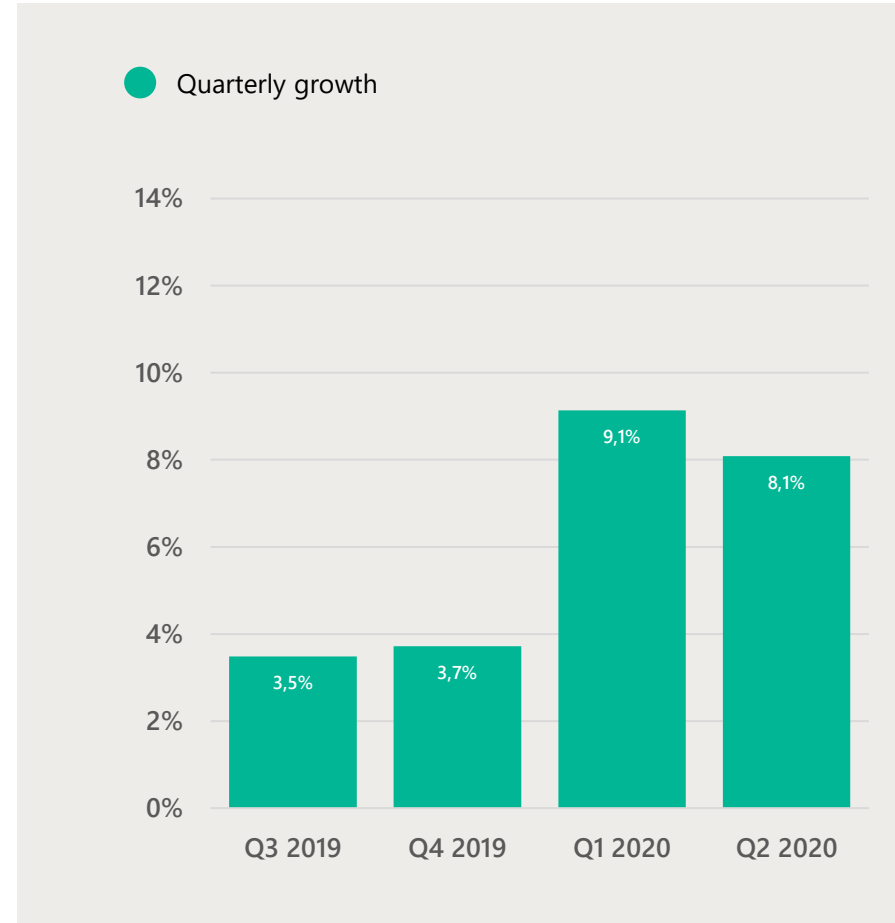
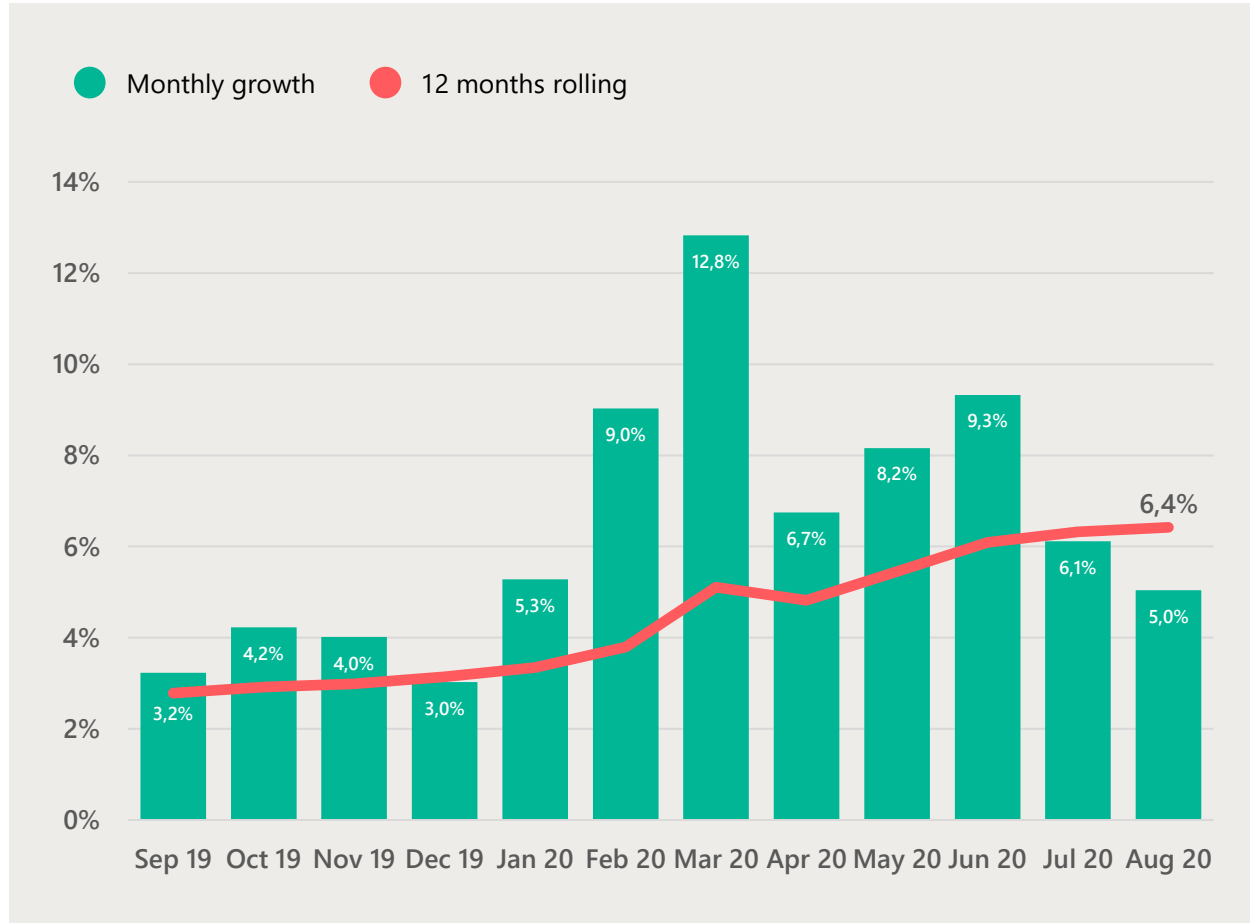
## **Home delivery**

E-commerce sales growth of goods and services with home delivery between two periods.

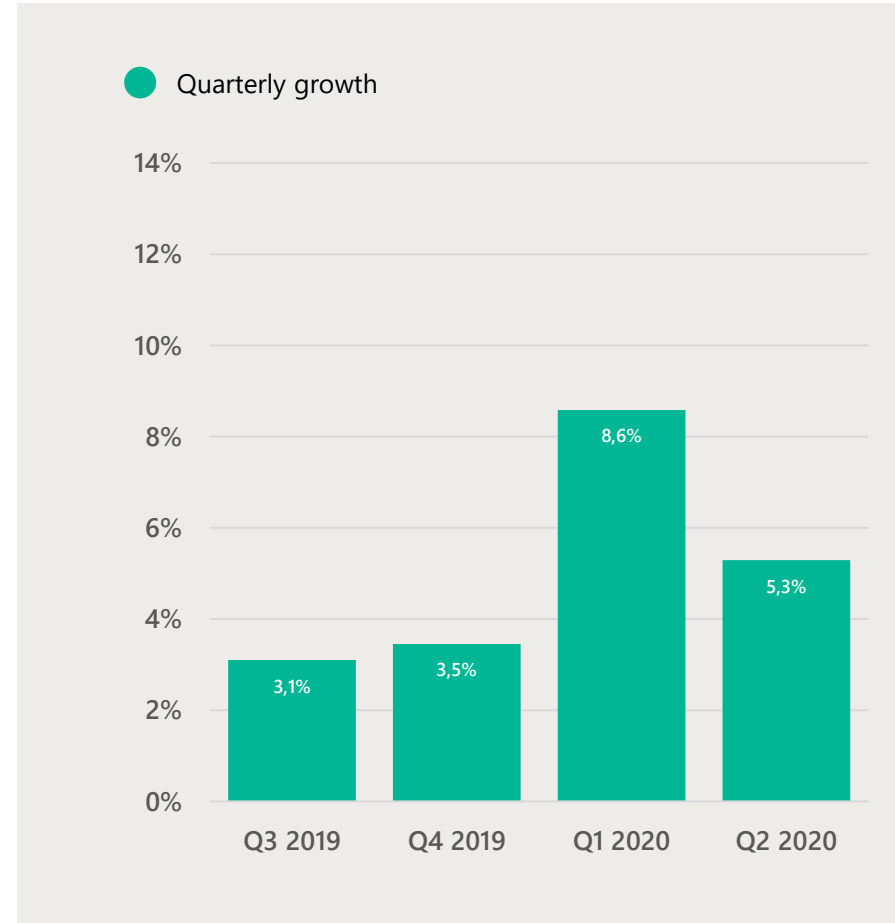
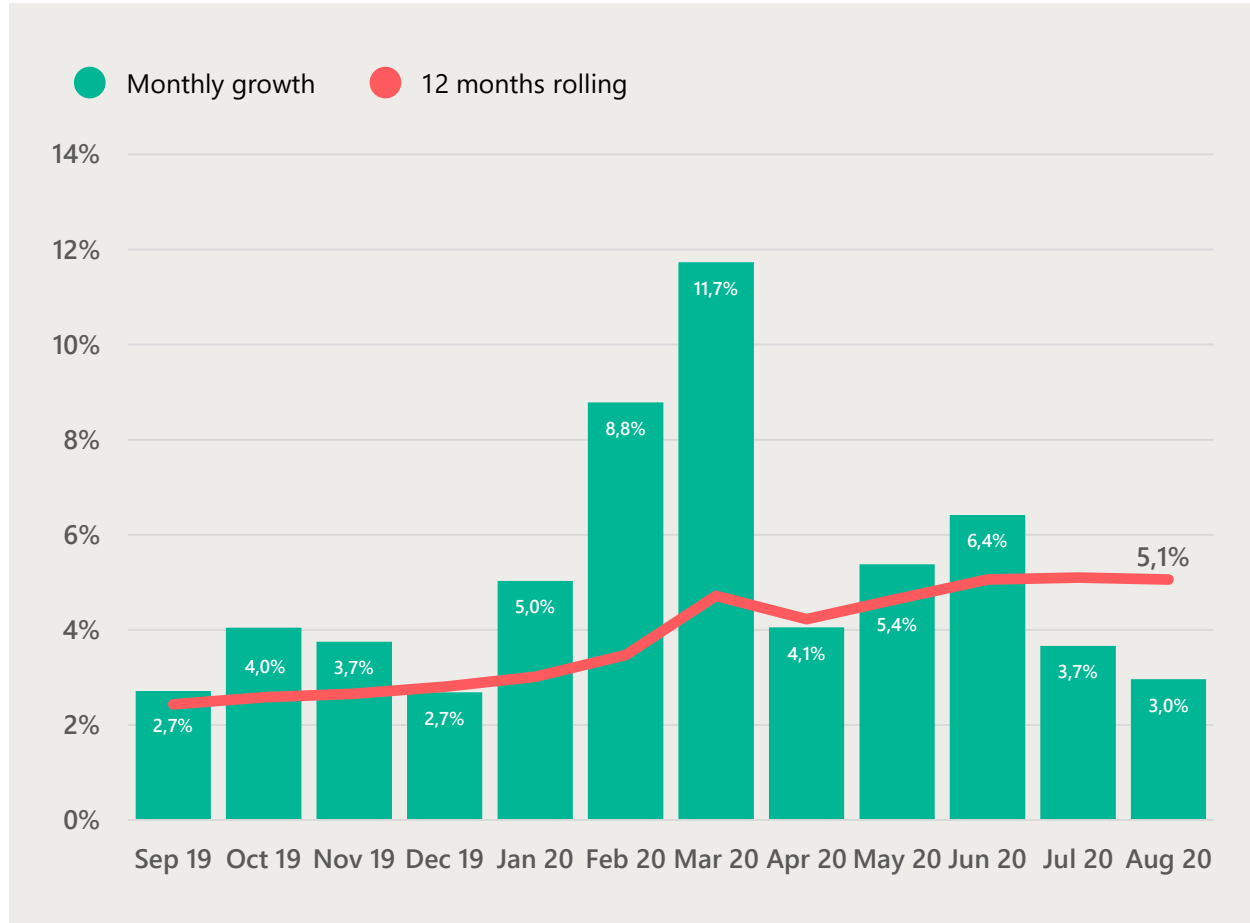
## **Accounting units**

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

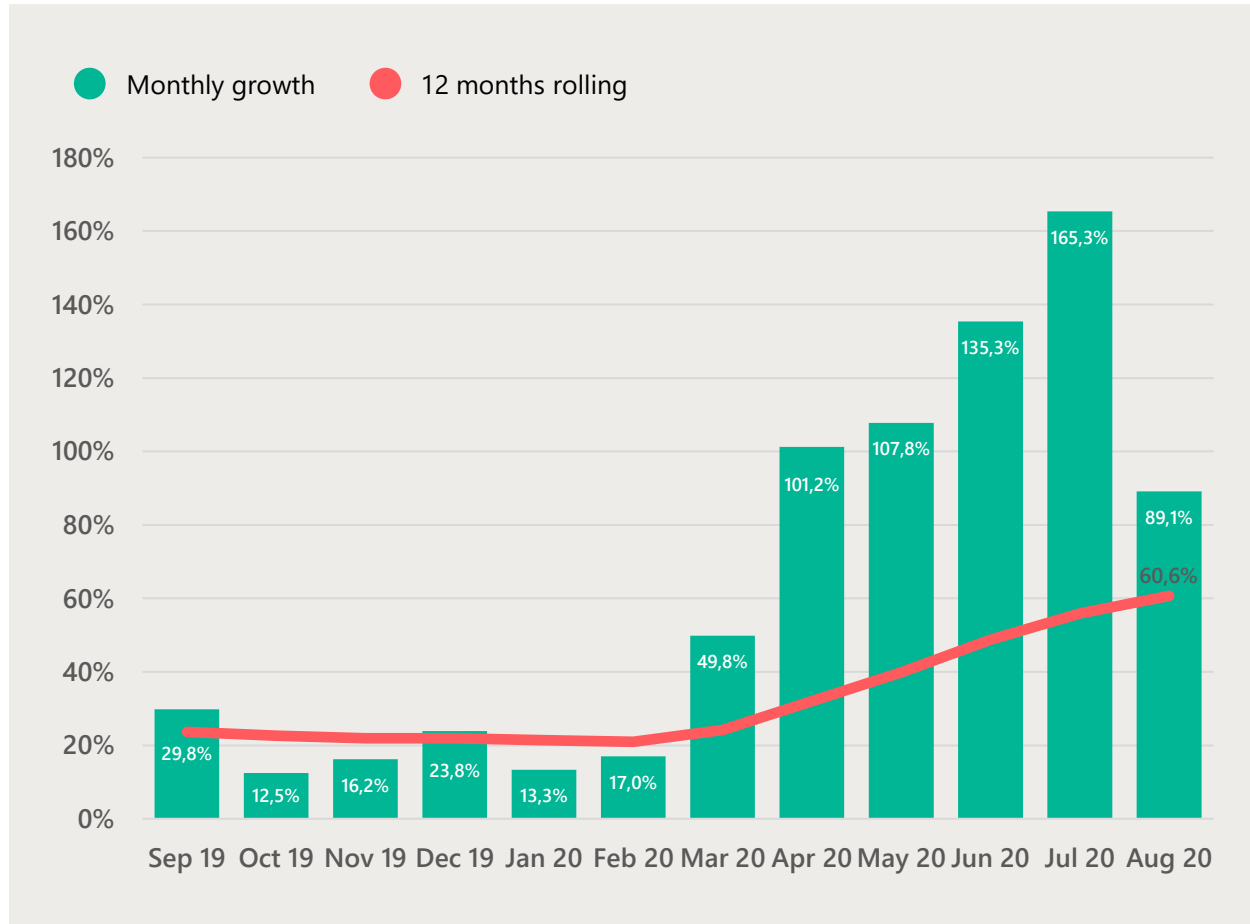
# Total sales growth



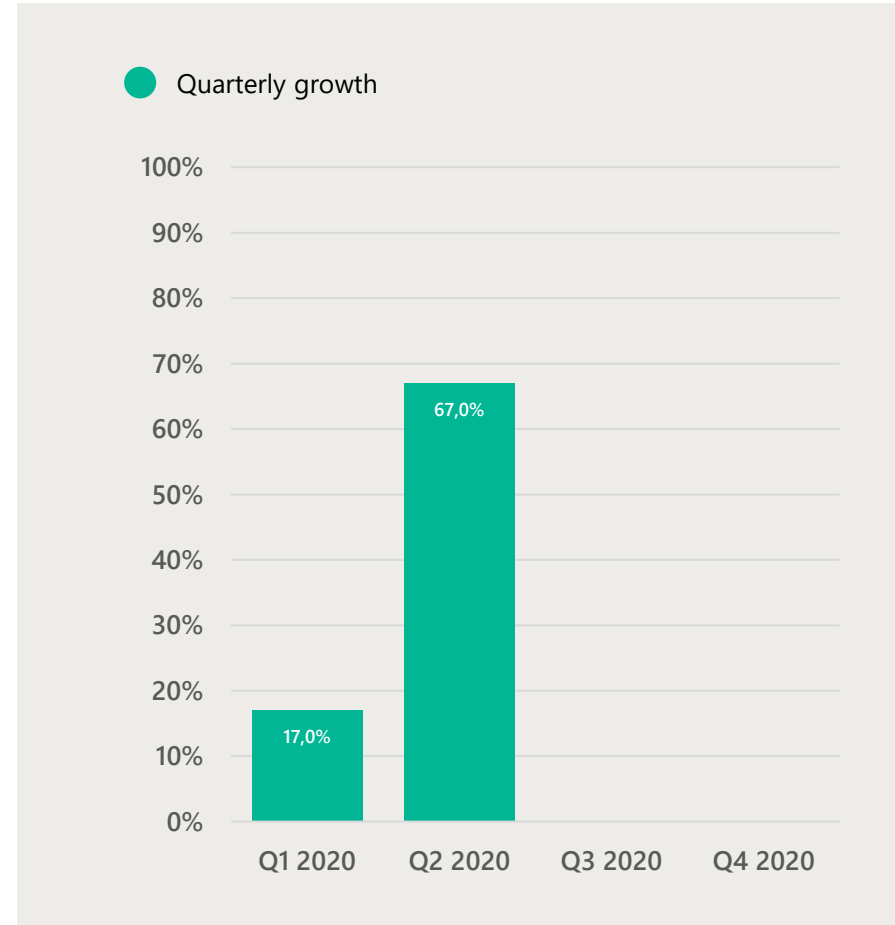
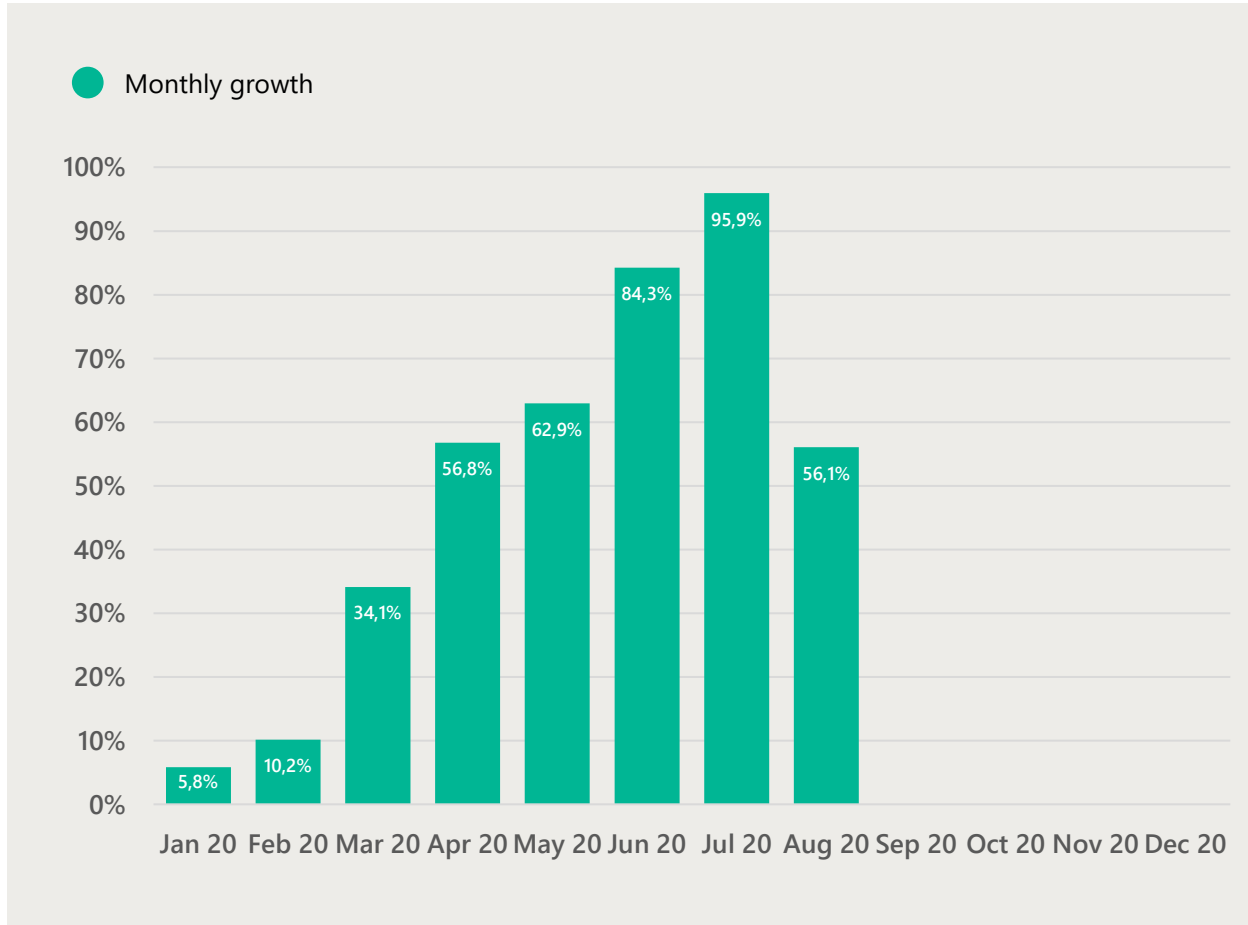
# Total in-store sales growth



# Total e-commerce growth

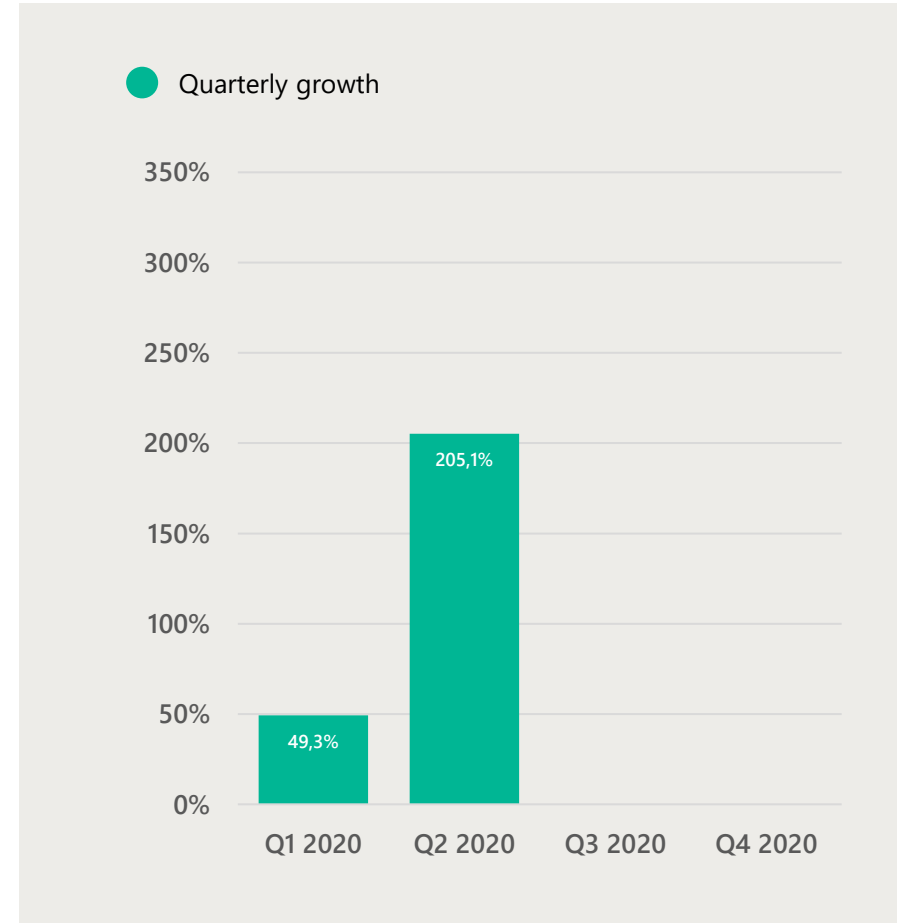
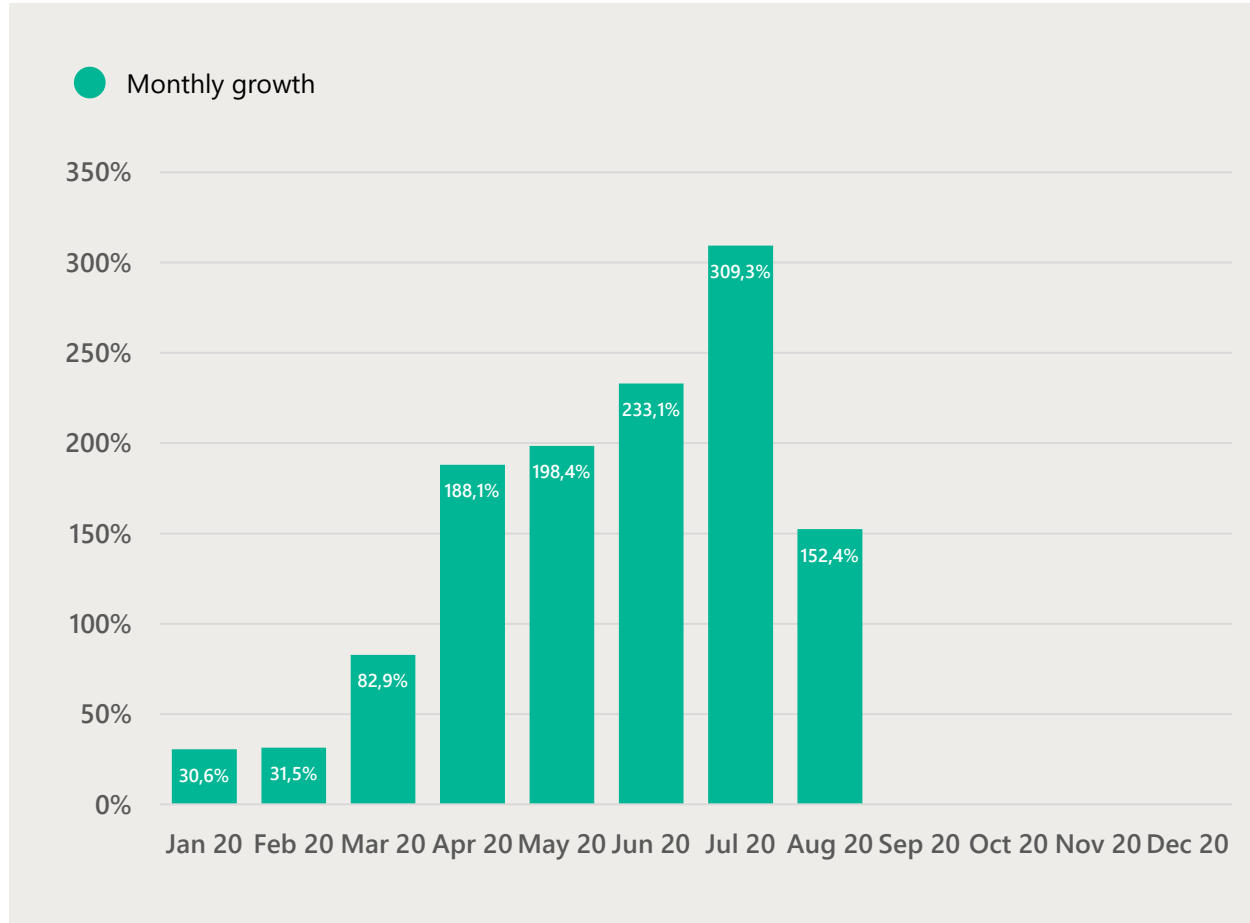


# E-commerce with home delivery





# E-commerce with click and collect in store



# Date of release

The Food Retail Index from the Swedish Food Retailer's Federation

Year	Report period	Approx. date of release
2020	August	15 sep
2020	September	22 okt
2020	October	17 nov
2020	November	15 dec
2021	December and 2020	TBD

Contact persons at the Swedish Food Retailer's Federation



**Anna Fager Persson**  
Chief of Communications  
[anna.fagerpersson@svdh.se](mailto:anna.fagerpersson@svdh.se)  
070-980 32 09



**Karin Brynell**  
CEO  
[karin.brynell@svdh.se](mailto:karin.brynell@svdh.se)  
070-975 80 85