

# THE FOOD RETAIL INDEX

JANUARY 2023



# The Food Retail Index January

|                                | Total sales<br>In store &<br>e-commerce | Total sales<br>In store | Total<br>e-commerce sales |
|--------------------------------|---|-------------------------|---------------------------|
| Monthly growth<br>January 2023 | 9.5%                                    | 11.5%                   | -18.5%                    |
| 12 month rolling               | 6.3%                                    | 7.8%                    | -17.5%                    |

**Monthly growth** refers to the sales development the current month, compared to the same month last year.

**12 months rolling** refers to the sales development during the last 12 months, compared to the previous 12 month period.

# The Food Retail Index

The Food Retail Index is produced by the Swedish Food Retailers' 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, City Gross, Delitea, EKO, Eurocash, Hemköp, ICA Nära, ICA Supermarket, ICA Kvantum, ICA Maxi, IKEA Food Services, Lidl, Linas Matkasse, MatHem, Matkomfort, Matsmart, Middagsfrid, Tempo, 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 consist 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.

## **E-commerce share of total sales**

The e-commerce share refers to how much of the total sales that comes from sales with home delivery and sales with click and collect.

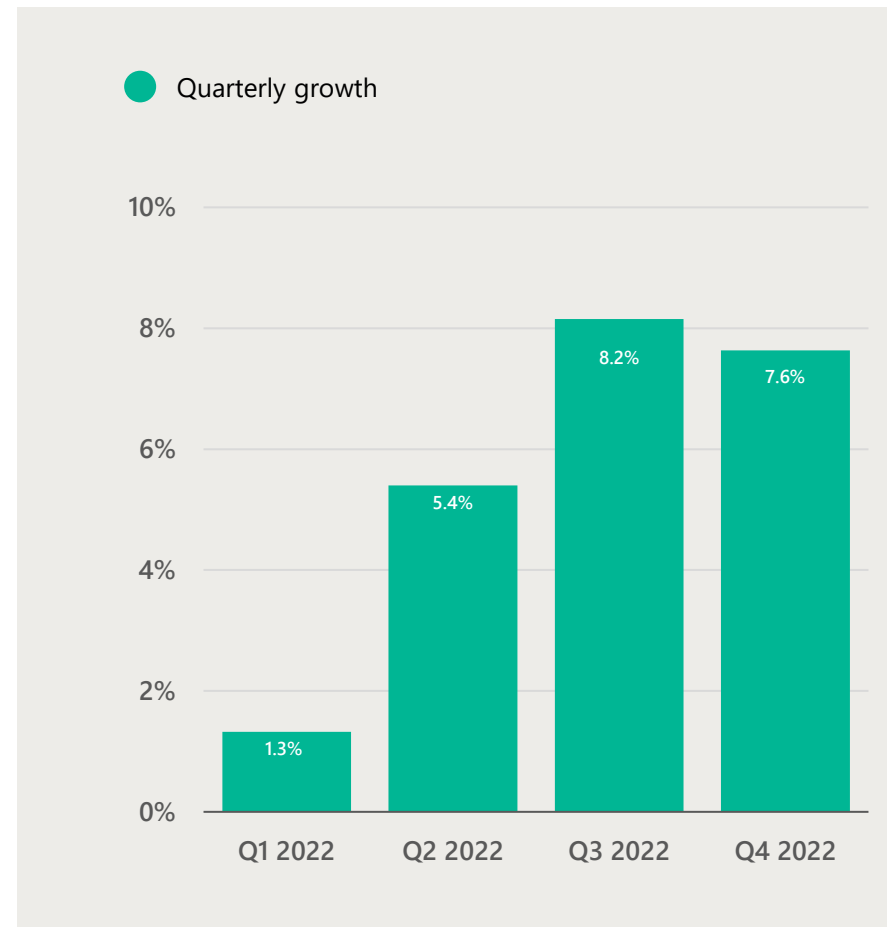
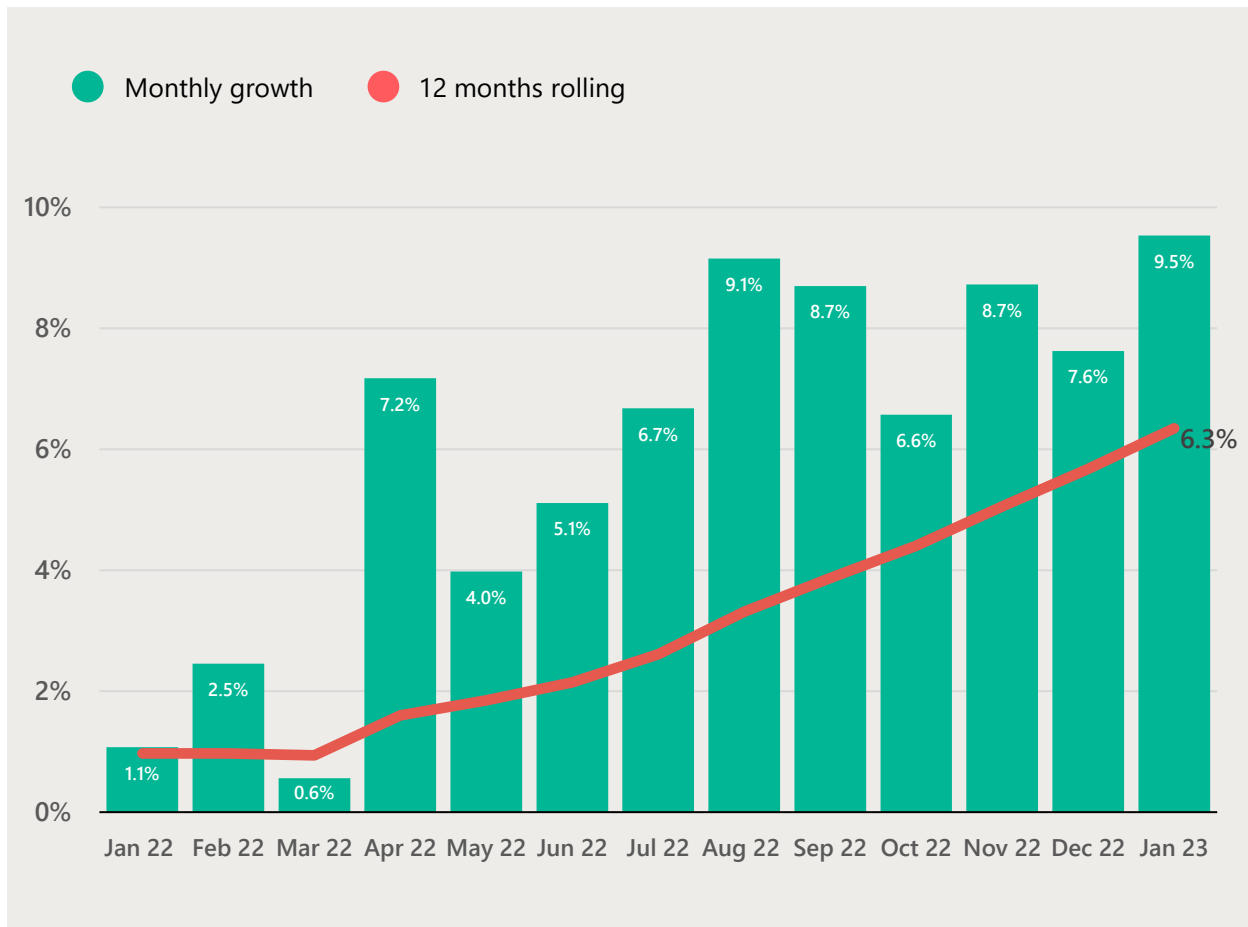
## **Accounting units**

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

\*Contact HUI for more information

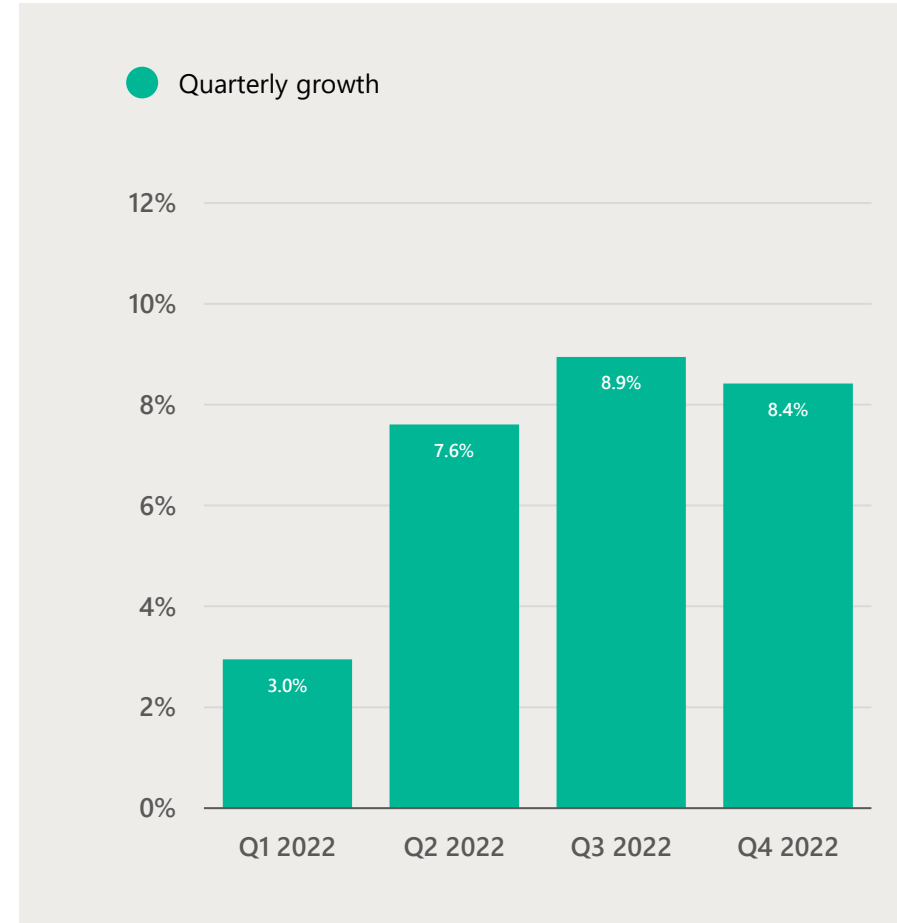
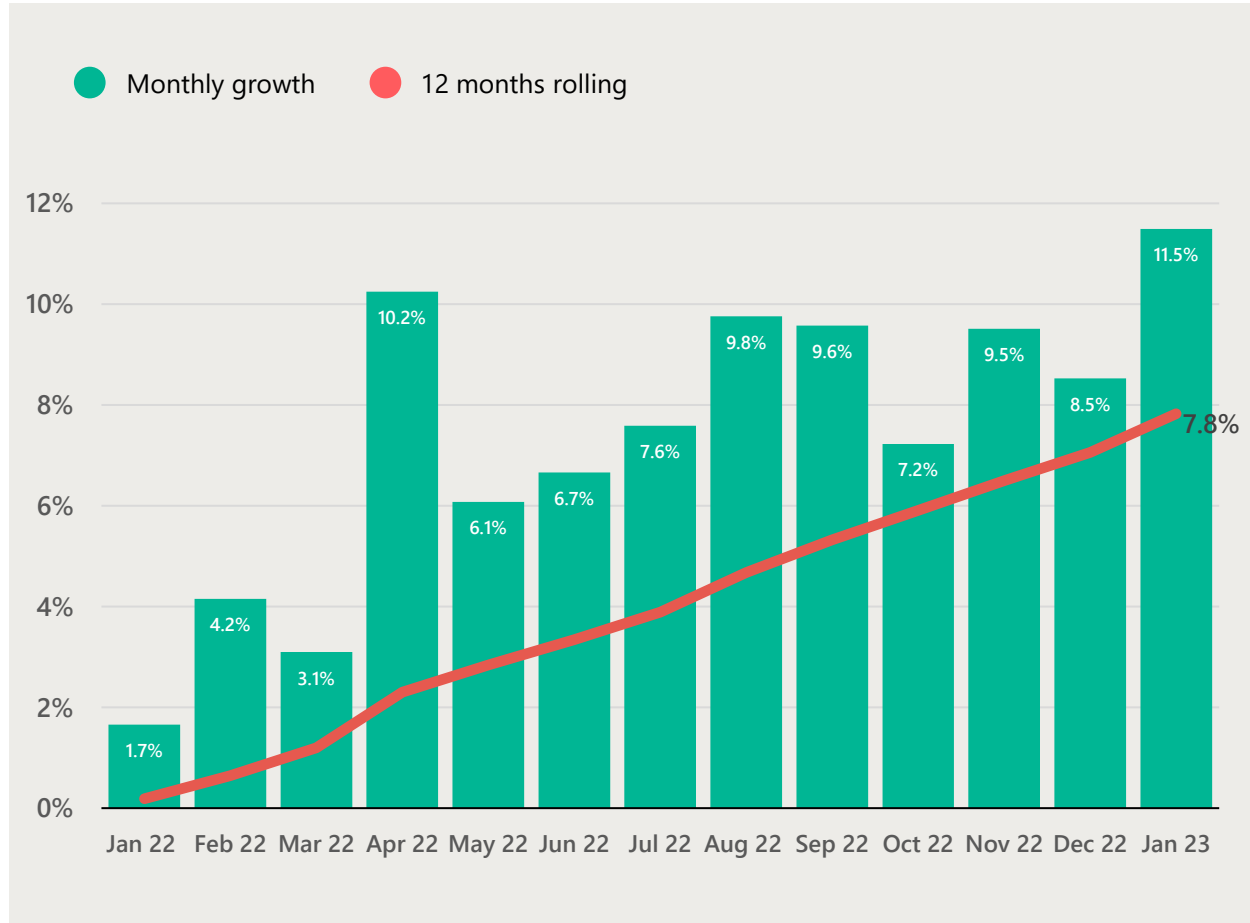


# Total sales growth



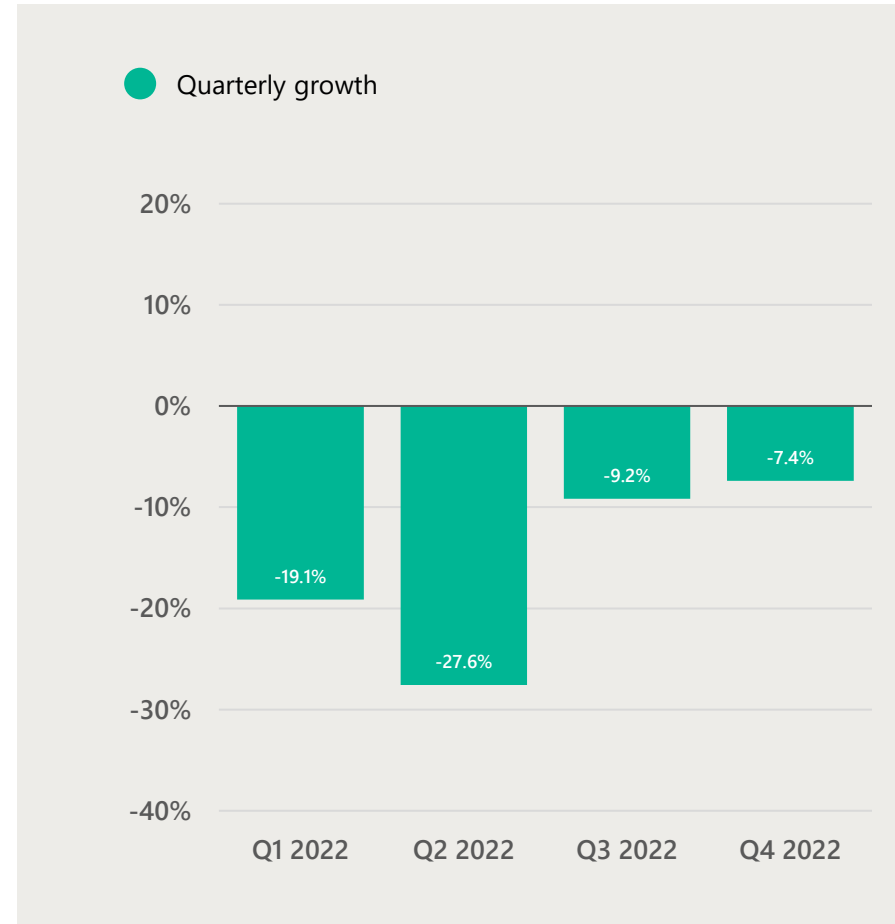
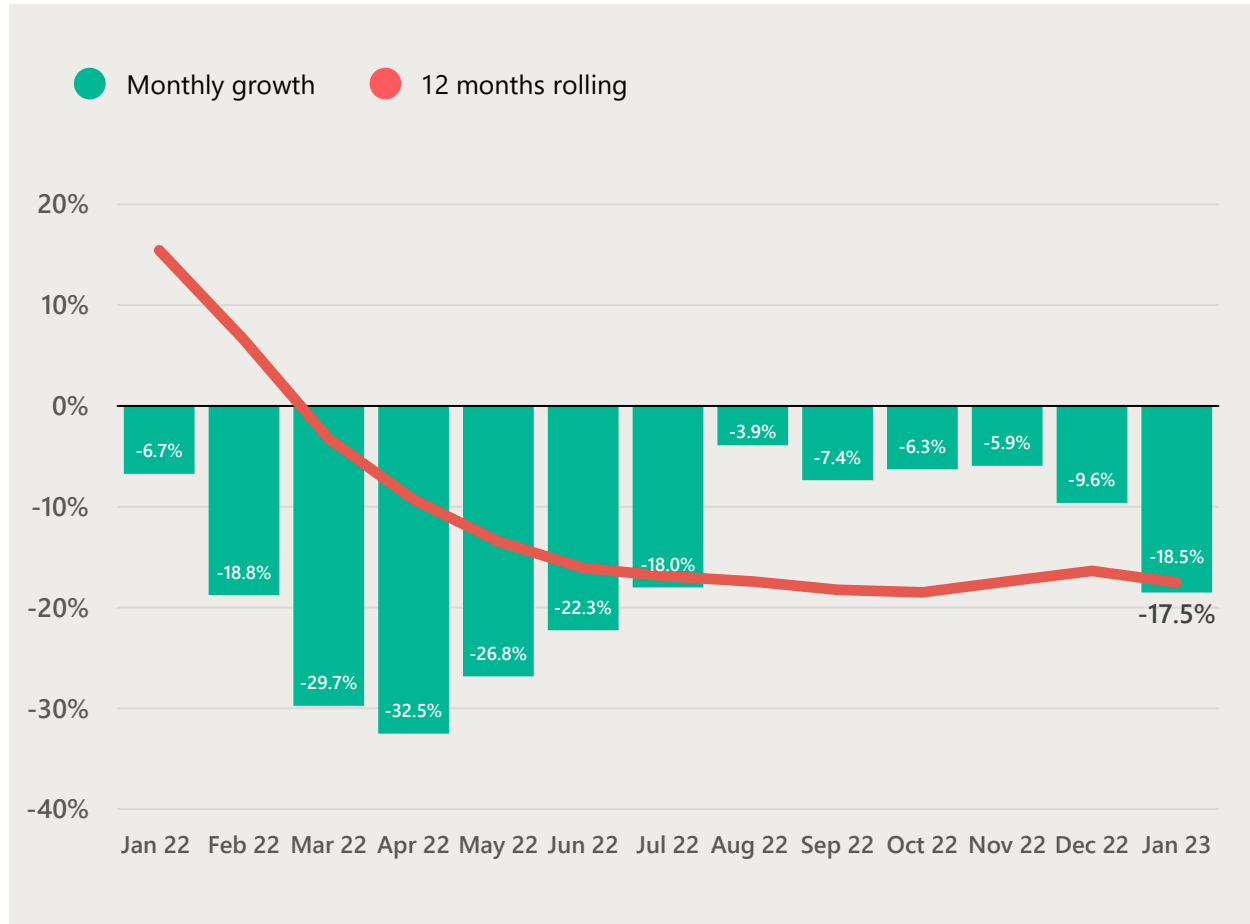
\*Sales in SEK is the quarterly sales in the Food Retail Index, incl. sales tax. Presented with one decimal.

# Total in-store sales growth



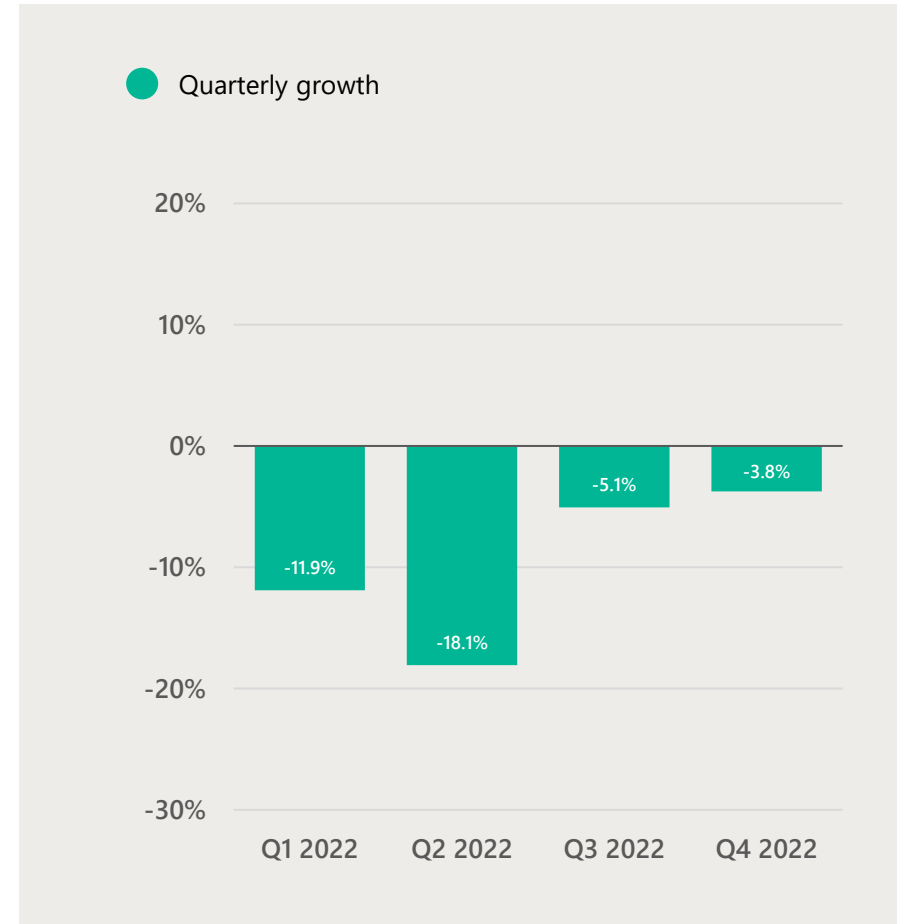
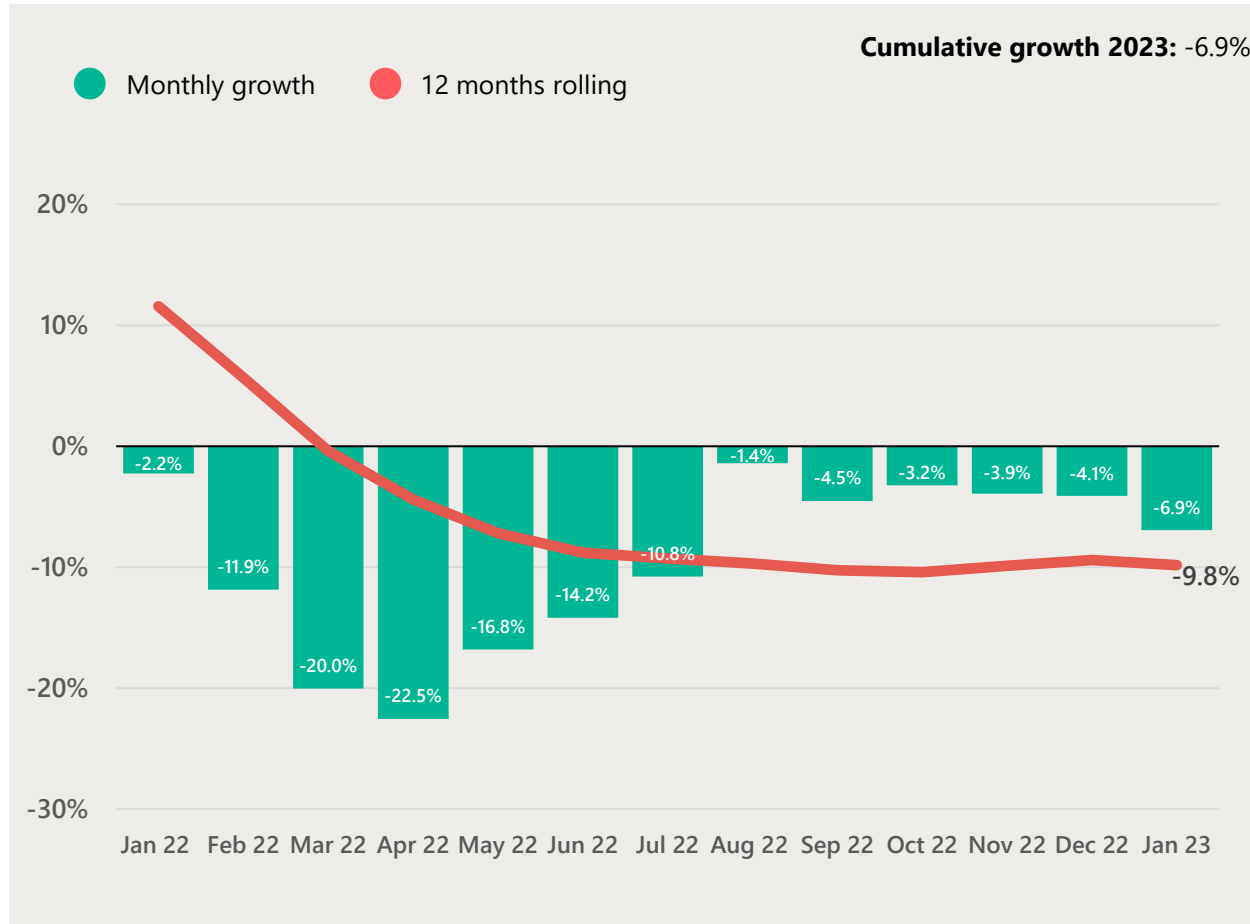
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# Total e-commerce growth



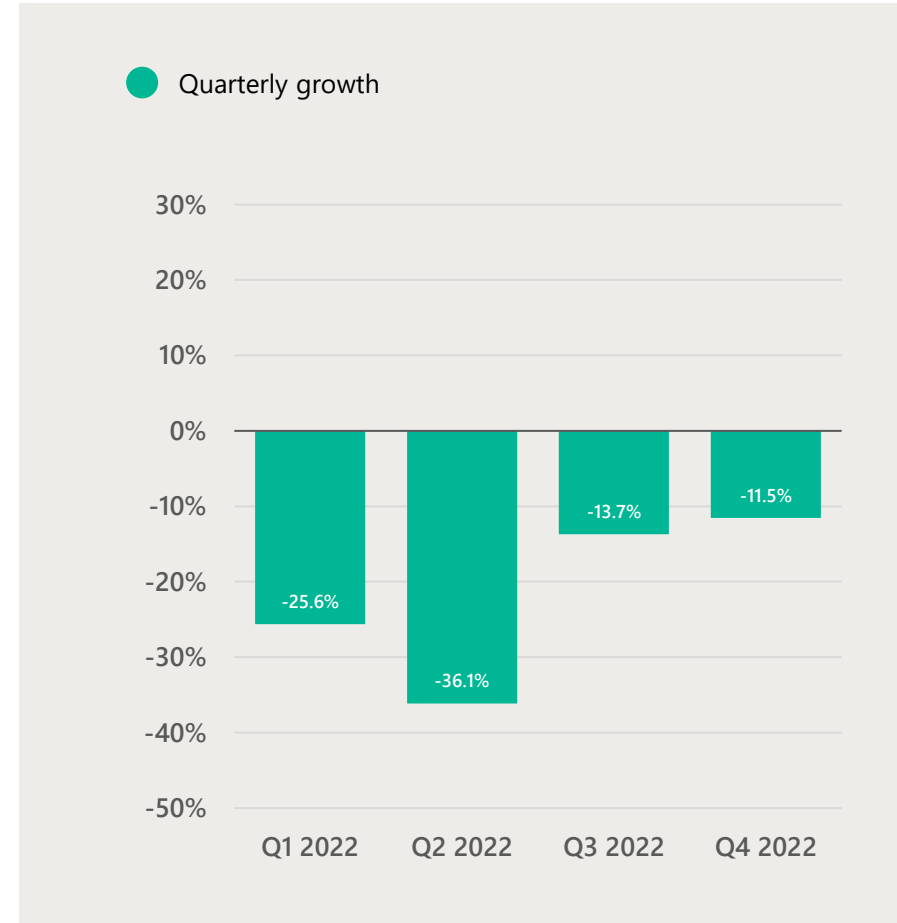
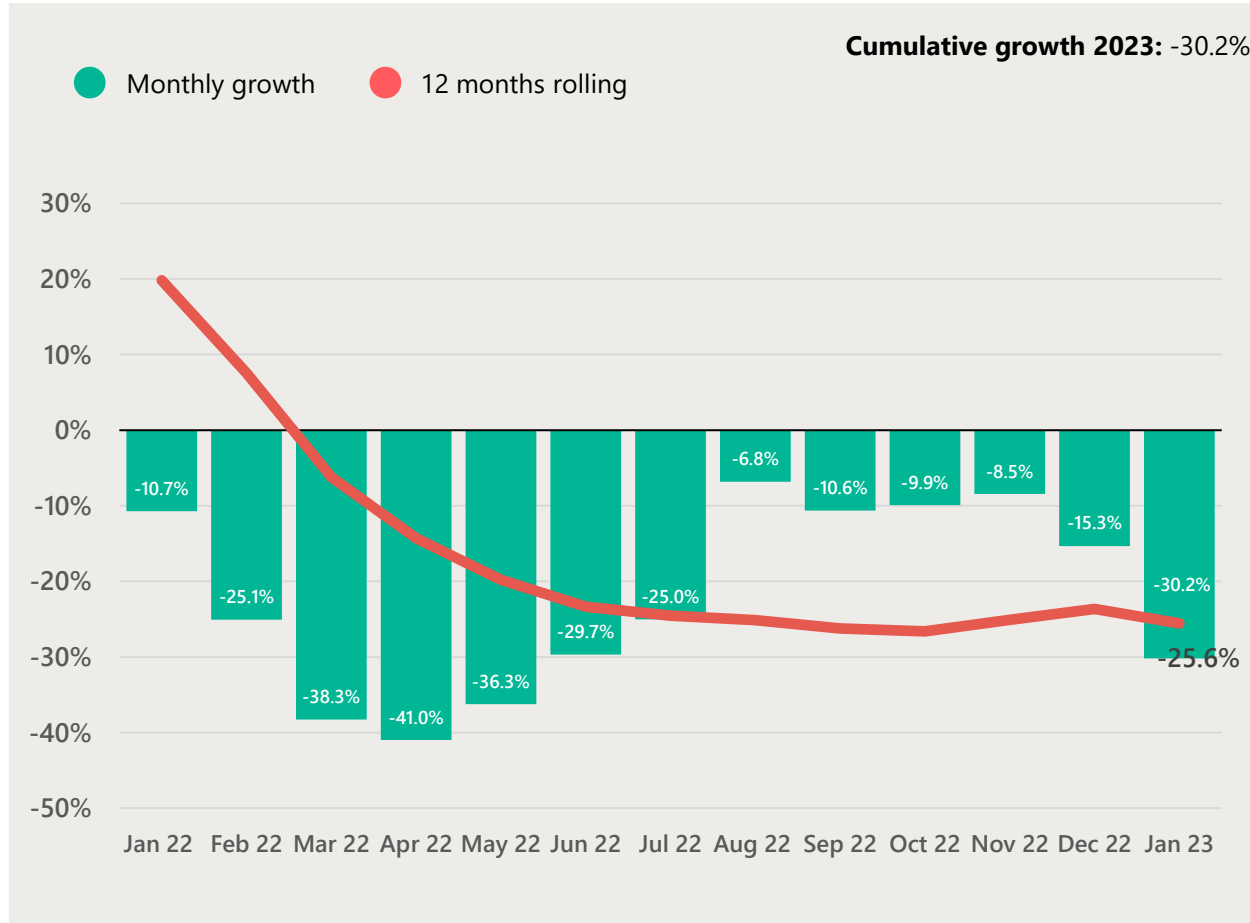
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# E-commerce with home delivery



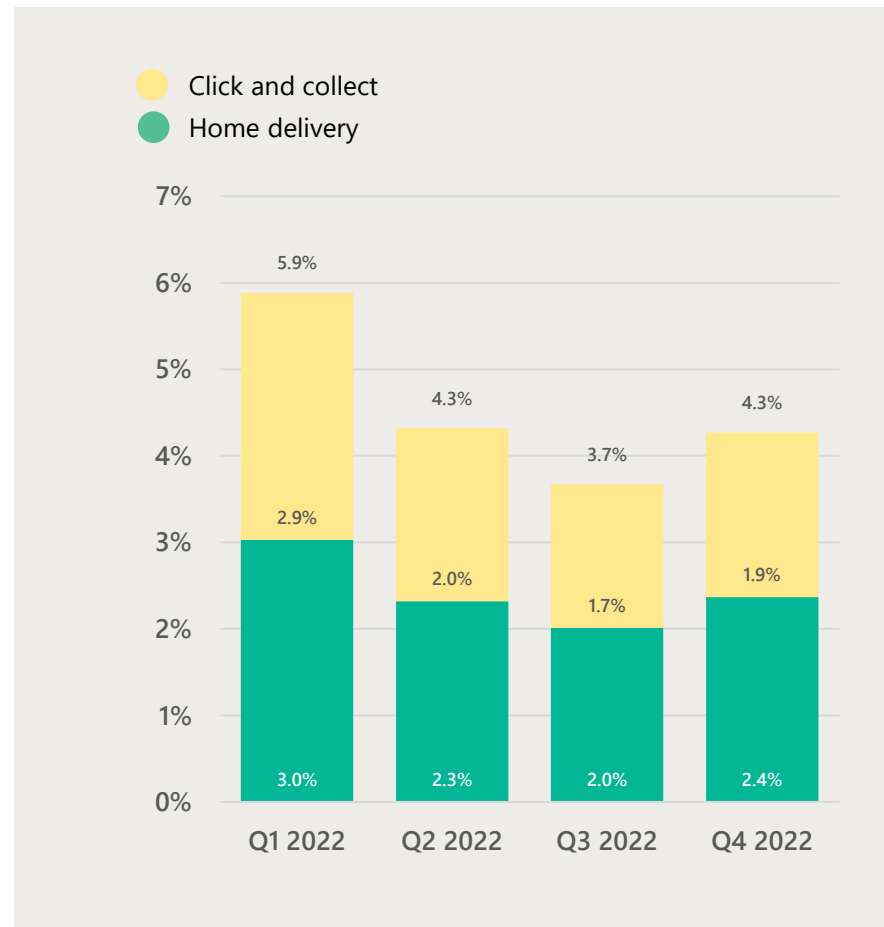
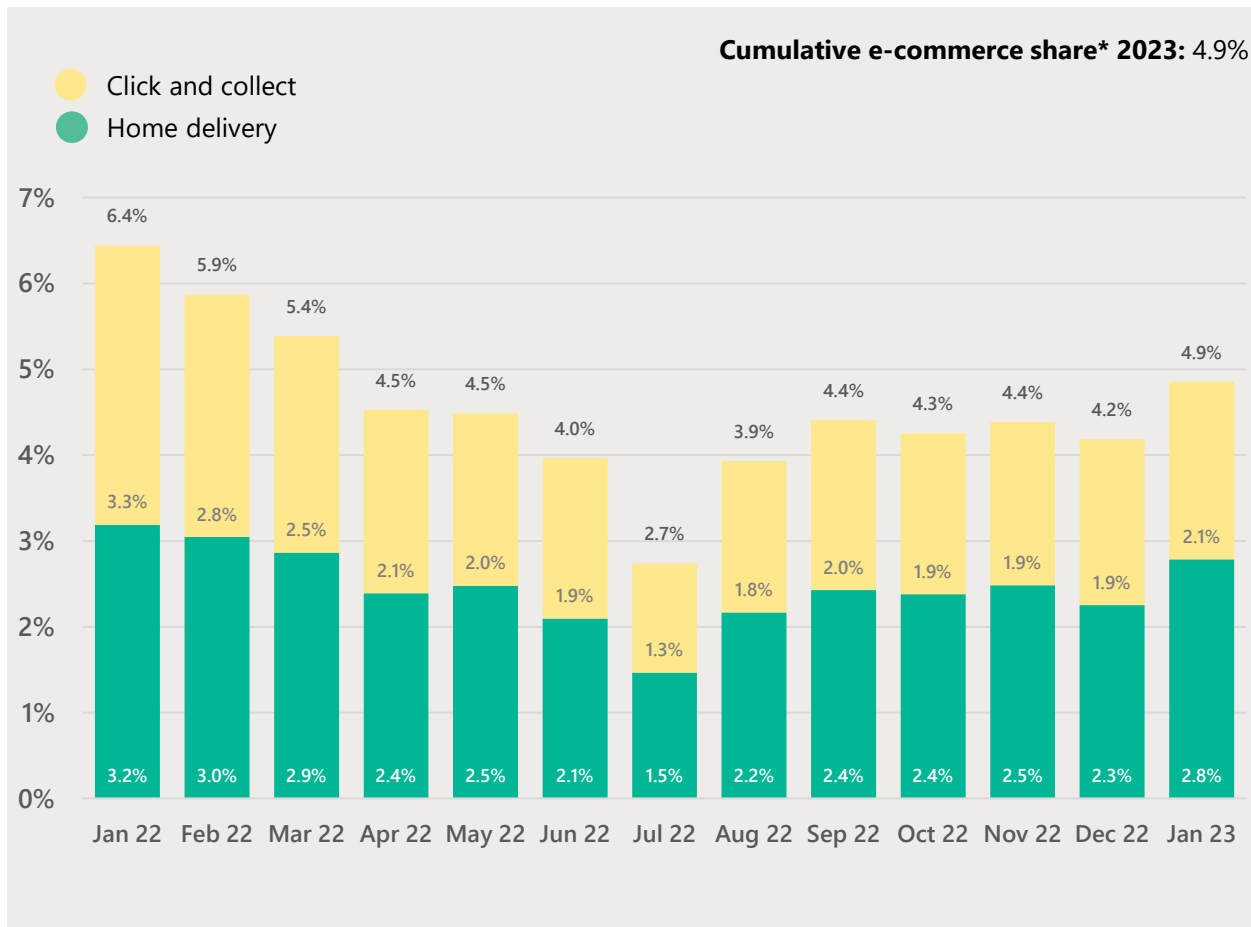


# E-commerce with click and collect in-store



# E-commerce sales share

-Divided into delivery options



\*The e-commerce share is calculated by total e-commerce sales as a share of total sales in the Food Retail Index.

# Date of release

The Food Retail Index from the Swedish Food Retailers' Federation

| Year | Report period                       | Approx. Date of publication |
|------|-------------------------------------|-----------------------------|
| 2023 | February                            | March 16th                  |
| 2023 | March                               | April 18th                  |
| 2023 | April                               | May 16th                    |
| 2023 | May                                 | June 15th                   |
| 2023 | June                                | July 14th                   |
| 2023 | July                                | August 17th                 |
| 2023 | August                              | September 14th              |
| 2023 | September                           | October 17th                |
| 2023 | October                             | November 16th               |
| 2023 | November                            | December 14th               |
| 2024 | December and yearly report for 2023 | T.B.A                       |



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