

The Food Retail Index

MARCH 2021

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The Food Retail Index March

	Total sales In store & e-commerce	Total sales In store	Total e-commerce sales
Monthly growth March 2021	1.0%	-3.3%	109.1%
Cummulative growth 2021	3.0%	-1.3%	127.6%
12 months rolling	6.1%	2.9%	120.8%

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 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.

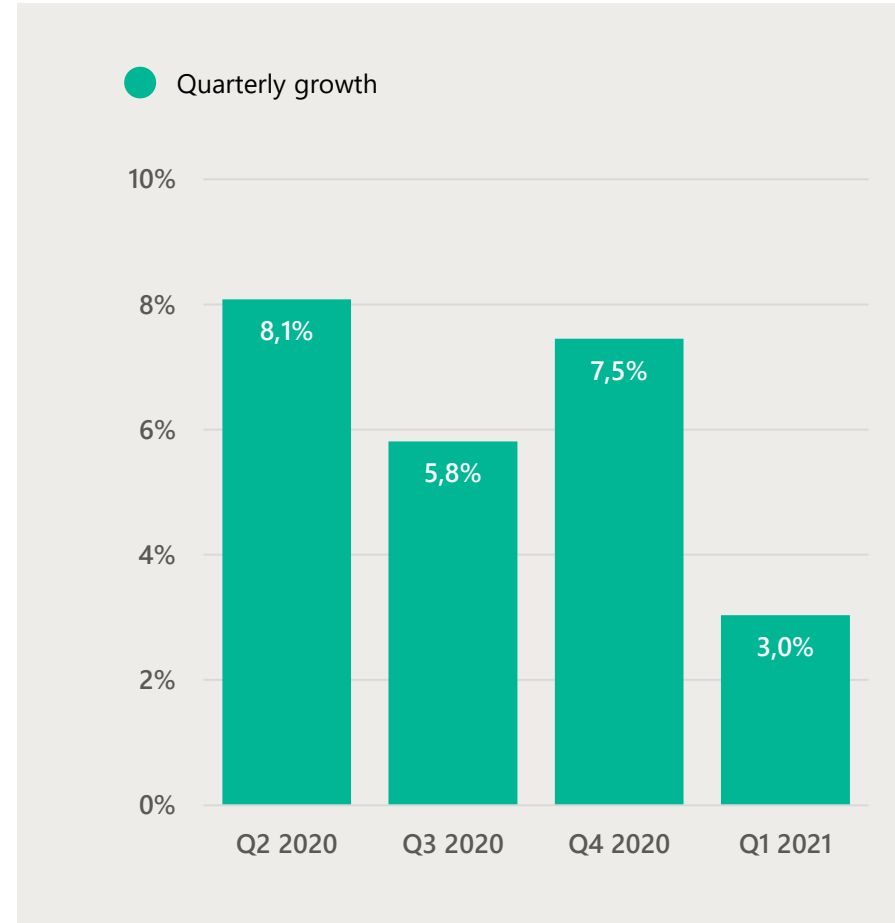
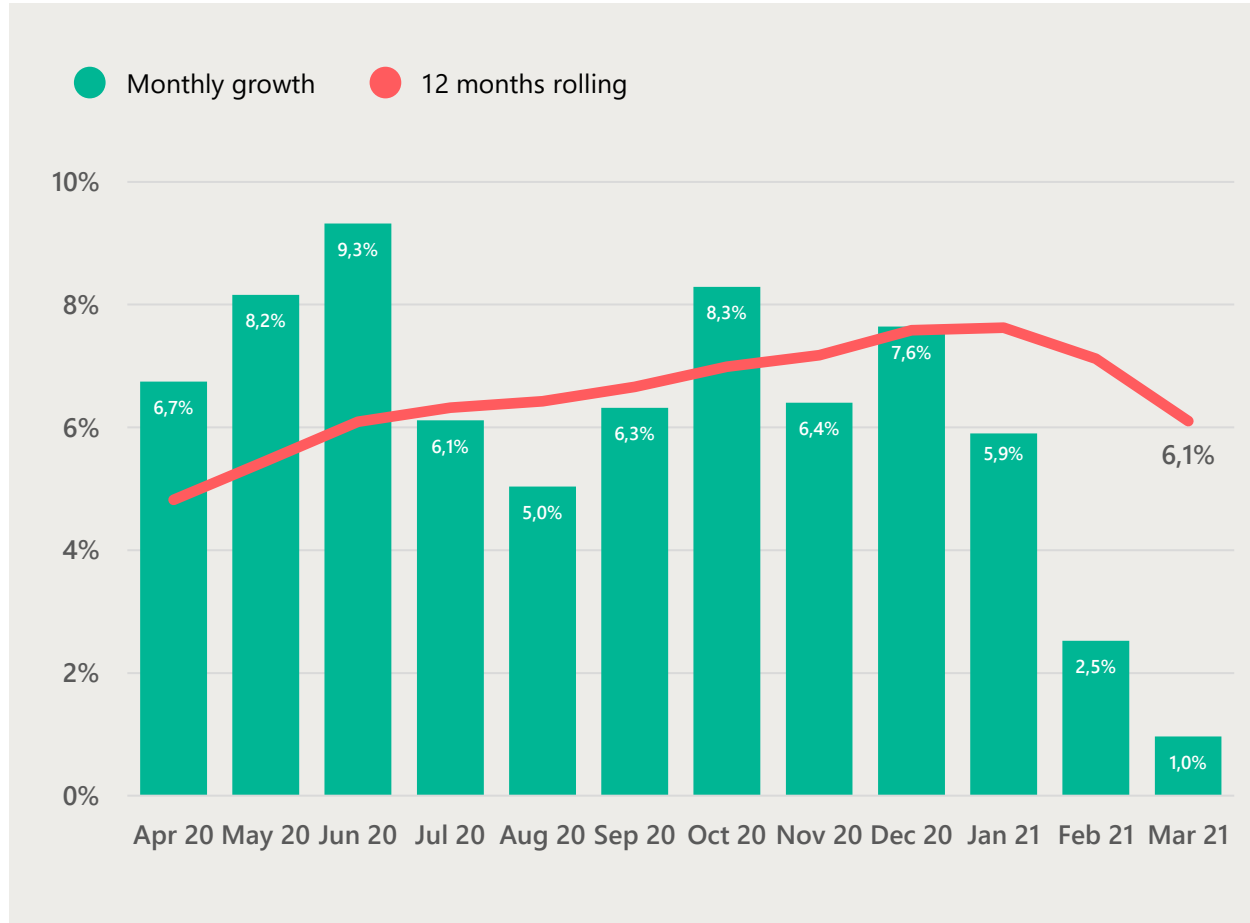
E-commerce share of total sales

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.

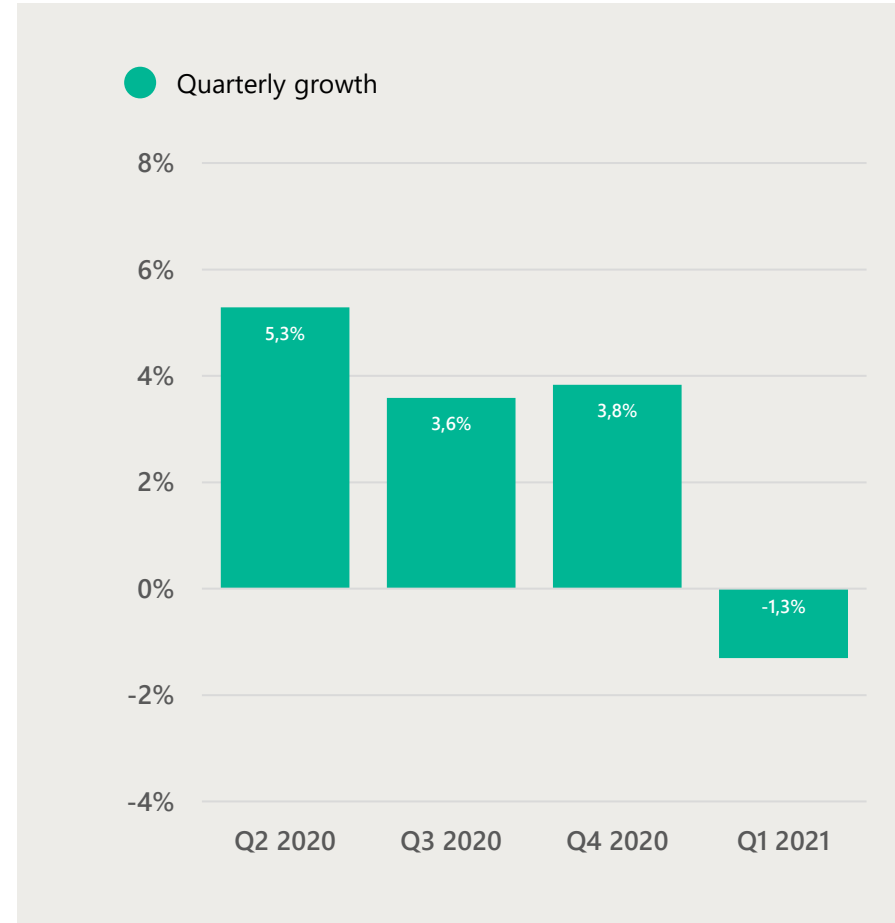
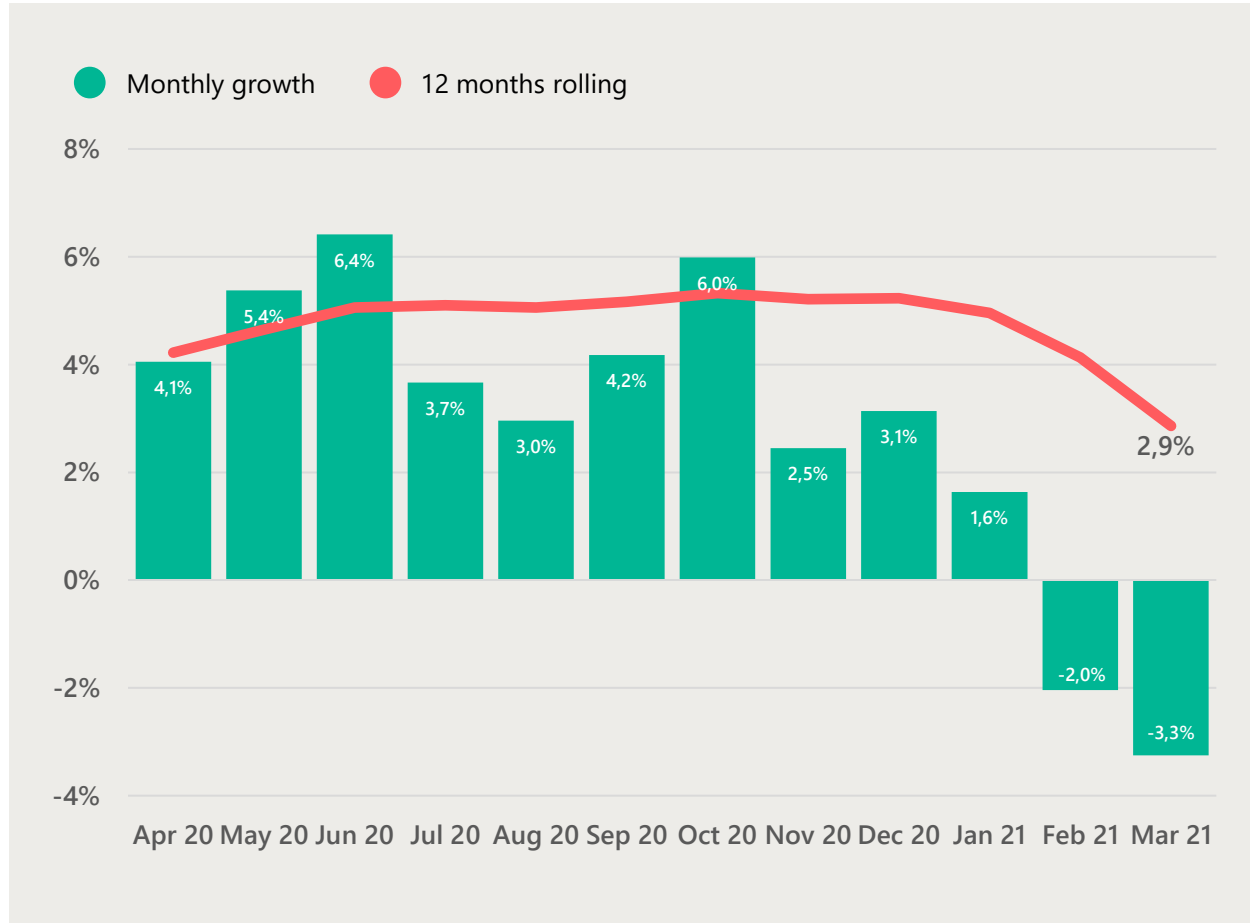
Accounting units

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

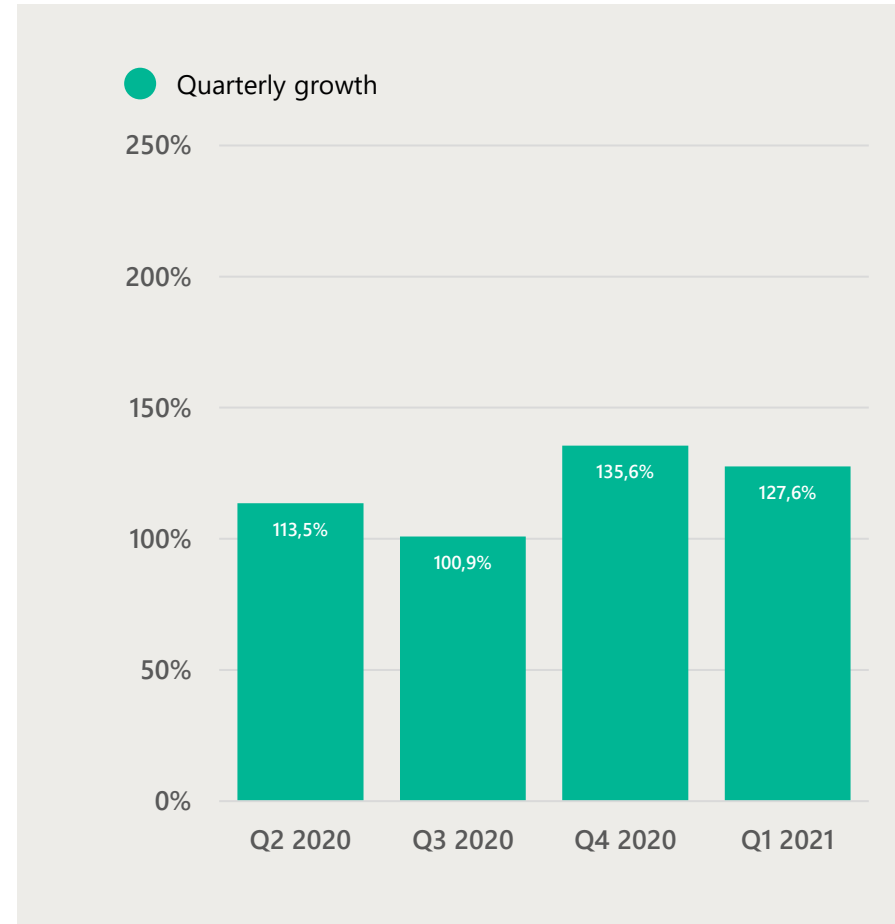
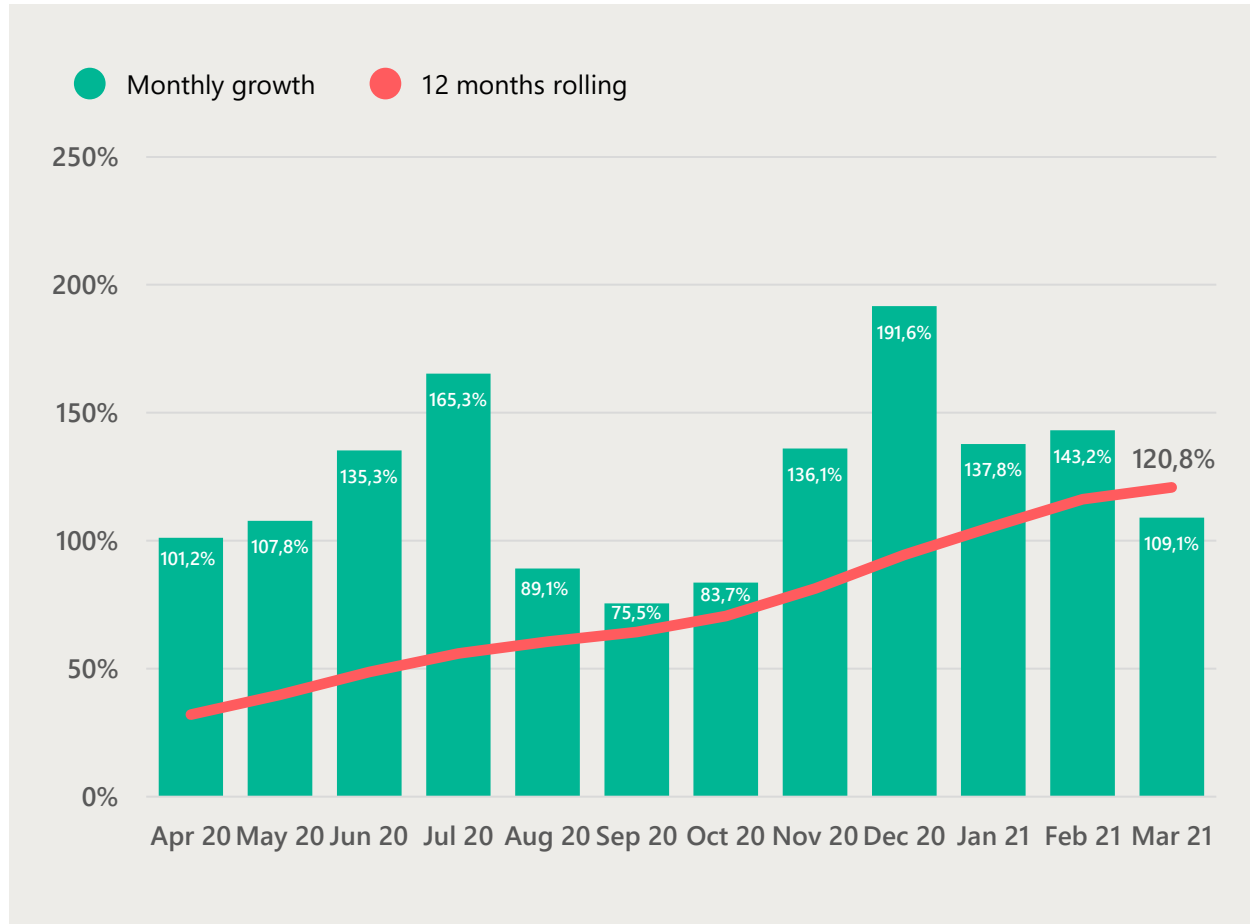
Total sales growth



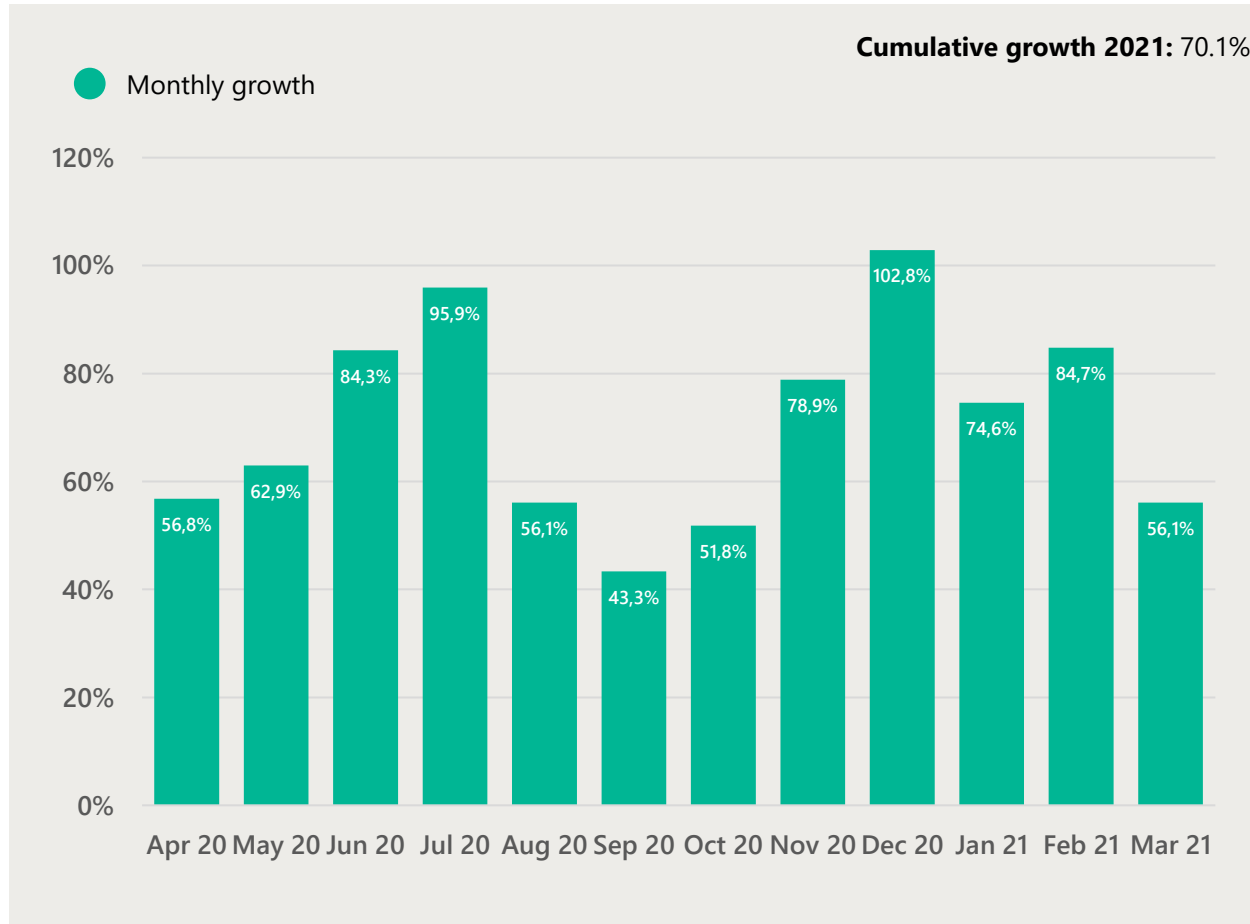
Total in-store sales growth



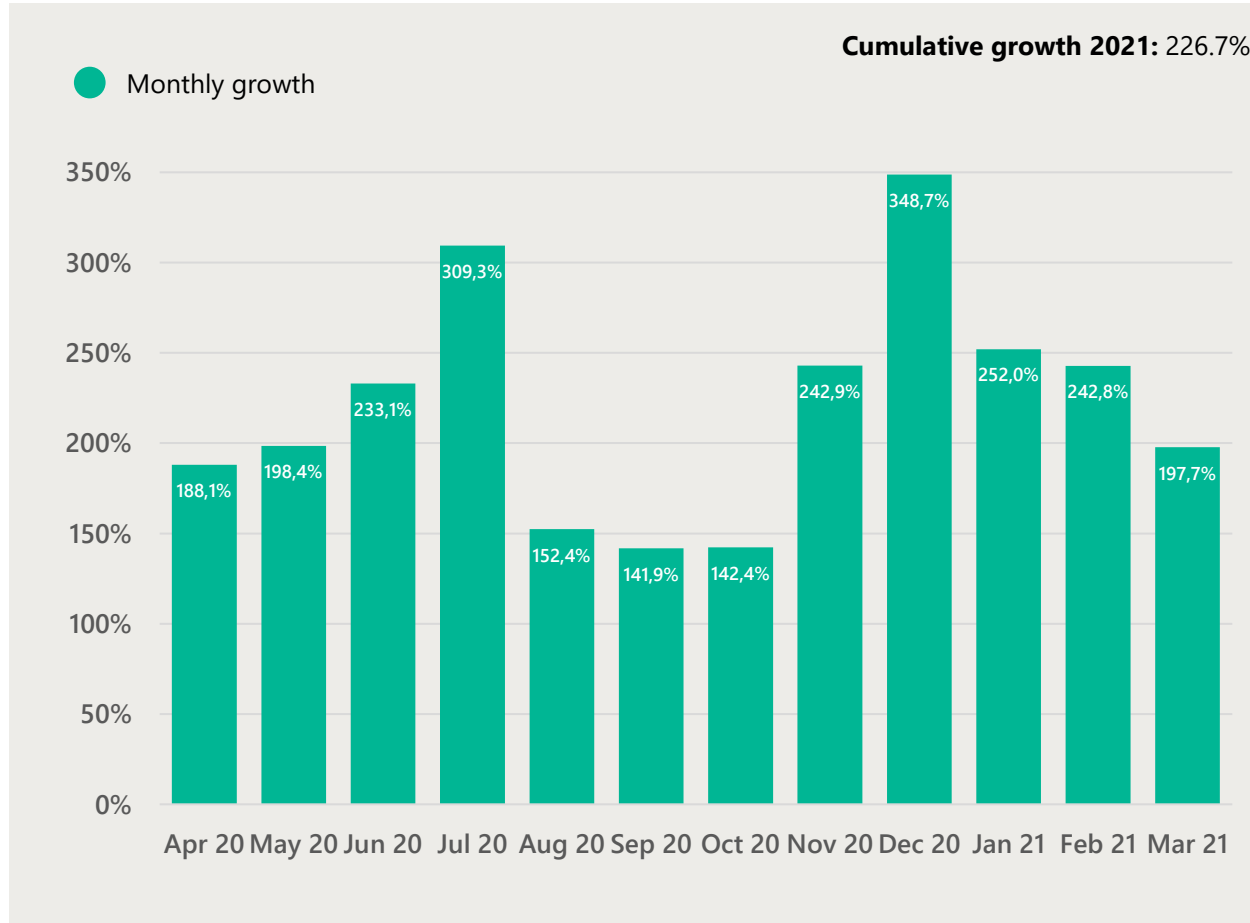
Total e-commerce growth



E-commerce with home delivery



E-commerce with click and collect in store

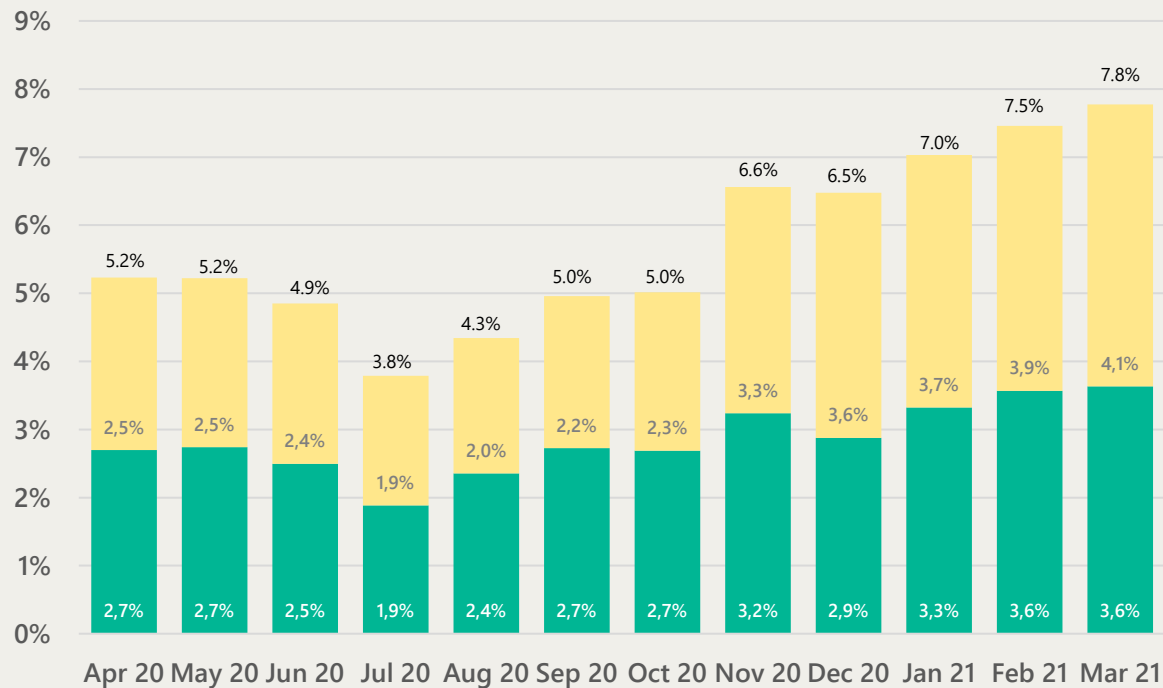


E-commerce sales share

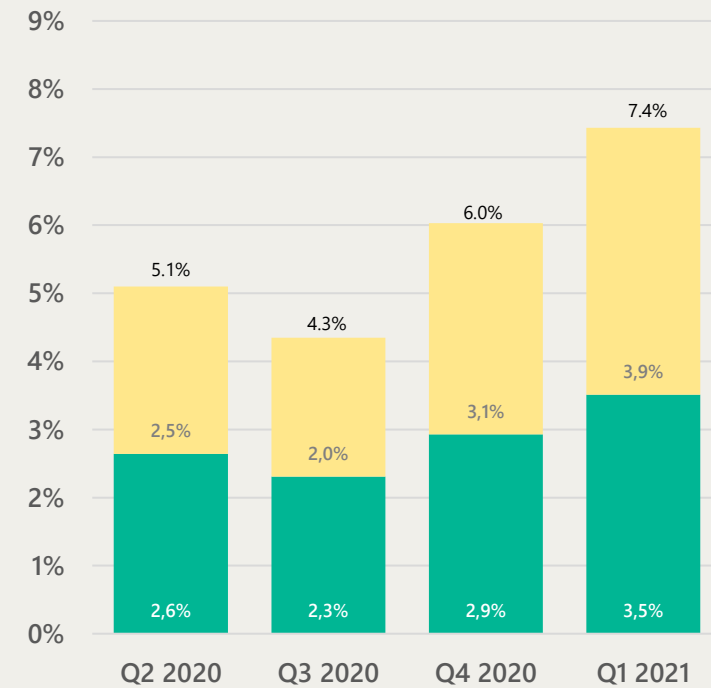
-Divided into delivery options

Cummulative e-commerce share* 2021: 7.4%

- Click and collect
- Home delivery



- Click and collect
- Home delivery



*The e-commerce share is calculated by total e-commerce sales as a share of total sales in Dagligvaruindex.

Date of release

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

Year	Report period	Approx. Date of publication
2021	March	22 Apr
2021	April	12 May
2021	May	15 June
2021	June	15 July
2021	July	17 Aug
2021	August	14 Sep
2021	September	21 Okt
2021	October	17 Nov
2021	November	15 Dec
2022	December and 2021	T.B.A

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