

## Important summer months for grocery retail

**Sales in grocery retail increased by 9.4 percent in June 2023, compared with the same month 2022, according to the Food Retail Index from the Swedish Food Retailers' Federation.**

- *The sales development in grocery retail in June can still mainly be explained by the high inflation. Meanwhile, retailers are pressed by high operating costs and customers with a lower purchasing power, which harms the margins. The sales during midsummer and the summer in general are important to the grocery retail, says Karin Brynell, CEO of the Swedish Food Retailers' Federation.*

Sales development in physical stores amounted to 9.9 percent in June compared with the same month last year. Sales in e-commerce decreased by 1.3 percent during the month. Home delivery increased by 2.0 percent and in-store pickup decreased by 5.1 percent. E-commerce accounted for 3.7 percent of grocery retail sales in June.

- *The e-commerce share was lower in June than during previous months this year. This can be explained by the fact that customers buy groceries through e-commerce to a lower extent during vacation times, which is something we have seen also during previous years. A more spontaneous shopping behaviour implies that customers make their purchases in physical stores to a higher degree during the summer, concludes Karin Brynell.*

The total sales development during the second quarter 2023 amounted to 8.7 percent, compared with the same quarter last year. The sales development in physical stores increased by 9.3 percent and e-commerce sales decreased by 2.5 percent.

The calendar effect is estimated at 1.2 percent for June and at 0.0 percent for the second quarter. The calendar adjusted sales development thus amounted to 8.3 percent in June and 8.7 percent for the second quarter.

The Food Retail Index for July will be published on August 17th.

	<b>Q2 2023</b>	<b>June 2023</b>
<b>Total sales in store and e-commerce</b>	+8.7%	+9.4%
<b>Total sales in store</b>	+9.3%	+9.9%
<b>Total e-commerce sales</b>	-2.5%	-1.3%
<b>E-commerce sales with home delivery</b>	+2.1%	+2.0%
<b>E-commerce sales click and collect</b>	-8.0%	-5.1%
<b>E-commerce share</b>	3.9%	3.7%

*Sales growth compared to the same period last year.*

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