

## Inflation continues to influence grocery retail

**Sales in grocery retail increased by 6.1 percent in July 2023, compared with the same month 2022, according to the Food Retail Index from the Swedish Food Retailers' Federation. The price increase for food and non-alcoholic beverages remains high and amounted to 10.5 percent in July, according to the Consumer Price Index from Statistics Sweden. Therefore, the price adjusted sales development is estimated to -4.5 percent.**

- *The sales development in grocery retail was lower in July than in June and the long-term trend for grocery inflation is declining. Meanwhile, there are concerns regarding continued high grocery prices due to the weather conditions in both Sweden and the rest of Europe, as well as a weakened Swedish currency, says Karin Brynell, CEO of the Swedish Food Retailers' Federation.*

Sales development in physical stores amounted to 6.3 percent in July compared with the same month last year. E-commerce sales decreased by 0.9 percent during the month. Home delivery increased by 3.8 percent and in-store pickup decreased by 6.8 percent. E-commerce accounted for 2.7 percent of grocery retail sales in July.

- *The e-commerce share was lower in July than during previous months this year, a trend that is not unusual during the summer months when consumers have a more spontaneous shopping behaviour. The e-commerce share in July was in line with the same month the previous year, concludes Karin Brynell.*

The calendar effect is estimated at -1.1 percent for July. The calendar adjusted sales development thus amounted to 7.2 percent in July. Adjusted for both price increase and calendar adjustment, sales development during the month is estimated at -3.3 percent.

The Food Retail Index for August will be published on September 14th.

### **For further questions please contact:**

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