Retail Facts
Finland 2018

Join us!
Opportunities for international retailers

Why Finland?

A stable, transparent and well-performing Nordic country

GDP growth forecast is the highest in the Nordics

Retail market is growing faster than the Eurozone

Wealthy consumers with purchasing power among the top 10 in EU

Growing shopping centre market, high quality opportunities for retail brands

Population grows rapidly in the largest cities, especially in Helsinki

*The **happiest country** in the world

Sustainable Development Solutions Network, World Happiness Report 2018

Chapter I

Finland overview

Photo: *Helsinki 365 desing boutique in Punavuori / Jussi Hellsten*

Well-performing stable Nordic country

A member of the European Union and the only Nordic country in the Eurozone

The Nordic region continues to outperform the rest of Europe in rankings. All Nordic countries are ranked in the **top 10 best countries in the world** for doing business and the region's residents are among the happiest and the wealthiest.

KEY FACTS FINLAND

Population 2017	**5.5 million**
GDP per capita 2017	**EUR 40,544**
GDP growth 2017	**2.6 %**
GDP growth 2018 (f)*	**2.8 %**
Inflation (Mar 2018)	**0.8 %**
Unemployment rate (Mar 2018)	**8.8 %**
Disposable income per capita 2016	**EUR 22,490**
Retail sales 2016	**EUR 45,600 million**
Retail sales growth 2017	**2.5 %**
F&B sales 2016	**EUR 6,200 million**
F&B sales growth 2017	**5.9 %**
Retail and F&B sales per capita 2016	**EUR 9,400**
Corporate tax rate	**20 %**

Source: *Statistics Finland, *EU*

GDP growth forecasted to be the highest in the Nordics

Economy is boosting again

Finland's GDP per capita is 36 % above the EU average. Within the recent years, the economy has entered a new growth phase. Finland's GDP grew by 2.6 % in 2017, faster than that of the other Nordic countries and hitting **one of the highest growth rates in Europe.**

The current growth is broadly based and well balanced with exports, private consumption and investments all increasing, which is expected to continue in 2018.

Finland's economy is **consistently being ranked as one of the most competitive economies in the world** by the World Economic Forum.

Affluent population

Private consumption increased by 1.5 % in 2017 and is projected to grow by some 2 % in 2018, reflecting the improved labor market and the historically high level of consumer confidence.

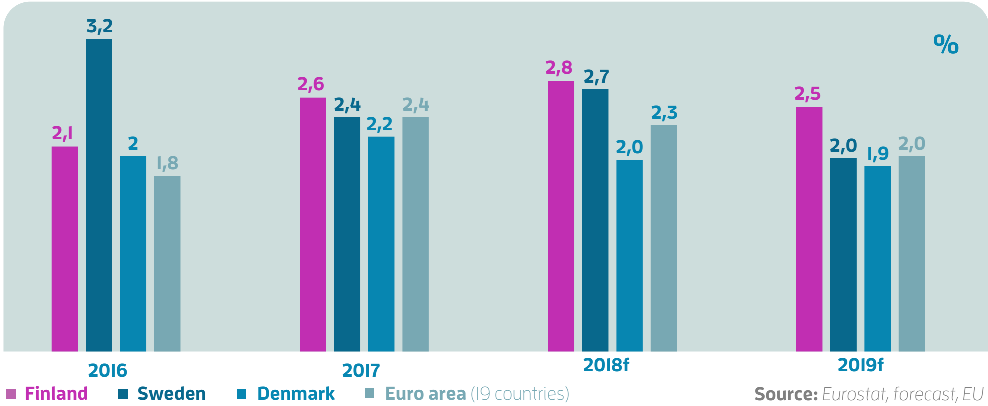
Spending potential significantly exceeds the EU average. Finland is among the **top 10 EU-countries based on purchasing power** per capita (2016).

Sources: *Eurostat, Statistics Finland, EU forecast*

GDP PER CAPITA
36%
ABOVE EU AVERAGE

GDP GREW BY
2.6%
IN 2017

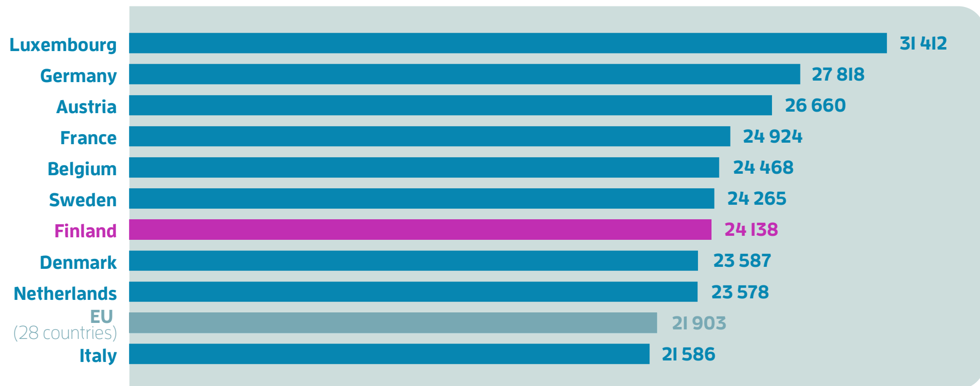
GDP DEVELOPMENT AND FORECAST



Source: *Eurostat, forecast, EU*

TOP 10 COUNTRIES IN EU

2016 DISPOSABLE INCOME PER CAPITA IN PPS, EUR



Source: *Eurostat, forecast, EU*

Population grows rapidly especially in Helsinki

Finland has **three city regions** with more than **300,000 inhabitants**. Nearly 40 % of the population lives in these three regions and the share is set to increase thanks to a growing population and continuous urbanization.

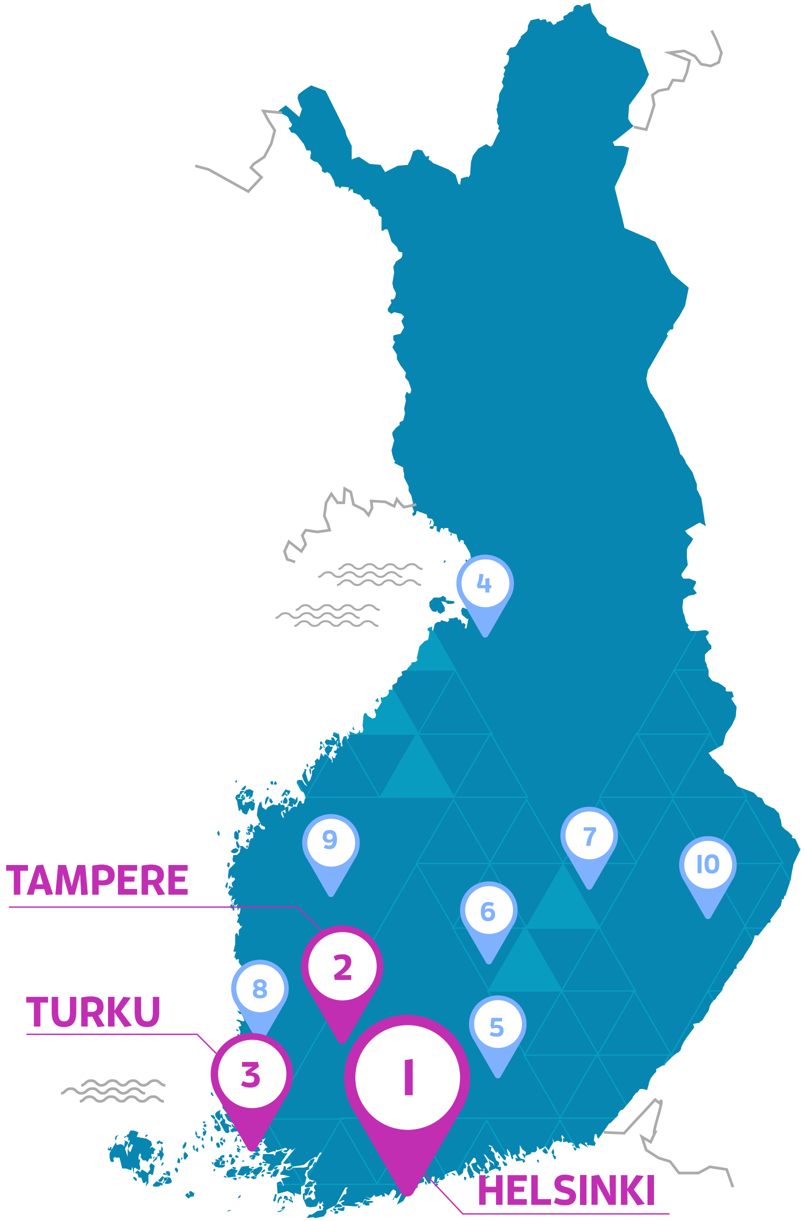
FINLAND'S LARGEST CITY REGIONS

		Population 2017	Forecasted 5-year population growth	
1	**Helsinki region**	**1,540,600**	**92,100**	**6.0 %**
2	**Tampere region**	**402,500**	**16,400**	**4.1 %**
3	**Turku region**	**328,100**	**7,400**	**2.2 %**
4	Oulu region	248,300	15,900	6.4 %
5	Lahti region	201,200	1,600	0.8 %
6	Jyväskylä region	184,300	5,000	2.7 %
7	Kuopio region	139,900	4,600	3.3 %
8	Pori region	133,400	-1,000	-0.7 %
9	Seinäjoki region	126,900	4,100	3.3 %
10	Joensuu region	124,400	2,200	1.8 %

Source: *Statistics Finland, 2018*

40% LIVES IN **THE THREE LARGEST REGIONS**

6.0% 5-YEAR GROWTH **IN HELSINKI REGION**



The top performer in international rankings

Finland retains its good position in many international rankings regarding the **competitiveness of the economy or the overall welfare of its citizens**.

This illustrates Finland's reputation as a respected Nordic economy where **stability, transparency, high-quality education** and **healthcare** support business and living.

1st
AA/AA+ credit ratings from all major global rating agencies.
Fitch, Moody's, Standard&Poor's

1st
Consumers' confidence in the economy is strongest in Europe.
European Commission, Business and consumer surveys

1st
Primary education is the best in the world.
World Economic Forum, The Global Competitiveness Report 2016-2017

1st
The safest country in the world.
World Economic Forum, The Travel & Tourism Competitiveness Report 2017

1st
The happiest country in the world.
Sustainable Development Solutions Network, World Happiness Report 2018

1st
Top Nordic country in a number of foreign direct investment projects.
EY European Investment Monitor, 2017

1st
The most stable country in the world for 7 years in a row.
The Fund for Peace, Fragile States Index 2018

2nd
The second most mobile broadband subscriptions per inhabitant in the world.
OECD, Digital Economy Outlook 2017

3rd
The third best country for business in Europe.
European Chamber, Best European countries for business 2018

3rd
The third wealthiest country in the world.
Legatum Institute, The Legatum Prosperity Index 2017

4th
4th most innovative country in the world.
World Economic Forum, The Global Competitiveness Report 2017–2018

4th
4th best digital competitiveness in the world
IMD World Digital Competitiveness Ranking 2017

5th
5th best English skills among the adults in the world.
Education First (EF), The world's largest ranking of countries by English skills

10th
10th most competitive economy in the world
Word Economic Forum, The global competitiveness report 2017

Photo: *Helsinki Sauna Day / Helsinki Marketing / Eetu Ahanen*

Chapter 2

The Finnish retail market

Photo: *Uhana / Finnish Design / Laura Vanzo*

Retail market is growing
faster than the Eurozone on average

The retail sales increased by 2.5 % in 2017. The food & beverage sector has been growing fast almost the whole decade, by 6 % in 2017.

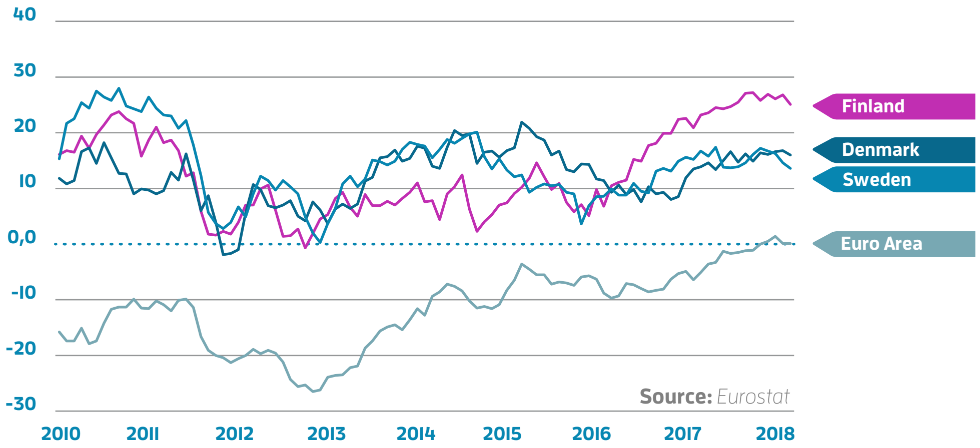
Positive development of the whole retail sector is expected to continue in 2018 and 2019. The latest forecasts for **private consumption growth vary around 2 %.**

The national **consumer confidence index has now reached the highest levels** in the measuring history of 30 years, which expectedly boosts the retail market growth.

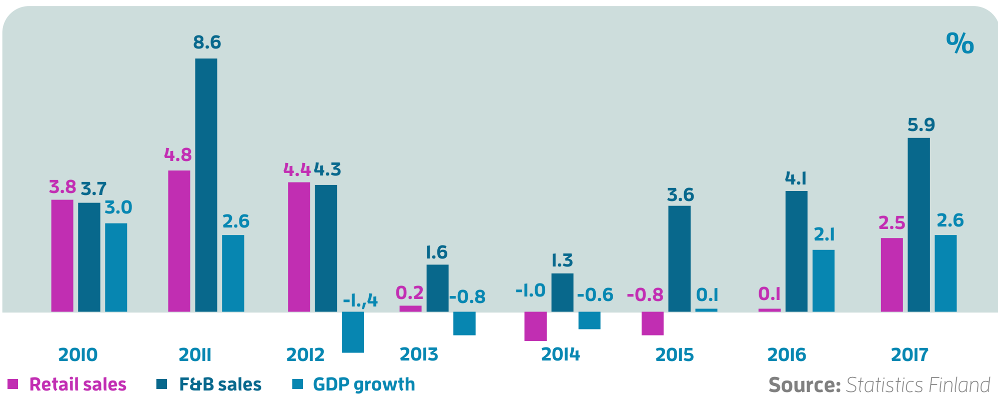
Finnish online retail sales amount to approximately 7–10 % share of the total retail sales. **E-commerce has increased rapidly, with an increase of 8 %** in 2017. Finnish consumers are tech savvy and internationally oriented. About 50 % of the population (aged 18–79 years) shop online every month. More than 50 % of the online clothing purchases are ordered from foreign online shops.

Sources: *Eurostat, Statistics Finland, Finnish Commerce Federation, Postnord*

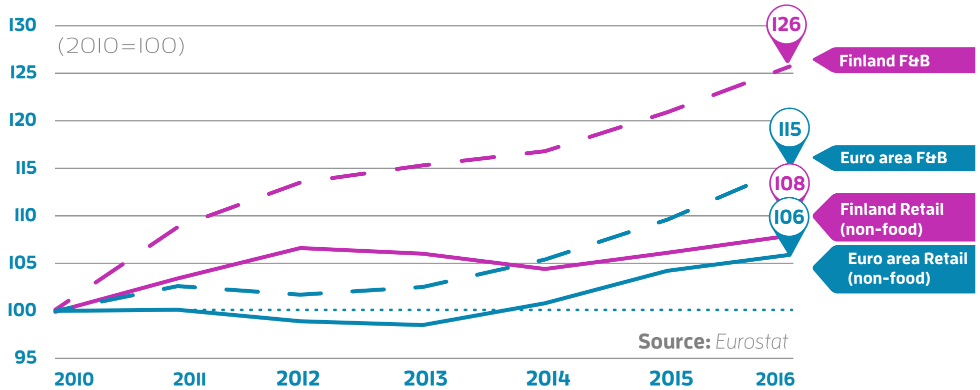
CONSUMER CONFIDENCE INDICATOR 2010–2018



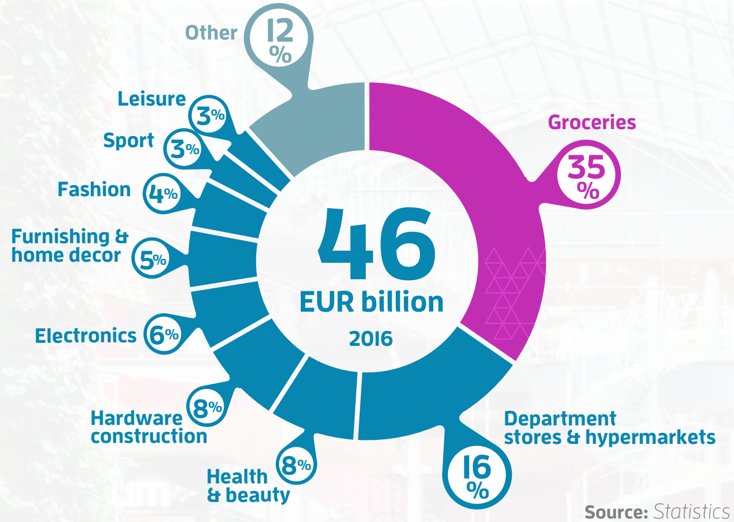
RETAIL, F&B AND GDP DEVELOPMENT 2010–2017



RETAIL AND F&B TURNOVER INDEX 2010–2016

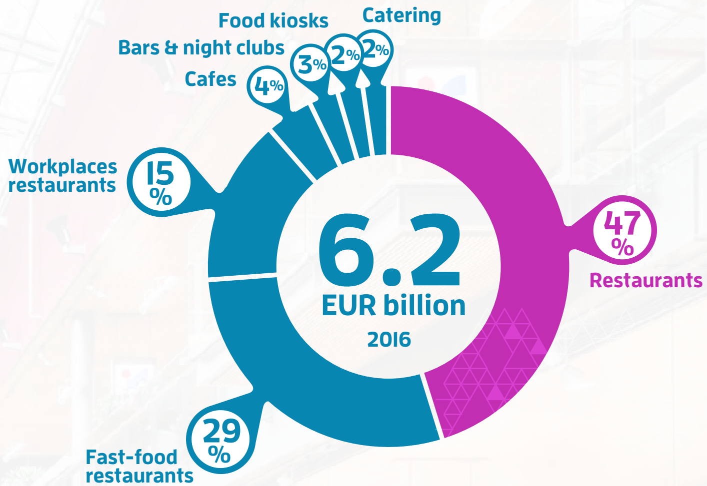


RETAIL SALES PER SEGMENT
+2.5 % in 2017



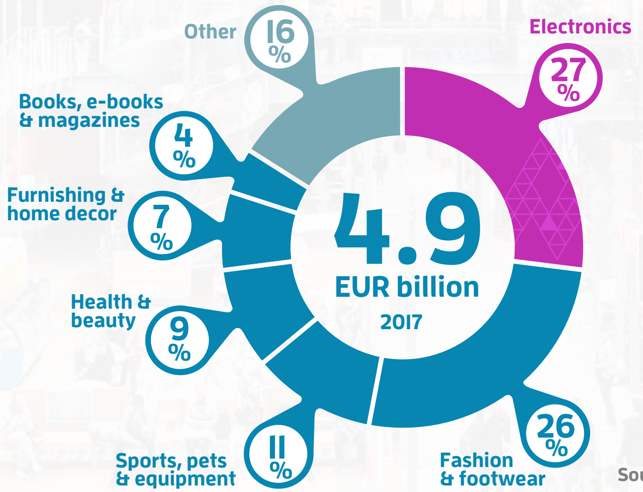
Source: *Statistics Finland*

FOOD AND BEVERAGE SALES PER SEGMENT
+5.9 % in 2017



Source: *Statistics Finland*

ONLINE RETAIL GOODS
+8 % in 2017



Source: *Finnish Commerce Federation / Kantar TNS*

Photo: Sello Shopping centre, Espoo

Opportunities for international **retailers**

Scandinavian chains dominate the fashion and sports market. Largest companies are *Swedish H&M, Norwegian Varner Group and Danish Bestseller Group*. International fashion companies in the market include Inditex *Zara and Massimo Dutti*, *New Yorker*, *Mango* and *Marks&Spencer*.

Grocery retail market is heavily dominated by two domestic operators *K Group and S Group*, but German *Lidl* has increased its market share.

The presence of international retailers in Finland has steadily grown in recent years. However, the **share of international retailers in Finland is still lower** compared to the rest of Europe and there is great potential for new retailers to enter the largely **untapped market**.

INTERNATIONAL BRAND ENTRANTS IN FINLAND

2014	2015	2016	2017	2018
XXL	Michael Kors	Volt	& Other Stories	JD Sports
Marks & Spencer	Odd Molly	The Athlete's Foot	Samsoe & Samsoe	Suitsupply
COS	Victoria's Secret	Levi's	Newbie	Weekday
Hugo Boss	Pandora	Massimo Dutti	Lexington	Cinamon
Quiksilver	Espresso House	Flormar	Lakrids	
Thomas Sabo		Peak Performance	Taco Bell	
Nespresso		WHSmith	Beijing8	
O'Learys		Power		
Burger King		Joe & The Juice		
		UpperCrust		

Source: *Colliers International Finland*

Photo: *Ainoa shopping centre*

Photo: *Jumbo shopping centre / Kari Palsila*

Photo: *Messukeskus Expo and Convention Centre*

Scandinavian chains dominate the Finnish retail

H&M	& other Stories	COS	MONKI	WEEKDAY	VOLT
BIKBOK	CARLINGS	Cubus	Dressmann	clas ohlson	ONLY
JACK & JONES	VERO MODA	name it	VILA CLOTHES	HEMTEX	EFVA ATTLING
NILSON SHOES	skopunkten	din sko	ecco	SYNSAM	PeakPerformance
BJÖRN BORG		BROTHERS	CHANGE Lingerie	stadium	JOE & THE JUICE
Filippa K	GANT	GIGANTTI	ginatricot	ESPRESSO HOUSE	XXL
JC	KappAhl	newbie	LINDEX	POWER	Toys R us
POLARN O. PYRET	TIGER OF SWEDEN	SAMSØE SAMSØE	SAND COPENHAGEN	Ur&Penn	LAKRIDS BY JOHAN BÜLOW
KICKS	Zizzi	flying tiger copenhagen	ODD MOLLY	Gudrun Sjödén	

Source: *Colliers International Finland*

International retail chains in the Finnish market

Calvin Klein Jeans	ESPRIT	BOSS HUGO BOSS	GUESS
Levi's	LUSH FRESH HANDMADE COSMETICS	JD	Kartell
LEXINGTON	LAURA ASHLEY	L'OCCITANE EN PROVENCE	LOUIS VUITTON
MANGO	Marc O'Polo	MARKS & SPENCER	Massimo Dutti
MICHAEL KORS	NESPRESSO	NEW YORKER	QUIKSILVER
SARTORIA ROSSI	Specsavers	極度乾燥(しなさい) Superdry.	Timberland
SUITSUPPLY	the athlete's foot	Thomas Sabo	TUMI
UNITED COLORS OF BENETTON.	THE BODY SHOP	TOMMY HILFIGER	BURGER KING
VICTORIA'S SECRET	ZARA	LIDL	TACO BELL
McDonald's	SUBWAY	STARBUCKS COFFEE	

Source: *Colliers International Finland*

Retail consumption is over 20 % higher than that of the Eurozone

Finnish retail consumption per capita is on the same level with Sweden and it's on the sixth place in the whole EU

Finns spend a large share of their income on retail and leisure activities. Retail accounts for 33 % of total household expenditure. Adding food & beverage and leisure services, the share is over 40 %.

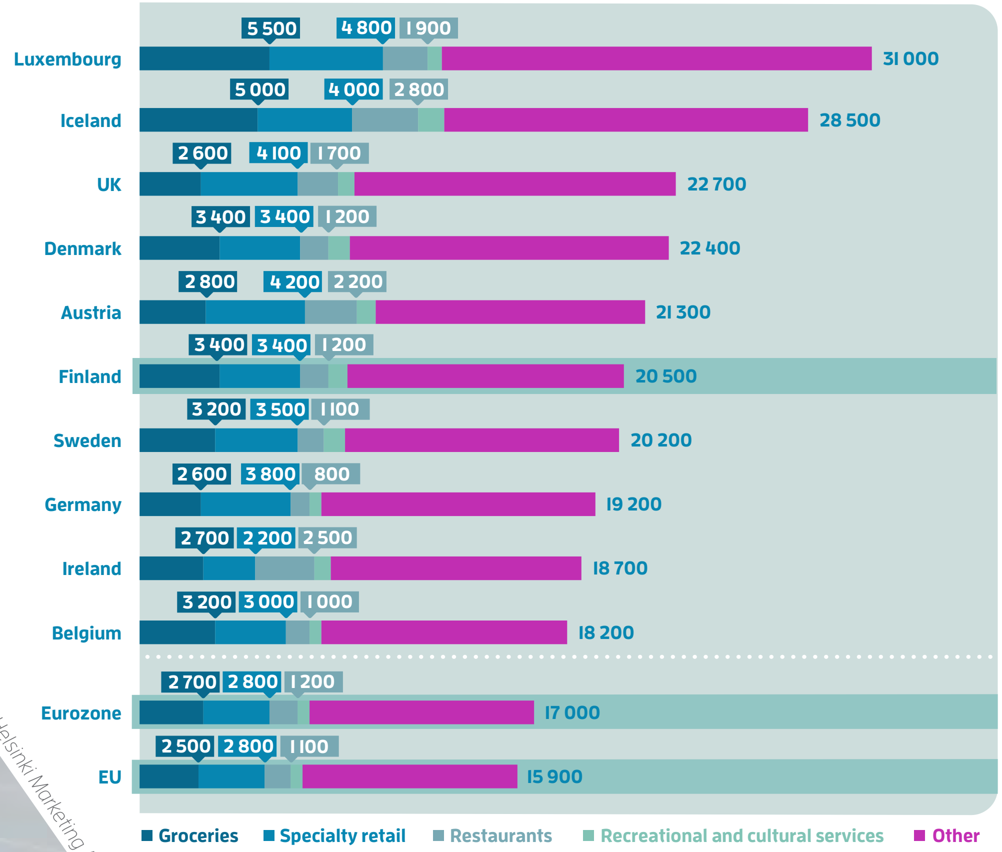
Retail, restaurants and leisure services is approx. 43 % of the total consumption – EUR 8,800 per capita

43%
of total household expenditureis spent on retail, F&B and leisure

Source: Eurostat | Photo: Helsinki Marketing / Jussi Hellsten

TOP 10 COUNTRIES IN EU

CONSUMPTION EXPENDITURE PER CAPITA 2016, EUR



Source: Eurostat

Rapid **population growth** boosts the **demand** for **shopping centres**

The shopping centre market is growing, offering high quality opportunities for retail brands. Shopping centre sales have increased faster than the retail sales in general, while F&B and leisure services take larger and larger share.

The Finnish retail landscape is dominated by shopping centres. There are currently 101 shopping centres in Finland with a total GLA of more than 2 million sq m, ca. 440 sq m per 1,000 inhabitants.

17 new shopping centres and 8 extensions have been opened during 2010–2018 with a total of GLA of 550,000 sq m.

Before the year 2022, there will be six new shopping centres that are now being planned or constructed in the Helsinki metropolitan area. These new centres will add 264,000 sqm of GLA.

Finnish shopping centres perform strongly year after year, with both the number of visitors and total sales continuing to increase. The total number of shopping centre visitors increased by 2.2 % and sales grew by 5.2 % in 2017. The share of shopping centre sales of the total retail sales continues to increase, being 16.4 % in 2017 (from 13.9 % in 2010).

The share of food & beverage continues to increase, and the total sales of cafes and restaurants in shopping centres increased by over 8 % in 2017.

The supply of various kinds of entertainment and leisure services is increasing. For example, cinemas *Finnkino* and *Cinamon*, children adventure parks *HopLop* and *Duudson Park*, virtual reality park *Pikseli Arcade*, indoor *Surf Beach*, indoor skydiving *Fööni* and climbing centre *Irti Maasta* help shopping centres to attract new customers.

Also public health centres and libraries increasingly wish to be located in the busy shopping centres.

Sources: *Finnish Council of Shopping Centers*

Photo: *City of Helsinki / Tero Pajukallio*

Chapter 3

Helsinki
metropolitan area

Northern Europe's Next Capital of Cool

Rebecca Thandi Norman, Fathom Travel Award winner of the Best Travel Blogs and Websites of 2018.

Photo: *Flow Festival / Matti Pyykkö*

Helsinki is a **fast growing** and **wealthy capital city**

Key facts Helsinki metropolitan area

Population 2017	**1.15 million** (+16,500 from 2016), 21 % of total Finland
GDP per capita 2015	**52,000 EUR** 48 % above the EU average, 36 % above the Finland average
Workplaces 2015	**607,900**
Students 2016 (higher education)	**89,400**
Disposable income per capita 2016	**EUR 25,200** 11 % above the Finland average
Retail sales 2016	**EUR 11,900 billion** 26 % of total Finland
F&B sales 2016	**EUR 2,200 billion** 36 % of total Finland
Foreign visitors 2017	**4.3 million** (+14 % from 2016) 52 % of total Finland visitors
Shopping centres 2017	**34 shopping centres** with a total GLA of 910,000 sq m
New shopping centre space during 2018–2021	**6 new centres or extensions** with a total GLA of over 264,000 sq m

Sources: *Statistics Finland, Cities of Helsinki, Vantaa and Espoo, Finnish Council of Shopping Centers*

Helsinki metropolitan area = Cities of Helsinki, Vantaa, Espoo and Kauniainen
Helsinki region = Metropolitan area and surrounding 10 commuter municipalities

Photo: *Aleksanterin katu, Helsinki / Helsinki Marketing*

The **economic centre** and the **no. 1 retail destination** of the country

Helsinki is the most dynamic region in retail and business

The metropolitan area accounts for 37 % of the national GDP.

The average disposable income of the inhabitants is EUR 25,200 per capita, which is 11 % higher than the national average.

Helsinki attracted more congress visitors in 2017 than ever before, and is currently the **most popular congress city in the Nordics**.

The Helsinki's startup ecosystem is recognized globally. World's leading startup event Slush is bringing together the global tech scene to Helsinki every year.

Most attractive retail destination with highest retail sales per capita

Shopping centre sales of the region **increased by 8.2 % in 2017**, boosted by shopping centre extensions of Iso Omena and Ainoa.

Retail and restaurant sales equal over EUR 12,000 per capita, which is 33 % above the national average.

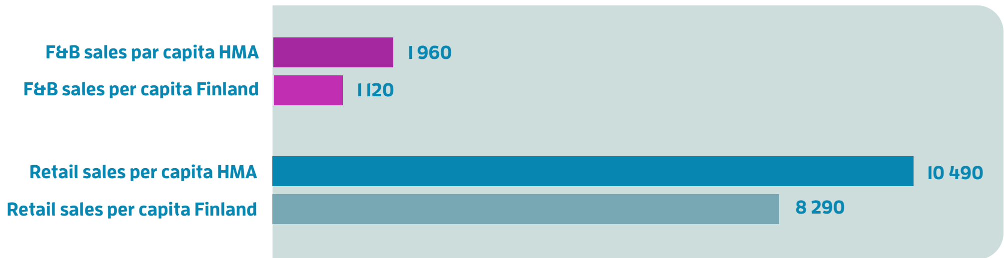
More than 30 % of Finnish Shopping centres are located in the area and their **sales equals 54 % of the total shopping centre sales in Finland.**

Sources: *Statistics Finland, Cities of Helsinki, Vantaa and Espoo, Finnish Council of Shopping Centers, UIA statistics, The Global Startup Ecosystem Report 2018*

Photo: *Helsinki day / Lauri Rotko*

RETAIL AND F&B SALES

PER CAPITA 2016, EUR



Source: *Statistics Finland*

Retail sales per capita

27%

higher than

national average

F&B sales per capita

75%

higher than

national average

Rapid population growth increases the **demand for new retail**

More than 20 % of the Finland's population live in the area.

Helsinki metropolitan area is clearly the fastest growing city region in Finland, with a current population of 1.2 million. The population grew by 16,000 in 2017 and is expected to increase by 80,500 over the next 5 year period (+6 %).

Municipalities have invested in several major public transport developments in recent years to support the growth in the metropolitan area (e.g the airport Ring Rail Line connection, Western metro line extension and new tram lines are under planning).

Population
1.2
million in 2018

Annual growth
16,000
new residents

607,900
workplaces in 2015

148,000
new residents over the next 10 years (+15%)

Photo: *Flow-festival / Jussi Hellsten*

Helsinki **the most popular tourist destination** in the country

Record volumes in tourism boost retail and restaurant sales.

Foreign visitors in Finland spent an average of 318 euros per guest in 2017. Shopping, restaurants and leisure is the largest expenditure among foreign visitors, an average 53 % share of the total consumption.

Tourism enjoyed record growth in 2017 with +14 % and grew faster than in Copenhagen, Oslo and Stockholm. Now annually 4.3 million foreign travellers visit Helsinki, which is over 50 % of the total visits to Finland. The number of overnights grew with an increase of 14 % and the Russian overnight stays increased even by 37 % in 2017.

Helsinki has the busiest passenger sea port in Europe with 12.3 million passengers. Last year saw also a record number of cruise visitors. A total of 266 cruise ships visited Helsinki during the 2017 season, bringing 478,000 cruise visitors to the city (16 % up from the previous year).

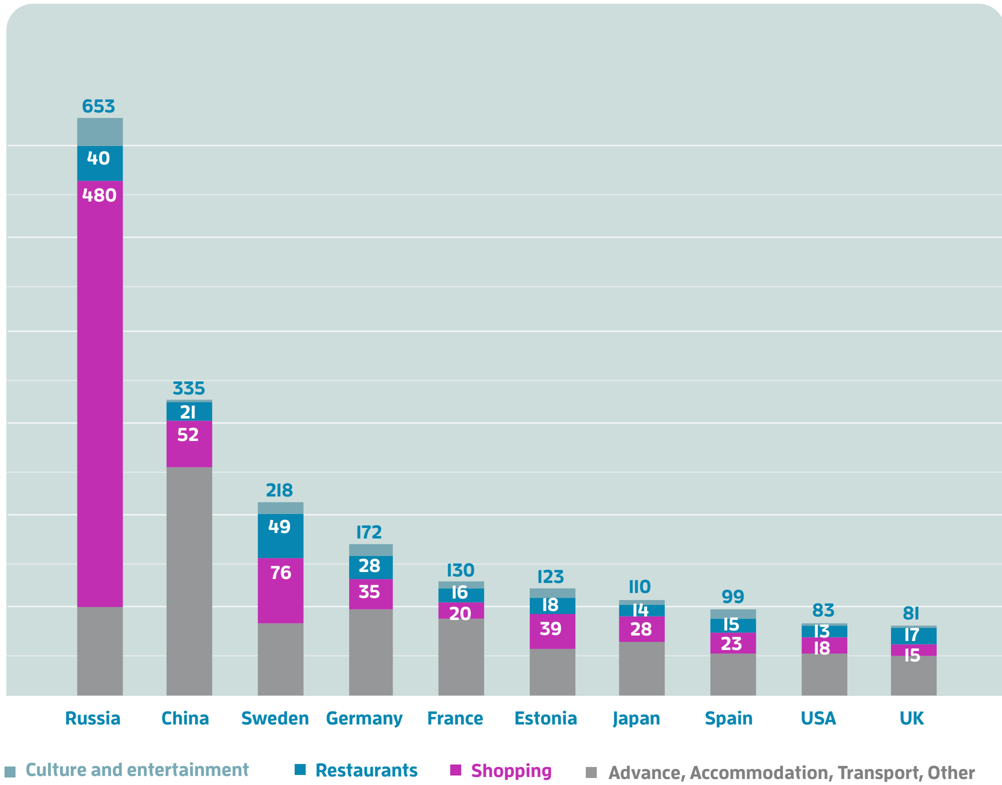
The international airport has more than 18 million annual passengers and the traffic is growing fast, increasing by 10 % in 2017.

Visitors from all countries spent
2.60
billion € in Finland

Share of all retail, restaurants & leisure
50%
of total expenditure

TOP 10 COUNTRIES

FOREIGN VISITORS EXPENDITURES IN FINLAND 2017, EUR MILLION

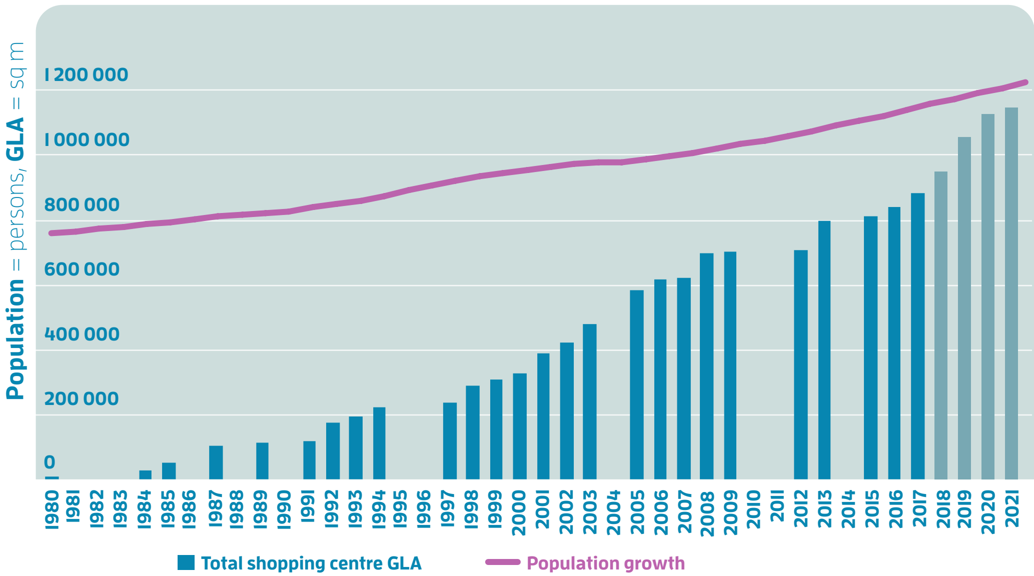


Large shopping centre projects offer new opportunities for retail brands

Six new shopping centre projects and extensions are either under construction or starting soon. These projects will **add some 264,000 sq m of modern retail space** to the market offering great possibilities for new retail brands.

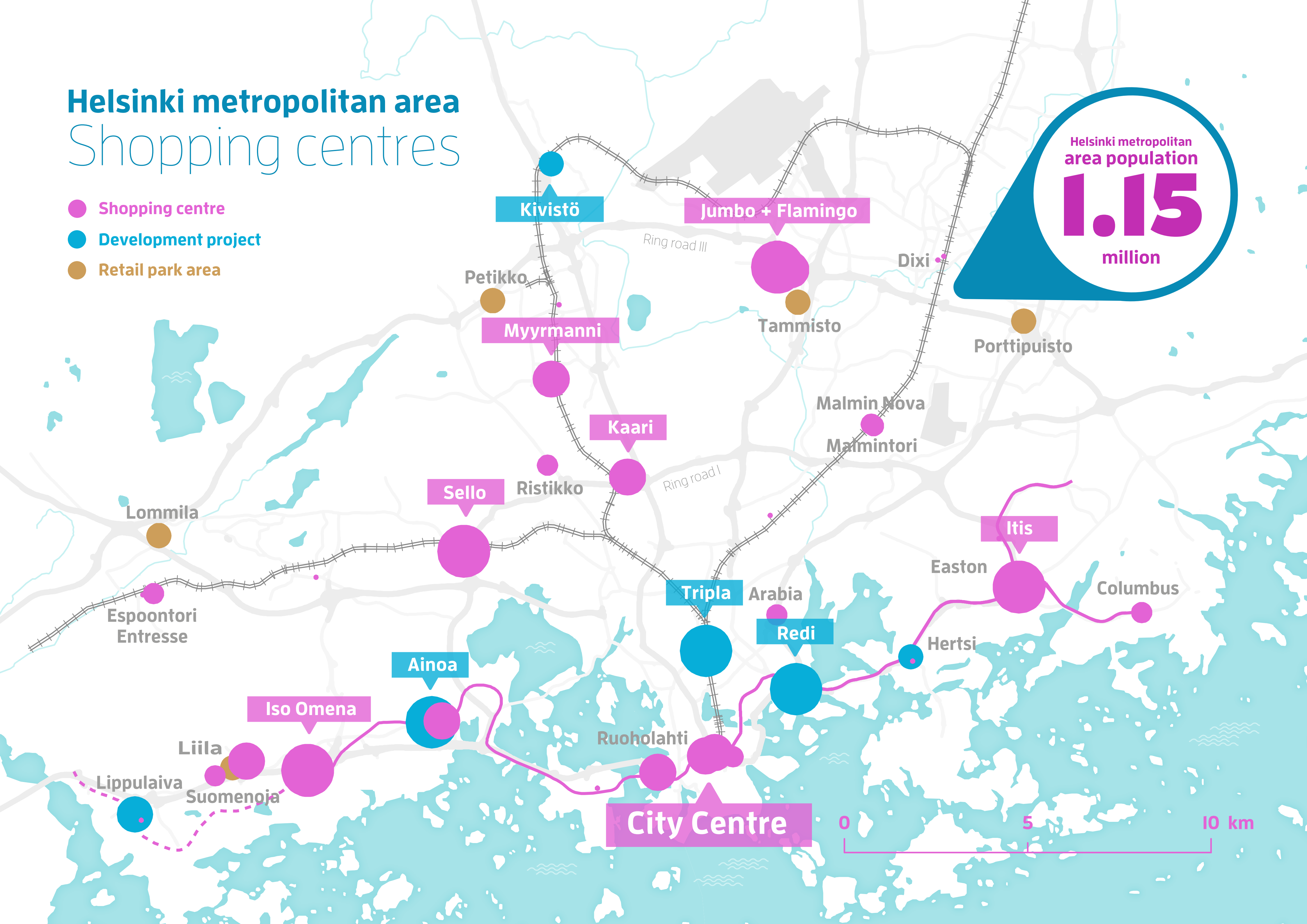
The main projects under construction include *Redi*, *Tripla*, *Hertsi* and *Lippulaiva*, all located next to metro or train stations. Construction of *Kivistö centre* is expected to start later in 2018.

SHOPPING CENTRE GLA AND POPULATION IN THE HELSINKI METROPOLITAN AREA

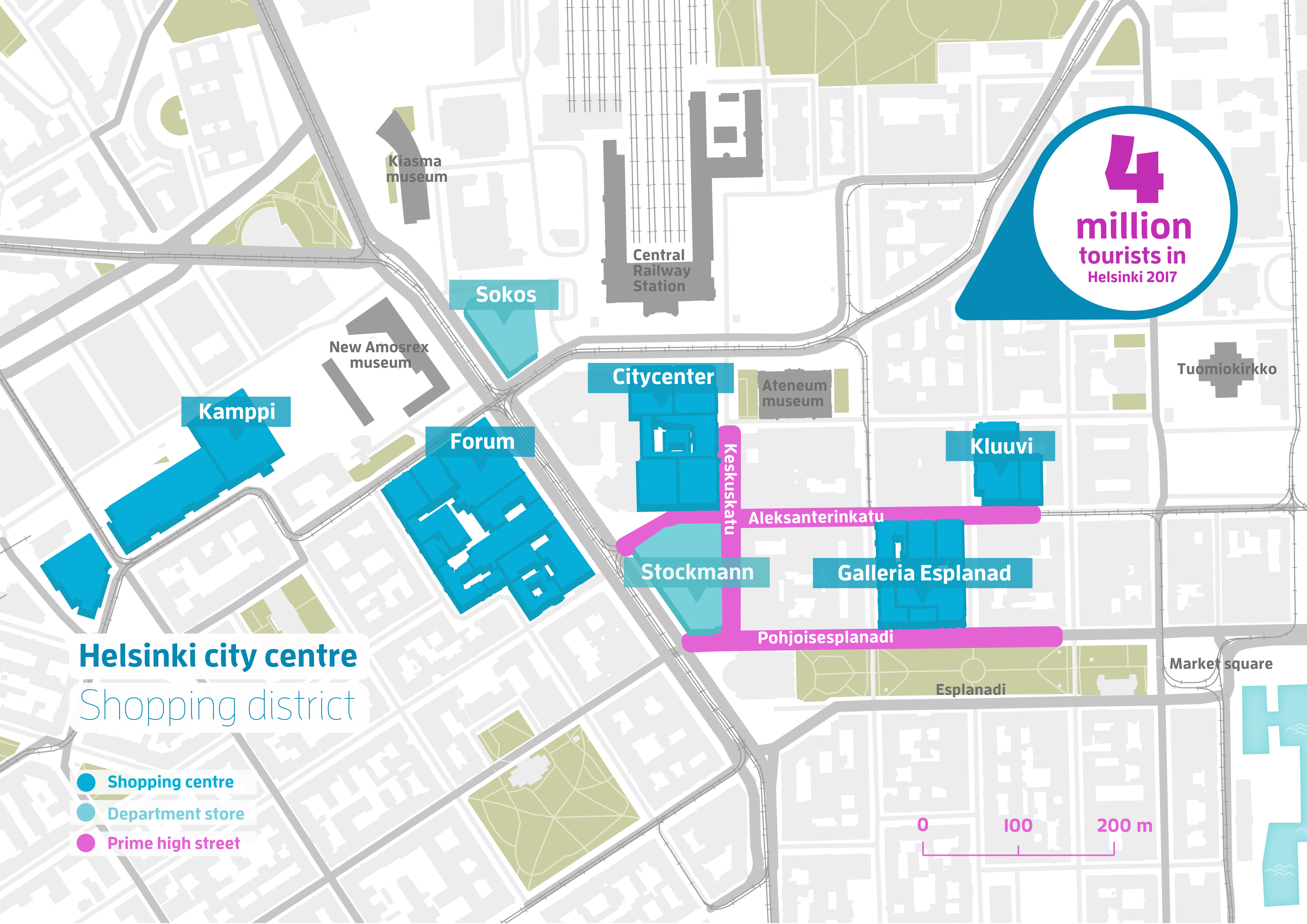


Sources: *Finnish Council of Shopping Centers; Statistics Finland; Cities of Helsinki, Vantaa, Espoo; Colliers International Finland*

Photo: *Forum shopping centre*



Helsinki metropolitan area
Shopping centres
Shopping centre
Development project
Retail park area
Helsinki metropolitan area population
1.15
million
Kivistö
Jumbo + Flamingo
Ring road III
Dixi
Petikko
Tammisto
Porttipuisto
Myyrmanni
Malmin Nova
Malmintori
Kaari
Ring road I
Ristikko
Sello
Lommila
Itis
Easton
Tripla
Arabia
Columbus
Espoontori
Entresse
Redi
Hertsi
Ainoa
Iso Omena
Liila
Ruoholahti
Lippulaiva
Suomenoja
City Centre
0
5
10 km


Helsinki city centre
Shopping district
Shopping centre
Department store
Prime high street
4 million tourists in Helsinki 2017
Kiasma museum
Central Railway Station
Sokos
New Amosrex museum
Kamppi
Forum
Citycenter
Ateneum museum
Tuomiokirkko
Kluuvi
Keskuskatu
Aleksanterinkatu
Stockmann
Galleria Esplanad
Pohjoisesplanadi
Market square
Esplanadi
0
100
200 m

Largest **shopping centres** and **development projects** in Helsinki

Outside Helsinki city centre

Source: Finnish Council of Shopping Centers

	Sales 2017, EUR million	Footfall 2017, million	Leasable retail area, sq m	Sales / Leasable retail area	Sales / Visitor
Jumbo	420	12	85,000	4,900	35
Sello	397	24	97,900	4,100	16
Itis	328	18	79,000	4,200	19
Iso Omena	317	12	84,700	3,700	28
Kaari	215	7	47,400	4,500	31
Myyrmanni	153	8	31,800	4,800	19
Ainoa + extension, opening 2019	114 -	5 -	29,400 +20,000	3,900 -	23 -
Tripla, opening 2019	-	-	85,000	-	-
Redi, opening Sep 2018			60,000		
Kivistö, opening 2020	-	-	55,000	-	-
Lippulaiva, opening 2021 (redevelopment)	-	-	40,000	-	-

Helsinki city centre shopping centres

	Sales 2017, EUR million	Footfall 2017, million	Leasable retail area, sq m	Sales / Leasable retail area	Sales / Visitor
Kamppi	250	43	34,100	7,300	6
Forum	218	15	40,000	5,500	15
Citycenter	97	14	24,000	4,100	7
Galleria Esplanad	43	3	8,000	5,400	15
Kluuvi	28	4	10,600	2,600	7

Source: Finnish Council of Shopping Centers

Photo: *Länsisatama, Jätkäsaari / Antti Pulkkinen*

Photo: *Jack The Rooster / Laura Vanzo*

Chapter 4

Tampere

Tampere is the second largest city region in Finland

and the largest inland city in the Nordic countries

Tampere is a growing university city and one of the fastest growing urban areas in Finland.

The city centre is developing fast. Currently, the largest multipurpose arena in Finland as well as the first tramway of the city are under construction. In the future, new skyline is growing fast around Tampere railway station with new buildings to cover the railway tracks.

Key facts Tampere

Population 2017	**City 231,900** (whole city region 402,500)
Workplaces 2015	**115,700**
Students 2016 (higher education)	**30,600**
Disposable income per capita 2016	**EUR 22,200**
Retail sales 2016	**EUR 1,980 billion**
F&B sales 2016	**EUR 0,4 million**
Shopping centres 2017	**7 shopping centres with a total GLA of 224,000 sq m**

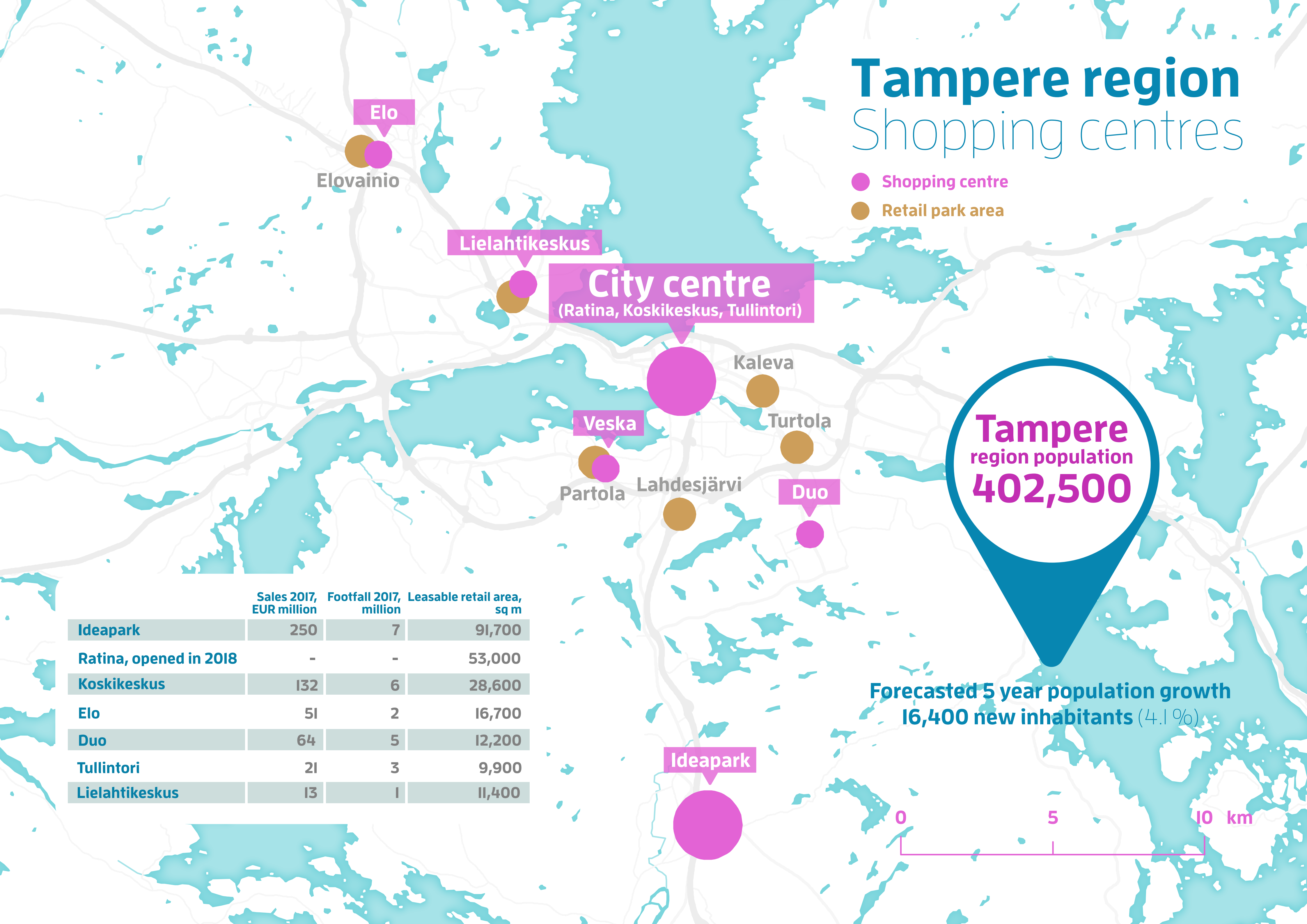
Sources: *Statistics Finland, Finnish Council of Shopping Centers*

Tampere region = Tampere and surrounding nine commuter municipalities

Photo: Sokos Torni / Aki Rask

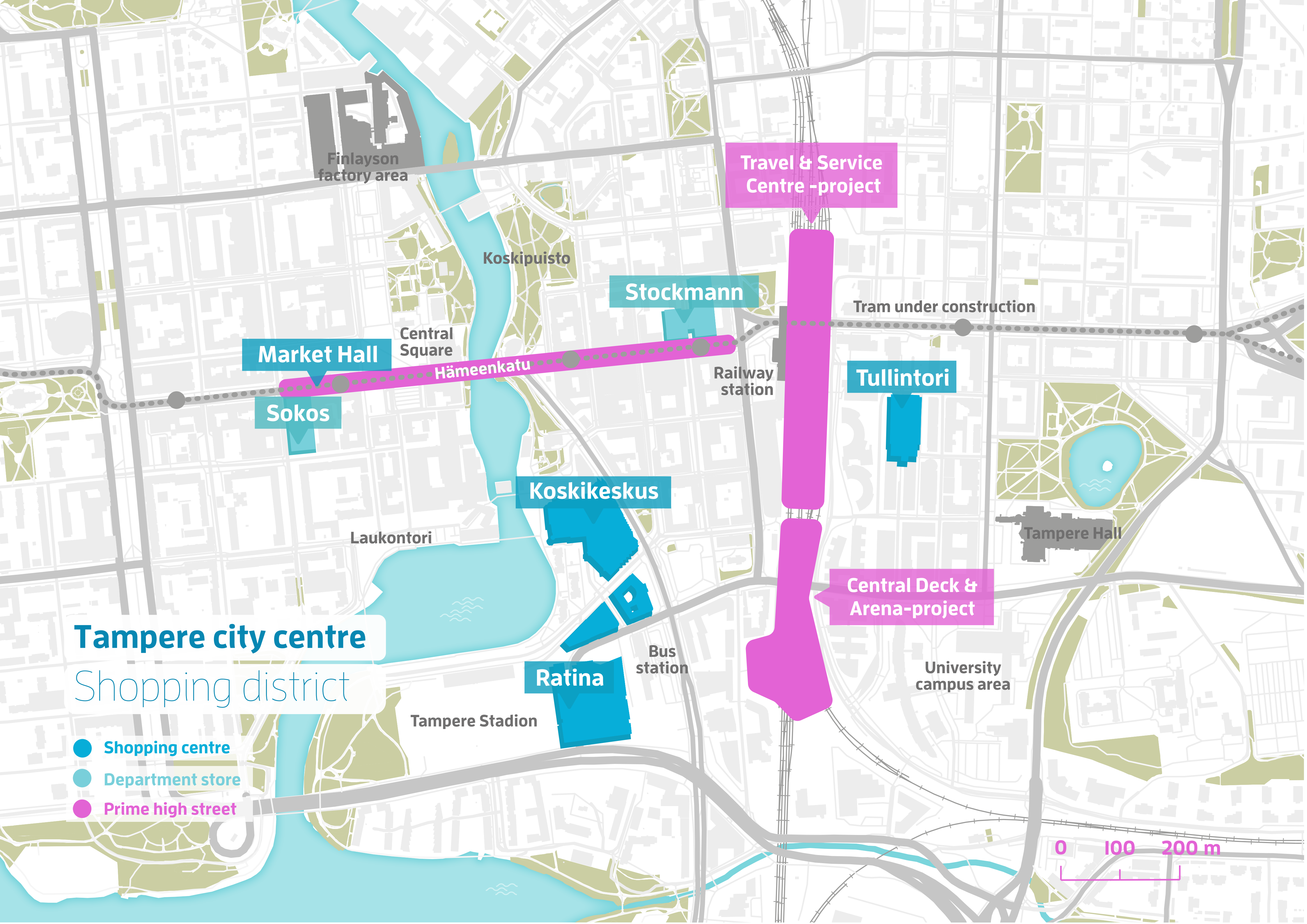
Photo: Hiedanranta sustainable smart city attitude / Laura Vanzo

Tampere region
Shopping centres



	Sales 2017, EUR million	Footfall 2017, million	Leasable retail area, sq m
Ideapark	250	7	91,700
Ratina, opened in 2018	-	-	53,000
Koskikeskus	132	6	28,600
Elo	51	2	16,700
Duo	64	5	12,200
Tullintori	21	3	9,900
Lielahtikeskus	13	1	11,400

Forecasted 5 year population growth
16,400 new inhabitants (4.1 %)



Tampere city centre
Shopping district
Shopping centre
Department store
Prime high street
Finlayson factory area
Travel & Service Centre -project
Koskipuisto
Stockmann
Tram under construction
Central Square
Market Hall
Hämeenkatu
Railway station
Tullintori
Sokos
Koskikeskus
Laukontori
Tampere Hall
Central Deck & Arena-project
Bus station
Ratina
University campus area
Tampere Stadion
0
100
200 m

Chapter 5

Turku

Photo: *Aura river & restaurant Pinella / Visit Turku*

Turku is the third largest city region in Finland

Turku is the oldest city in the whole country and the most important cultural and business hub of the Western Finland.

The city centre is located at the mouth of the Aura River. The lively urban centre consists of the commercial district around the market square, Aura riverfront with many restaurants, Old Town and the university campus area. The municipality has an ambitious new vision for developing the city centre and giving a boost for the future of the whole Turku region.

Key facts Turku

Population 2017	**189,700** (whole city region 402,500)
Workplaces 2015	**95,400**
Students 2016 (higher education)	**29,400**
Disposable income per capita 2016	**EUR 21,600**
Retail sales 2016	**EUR 1,620 billion**
F&B sales 2016	**EUR 0.3 billion**
Shopping centres 2017	**3 shopping centres with a total GLA of 145,300 sq m**

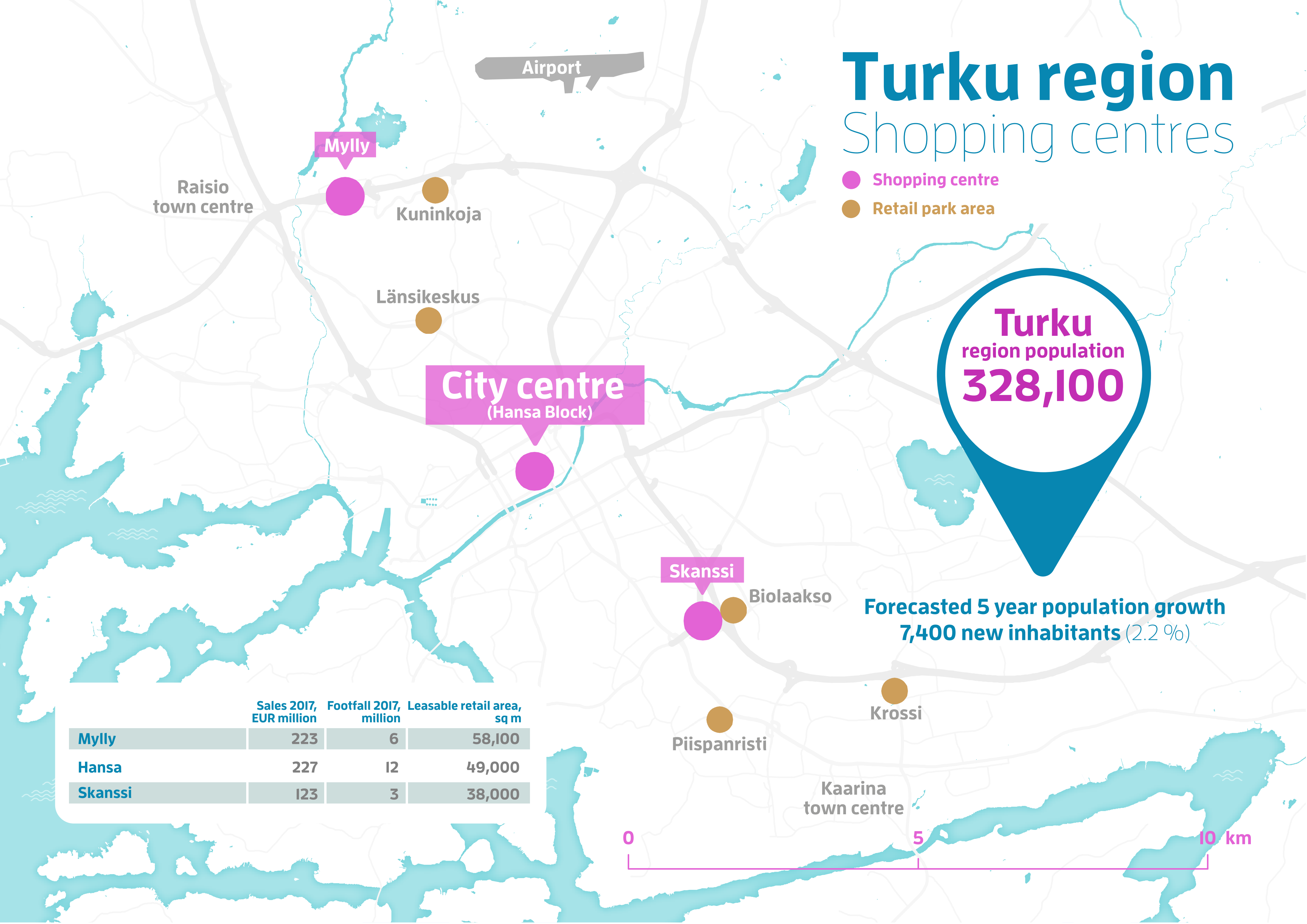
Sources: *Statistics Finland, Finnish Council of Shopping Centers*

Turku region = Turku and surrounding ten commuter municipalities

Photo: *Turku Cathedral & city of Turku / Suomen Ilmakuvat*

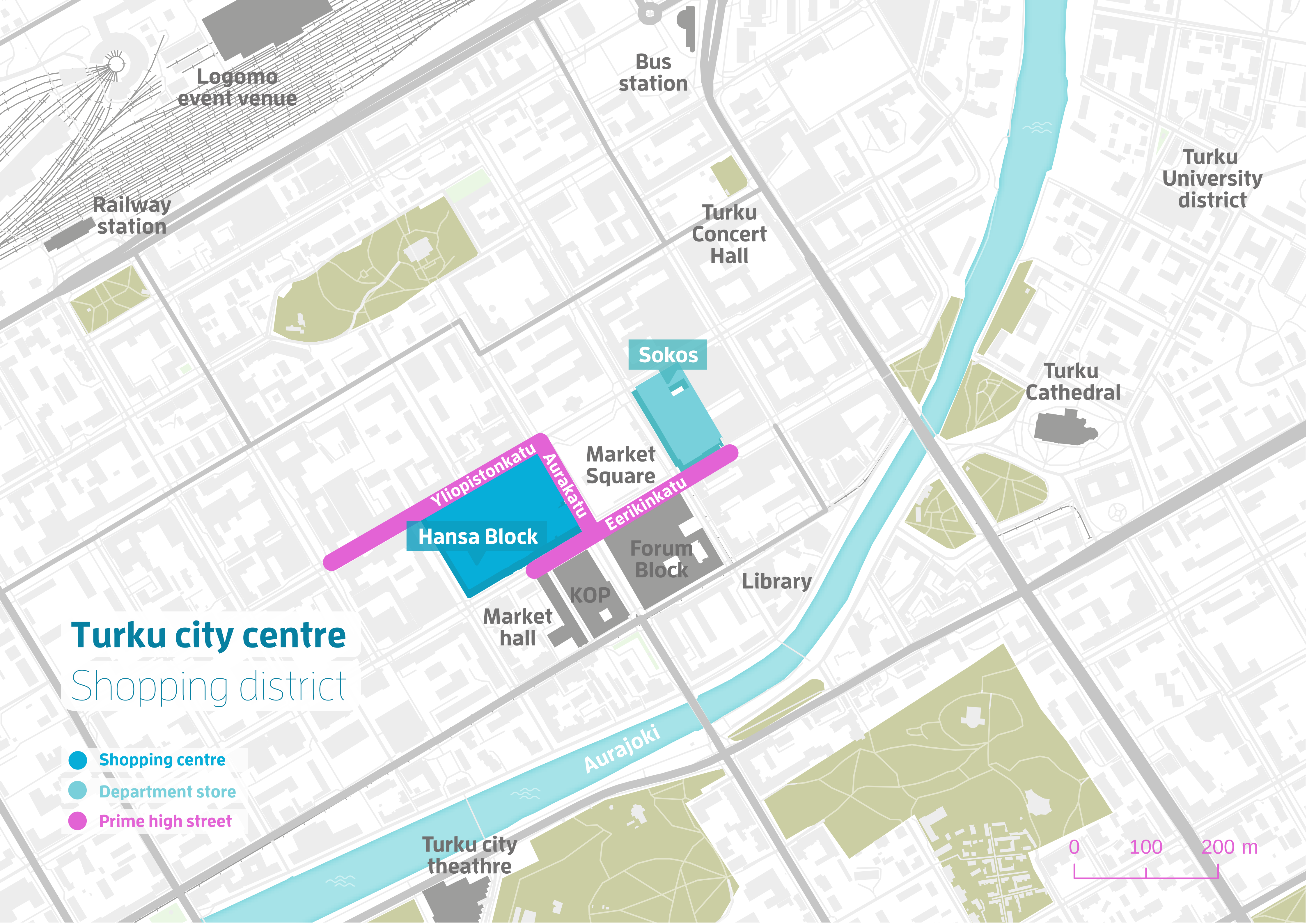
Photo: *Market square / Seilo Ristimäki*

Turku region
Shopping centres



Forecasted 5 year population growth
7,400 new inhabitants (2.2 %)

	Sales 2017, EUR million	Footfall 2017, million	Leasable retail area, sq m
Mylly	223	6	58,100
Hansa	227	12	49,000
Skanssi	123	3	38,000


Turku city centre
Shopping district
Shopping centre
Department store
Prime high street
Logomo
event venue
Bus
station
Railway
station
Turku
Concert
Hall
Turku
University
district
Sokos
Turku
Cathedral
Market
Square
Yliopistonkatu
Aurakatu
Eerikinkatu
Hansa Block
Forum
Block
Library
KOP
Market
hall
Aurajoki
Turku city
theathre
0
100
200 m

Establishment facts

Entering the market

Easiest way to enter the Finnish market is through direct ownership.

Franchising and via shop-in-shops are other ways, but the franchise market is not as mature as in other Europe. There is no restrictions for foreign companies for buying or renting property in Finland.

Rental conditions

Fixed lease terms are usually applied in the shopping centres, with a **typical minimum fixed term between 3-5 years**. Longer terms usually apply for anchor tenants, often between 5-10 years. If not agreed, tenants don't have an automatic right for lease renewal.

Usually the rent is based on the leasable area. Separate maintenance cost and marketing fee are usually charged in shopping centres. The use of turnover rent with a minimum base rent is common in shopping centres.

Rents are usually adjusted annually according to the cost of living index. The legislation gives parties high freedom to agree on all the terms and conditions freely.

Opening hours

Retail opening hours regulation is the most liberal in Europe. All shops can set their opening hours freely. Finnish shopping centres usually have common minimum opening hours agreed in the leases. Typical minimum opening hours for shopping centres in the Helsinki metropolitan area are **10:00 a.m. – 21.00 p.m. Mon-Fri, 10:00 a.m. – 19:00 p.m. Sat and 12:00 a.m. – 18:00 p.m. Sun.**

Retail opening hours regulation **most liberal** in Europe

Photo: Helsinki Day at Kluuvi / Jussi Hellsten

Photo: *Modern Life! exhibition at HAM – Helsinki Art Museum / Leena Karppinen*

This publication is provided by the **Finnish Council of Shopping Centres**

It is an industry association bringing together the most prominent players in the Finnish shopping centre industry – retailers, shopping centre owners, managers and consultants.

Further information on the Finnish shopping centre industry, statistics and key figures for all the main shopping centres can be found on the annual publication.

The Finnish Shopping Centres 2018
www.kauppakeskusyhdistys.fi/en