



# Retail Facts **Finland 2022**

The  
**Happy  
Place!**

THRILLING OPPORTUNITIES  
FOR INTERNATIONAL  
RETAILERS



# Why Finland?



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\*Sustainable Development Solutions  
Network, World Happiness Report 2022

Cover photo: Jussi Hellsten / Helsinki Partners, Linnanmäki amusement park, Helsinki



Chapter I

# Finland

overview



# Well-performing stable Nordic country

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

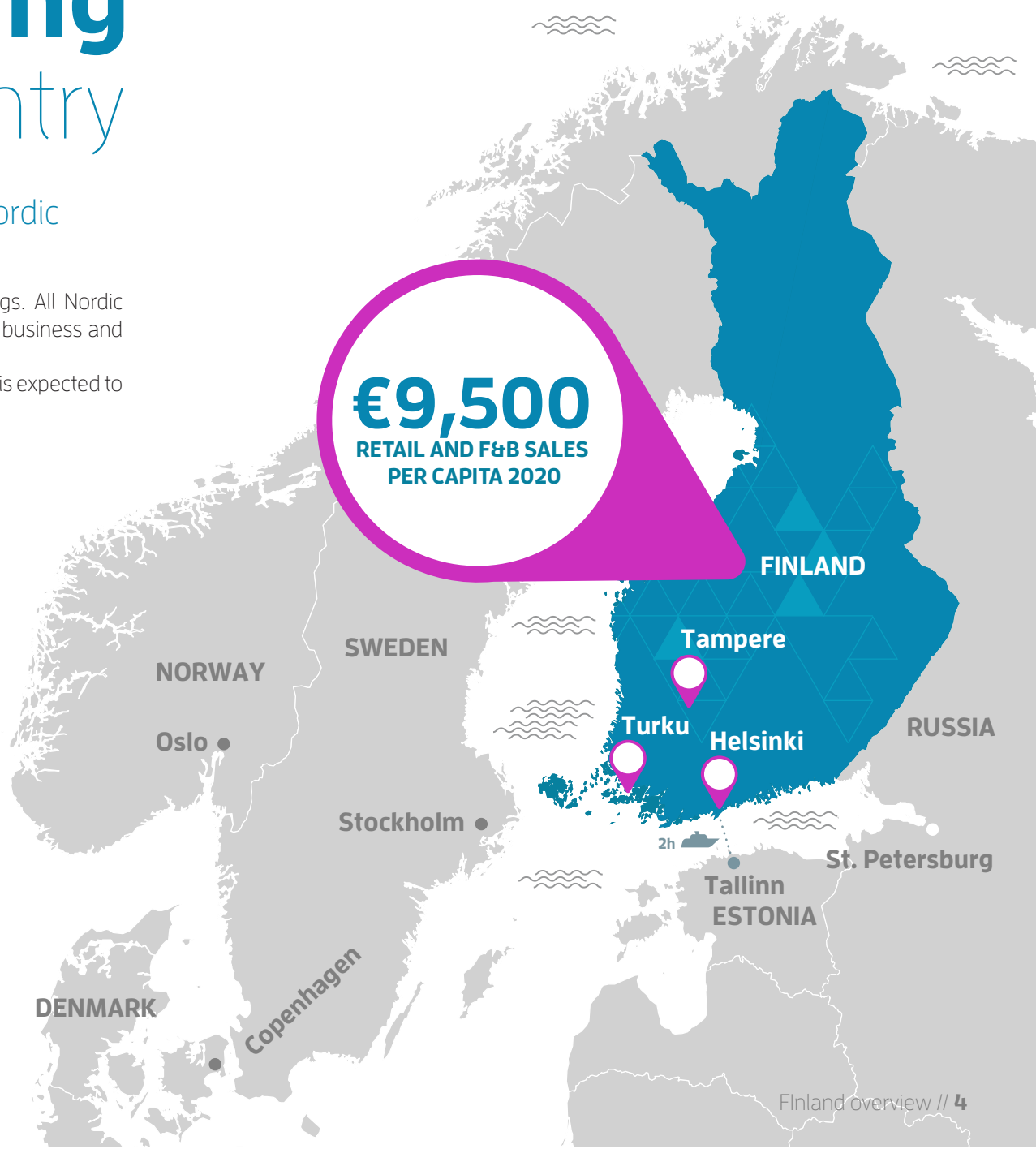
The Nordic region continues to outperform the rest of Europe in rankings. All Nordic countries are ranked in the **top 10 best countries in the world** for doing business and the region's residents are among the happiest and the wealthiest.

Finland and Sweden will be members of NATO. The ratification process is expected to be completed by summer 2023.

## KEY FACTS FINLAND

Population 2021	5.5 million
GDP per capita 2021	EUR 44,200
GDP growth 2021	3.0 %
Unemployment rate 5 / 2022	6.1 %
Disposable income per capita 2020 (Aged 18 or over)	EUR 25,970
Retail sales 2020 (VAT 0%)	EUR 39,800 million
Retail sales growth 2021	+5.0 %
F&B sales 2020 (VAT 0%)	EUR 4,500 million
F&B sales growth 2021	+10.7 %
Retail and F&B sales per capita 2020 (incl. VAT)	EUR 9,500
Corporate tax rate	20 %

Source: Statistics Finland





# Finnish post-pandemic economy grows amid uncertainties

Finland's economy has made it through the pandemic relatively unscathed compared to other EU countries. Recovery from the pandemic and its impact on the economy appear to be shorter than anticipated. The Finnish economy decreased by only -2.2 percent in 2020 and grew by +3 percent in 2021. On average, EU countries' GDP plunged by -5.9 percent in 2020 and grew by +5.4 % in 2021.

According to the European Commission, Finland's economy is estimated to grow by 1.8 % in 2022 and by 1.2 % in 2023.

Finnish retail sales increased by 5.0 % and the F&B sales strongly by 10.7 % in 2021 as after the pandemic the people flow to restaurants has been steadily increasing.

By the end of summer 2022 the restaurants in larger cities have been fully booked.

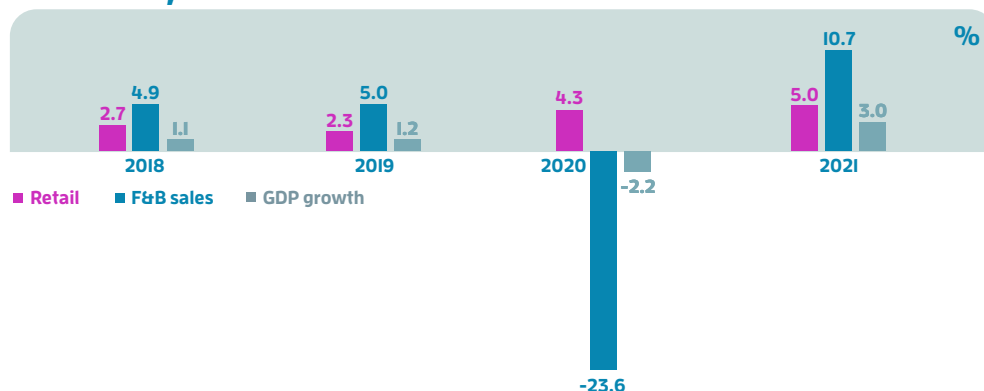
The inflation, energy crisis and continued uncertainties caused by the Russia's war against Ukraine have weakened the economic outlook all over the EU.

The Finnish Commerce Federation predicts that while the retail turnover in euros will grow, the retail volume will decrease by -2.5 % in 2022.

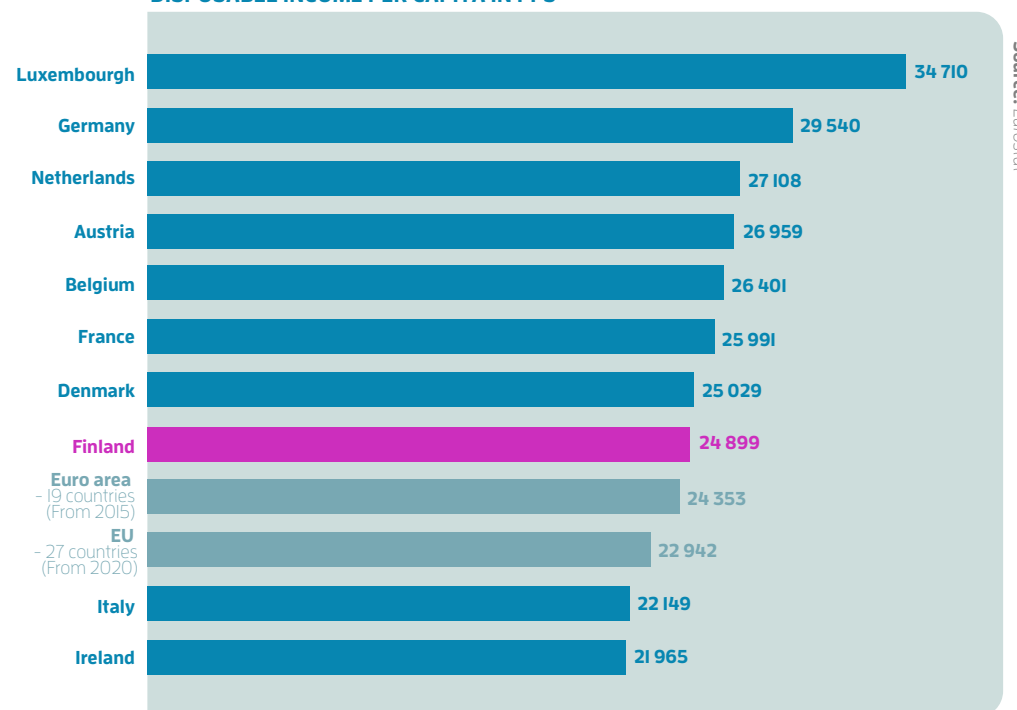
The Finnish spending potential exceeds the EU average. Finland is among the top 10 EU-countries based on purchasing power per capita in 2020.

Sources: Eurostat, European Commission, Statistics Finland, The Finnish Commerce Federation

## RETAIL, F&B AND GDP DEVELOPMENT 2018-2022



## TOP 10 COUNTRIES IN EU, 2020 DISPOSABLE INCOME PER CAPITA IN PPS



Source: Eurostat



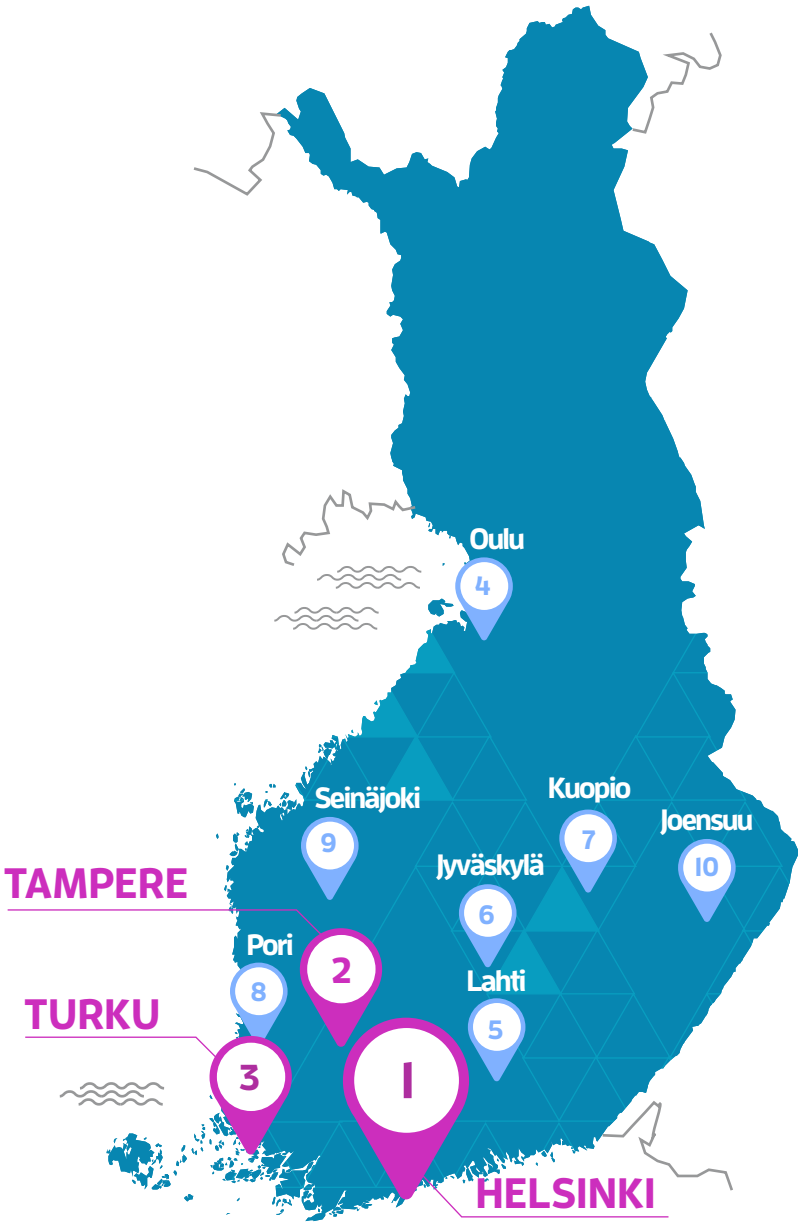
# Population grows rapidly especially in Helsinki

Finland has **three city regions** with more than **300,000 inhabitants**. Over 42 % of the population live 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 2021	Forecasted 5-year population growth
1 Helsinki region	1,603,000	4.5 %
2 Tampere region	422,000	4.3 %
3 Turku region	338,000	2.9 %
4 Oulu region	257,000	3.8 %
5 Lahti region	205,000	-1.4 %
6 Jyväskylä region	188,000	2.2 %
7 Kuopio region	142,000	1.6 %
8 Seinäjoki region	131,000	-0.5 %
9 Pori region	130,000	-3.3 %
10 Joensuu region	127,000	-1.1 %

Source: Statistics Finland





# 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.





NORMAALIHINTAISET KANKAAT  
NORMAL PRICED FABRICS

PUUVILLA / COTTON

37€/m

SATINI & PELLAVA /  
SATIN & LINEN

47-55€/m

Chapter 2

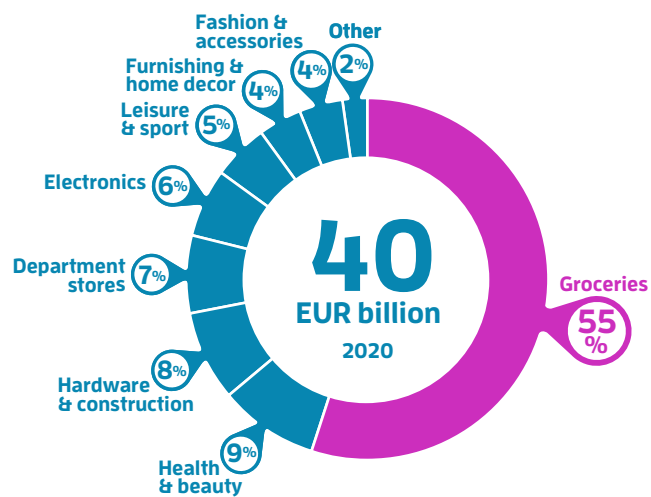
# The Finnish

retail market



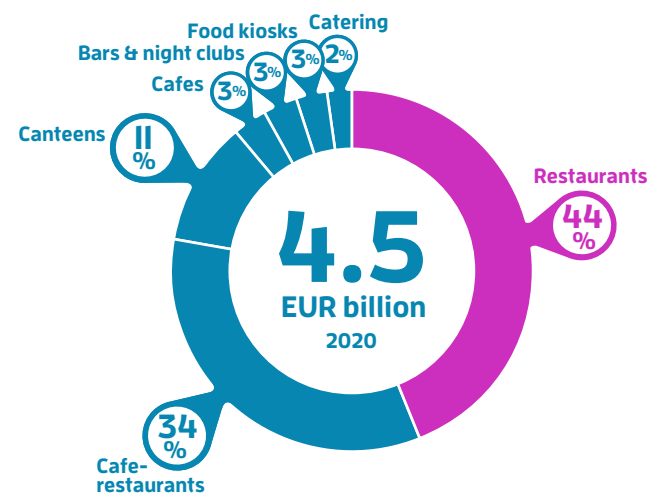
## RETAIL SALES PER SEGMENT 2020 (VAT 0)

+5.0% in 2021



## FOOD AND BEVERAGE SALES PER SEGMENT 2020 (VAT 0)

+10.7% in 2021



Source: Statistics Finland



# Opportunities for international retailers

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

Grocery retail market is heavily dominated by two domestic operators *K Group*

and *S Group*, but German *Lidl* has continuously increased its market share during its 20 years in Finland.

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

2018	2019		2020	2021	2022
JD Sports	Reserved	J.Lindeberg	Rusta	KFC	Arket
Suitsupply	Cropp	Norrøna	Lager I57	Normal	Filippa K
Weekday	House	Blue Tomato		Olivia	Rituals
	Mohito	Søstrene Grene			Dogman
	Sinsay	Haglöfs			Jula
	Rieker	Kari Traa			Bastard Burgers
	MUJI				

Source: Realdata

Photo: Ainoa shopping centre, Espoo

Photo: Sello shopping centre, Espoo

Photo: Grani shopping centre, Kauniainen

# Scandinavian chains dominate the Finnish retail



# International retail chains in the Finnish market

# Online shopping has grown rapidly in Finland

The total value of retail e-commerce was EUR 5.8 billion in 2021, of which 64 % were made in Finnish stores. The share of e-commerce of all retail was approximately 9 %.

The e-commerce sales jumped by 28 % in 2020, the growth was 11 % in 2021 and is estimated to be around 8 % in 2022.

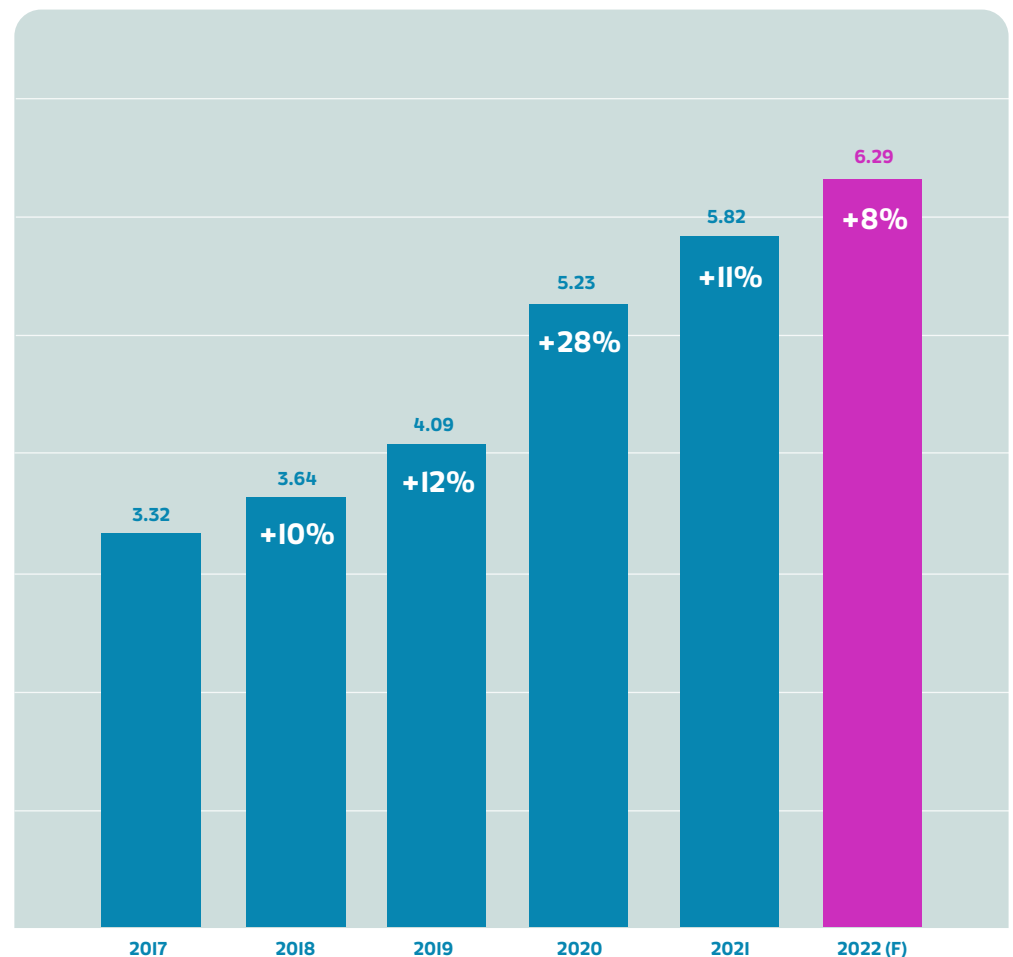
Clothing, shoes and accessories are clearly the most popular product group. Electronics and telephones come the second. Online grocery shopping has been growing rapidly and is currently almost 3 % of the total grocery market in Finland.

Growing e-commerce increases the Finnish consumer interest and knowledge in international brands. Out of international

online stores Zalando is the most popular. Germany, Sweden, China, the US and Great Britain are the top 5 countries when Finns choose to shop from international sites.

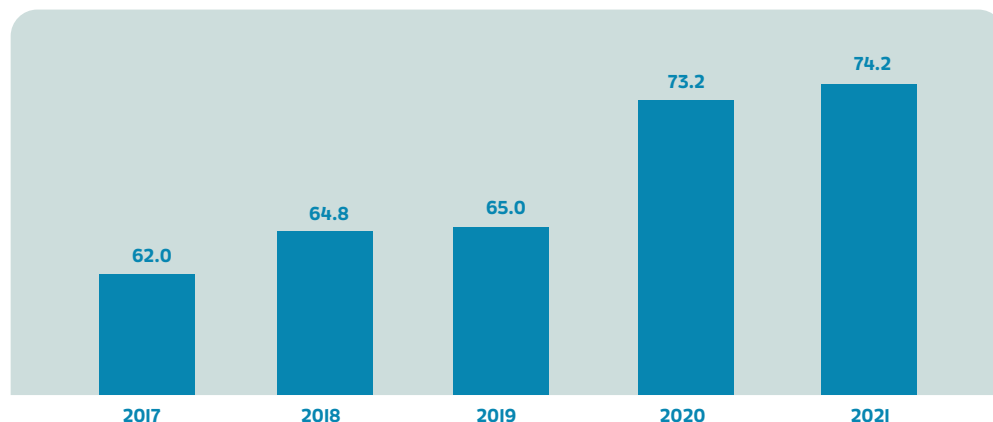
Even though e-commerce is thriving, physical stores remain the most important marketplace in Finland with almost 90 % share of the retail sales. New large-scale well-performing shopping centres like Mall of Tripla are a proof that consumers still prefer to shop and spend time in shopping centres.

## FINLAND E-COMMERCE TURNOVER OF RETAIL GOODS (€BN)



Source: The Finnish Commerce Federation and Kantar TNS

## SHARE OF INTERNET USERS AGED 18-79 WHO MADE DIGITAL PURCHASES IN THE PREVIOUS THREE MONTHS, %



Source: The Finnish Commerce Federation and Kantar TNS





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.*





# Helsinki is the **economic centre** and the **no. 1 retail destination** of the country

## Key facts Helsinki metropolitan area

Population 2021	<b>1.20 million</b> (+10,000 from 2020), 22 % of total Finland
Workplaces 2020	<b>634,000</b>
Students 2020 (higher education)	<b>90,900</b>
Disposable income per capita 2020	<b>EUR 30,700</b>
Foreign overnight visitors 2021	<b>0.7 million</b> (3 million in 2019)
Shopping centres 2021	<b>45 shopping centres</b> with total of 1.5 million sq m

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

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



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

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

**The Helsinki metropolitan area is clearly the fastest growing region in Finland**, with a current population of 1.2 million. The population grew by 10,000 in 2021 and it is expected to increase by 128,000 new residents within the next decade.

To support the growth, the municipalities in the Helsinki area have invested remarkably in several major public transport systems, e.g. the airport Ring Rail Line, metro line extension and Jokeri Light Rail. Also other new tram lines are under planning.

Population

**1.2**  
million in  
2021

**+10,000**  
new residents in  
2021

**634,000**  
workplaces in 2020

**128,000**  
new residents  
over the next  
10 years

# Helsinki, the most popular tourist destination in the country

Number of overnight travellers in summer 2022 almost at the level of 2019.

There were totally 2.1 million overnight stays in Helsinki in 2021 (+31 % compared to 2020). The growth from January to July 2022 was +127 % higher compared to the same period last year. In July 2022, the overnights in the city reached almost the level of 2019. Although the share of foreign

tourists is still lower than before, foreign overnight visitors already accounted for 39 % of the July 2022 stays in Helsinki.

International tourism to Finland is estimated to recover to the pre-Covid level by the end of 2024, and tourism from Europe already during 2023. The domestic

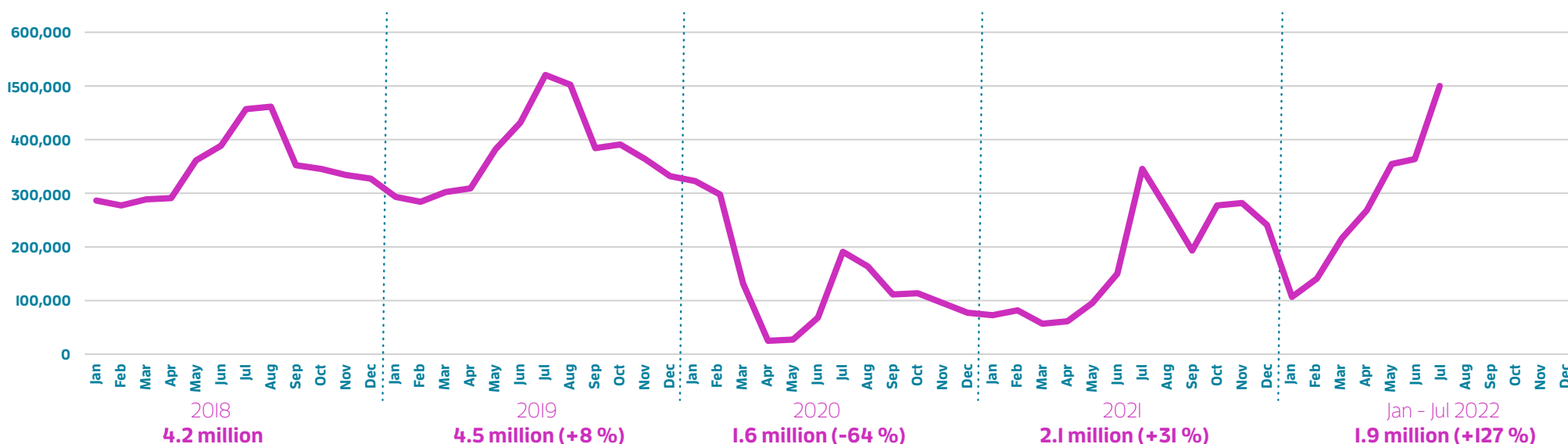
tourism and EU's internal tourism remain at a higher level than usual. According to the opinion of the Finnish tourism industry, Russia's attack on Ukraine has so far affected the industry less than feared.

Pre-pandemic the Port of Helsinki was the busiest international passenger port in

Europe with over 12 million ship passengers in 2019. The fast and frequent Helsinki–Tallinn is the most popular route. At the end of the summer 2022, the number of passengers was about 80 % of the 2019 volume.

Source: Statistics Finland, Port of Helsinki

## OVERNIGHT STAYS IN HELSINKI (2018 - JULY 2022)



Source: Statistics Finland (including hotels and other registered accommodation establishments, foreign and domestic visitors)



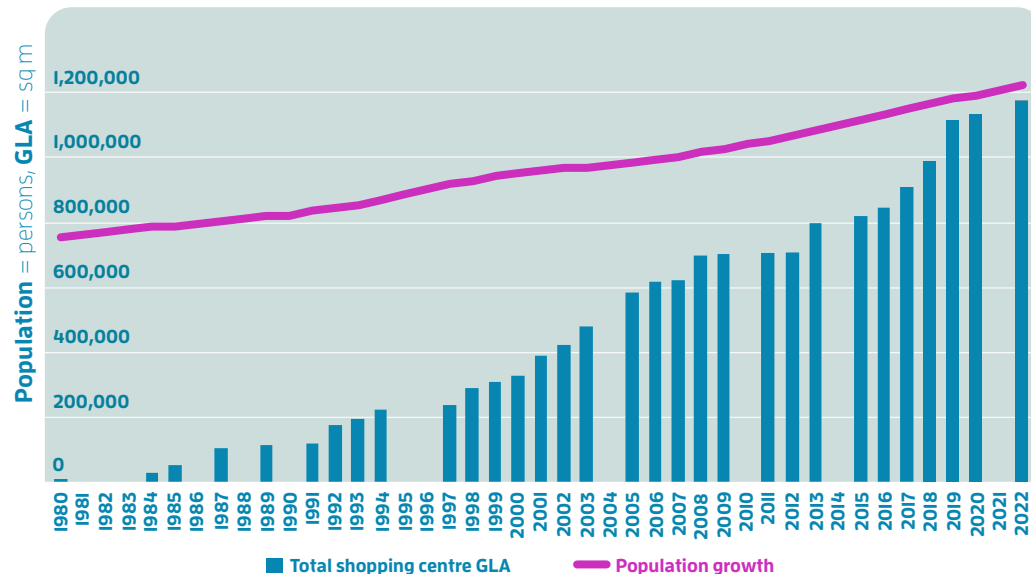
# Shopping centres

offer attractive opportunities for new retail brands

Shopping centre stock in the metropolitan area has increased significantly during the past decade. During 2019–2022, approx. 180,000 sqm of new shopping centre space have been completed. The largest openings have been Mall of Tripla (2019) in Helsinki and the extension of Ainoa (2019) and the opening of new Lippulaiva (2022) in Espoo.

After these years of high volumes, retail construction is now expected to decline. The largest shopping centre under construction is a smaller local shopping centre Kivistö in Vantaa, opening at the end of 2023.

## SHOPPING CENTRE GLA AND POPULATION IN THE HELSINKI METROPOLITAN AREA



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

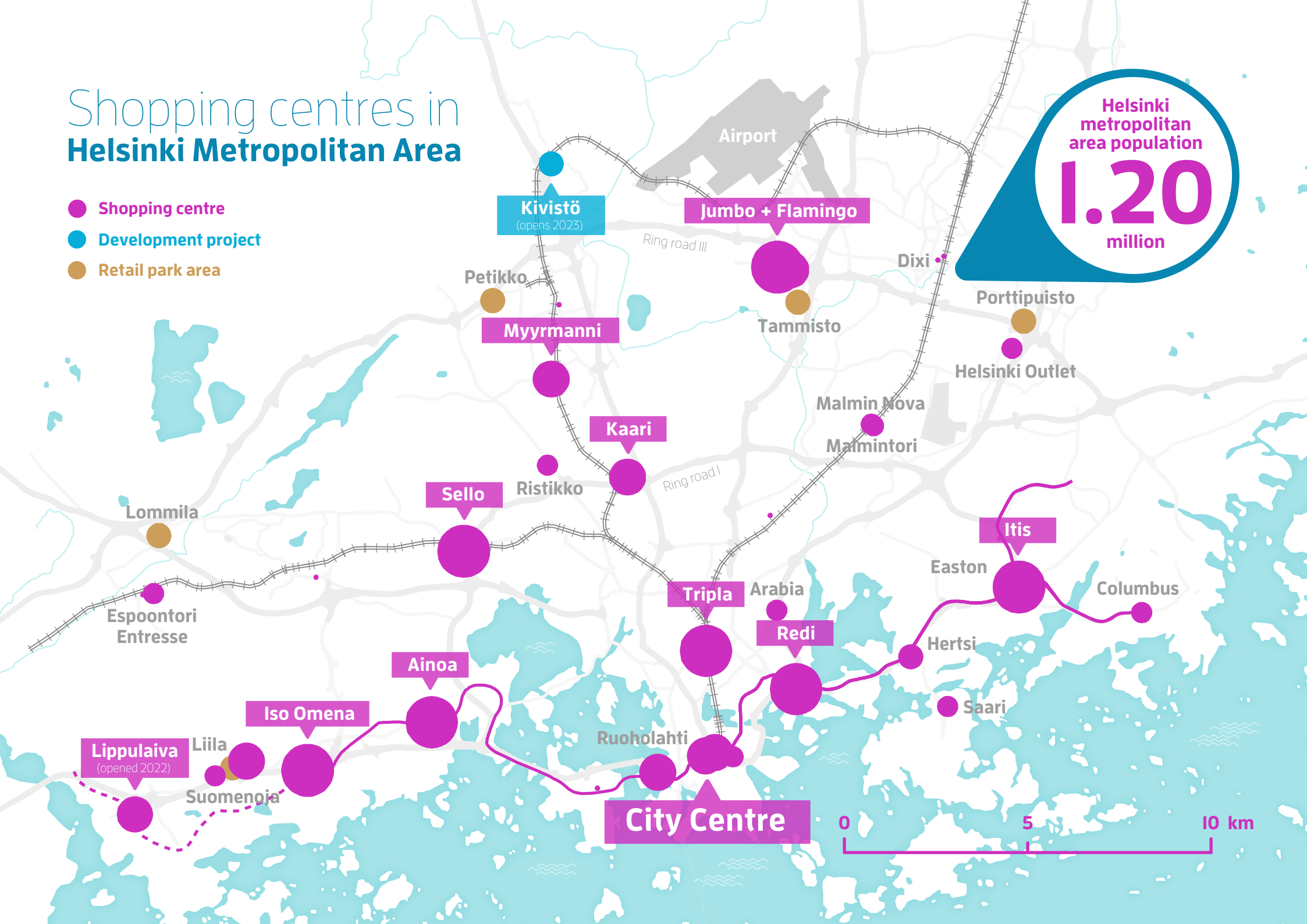


# Shopping centres in Helsinki Metropolitan Area

- Shopping centre
- Development project
- Retail park area

Helsinki  
metropolitan  
area population

**1.20**  
million





**2.1**  
million overnight  
visitors in Helsinki  
2021

## Helsinki city centre Shopping district

- Shopping centre
- Department store
- Prime high street

Klasma  
museum

Central  
Railway  
Station

Sokos

Amosrex  
museum

Citycenter

Ateneum  
museum

Tuomiokirkko

Kamppi

Forum

Kluuvi

Keskuskatu

Aleksanterinkatu

Stockmann

Kämp Galleria

Pohjoisesplanadi

Esplanadi

Market square

0 100 200 m

# Largest shopping centres in Helsinki

## Outside Helsinki city centre

(with leasable retail area over 30,000 sqm)

	Sales 2021, EUR million	Footfall 2021, million	Leasable retail area, sq m	Sales / Leasable retail area	Sales / Visitors
<b>Jumbo-Flamingo</b>	450	11	115,900	3,900	43
<b>Sello</b>	366	19	91,900	4,000	19
<b>Mall of Tripla</b>	254	18	86,500	2,900	14
<b>Iso Omena</b>	377	15	85,200	4,400	26
<b>Itis</b>	255	13	78,800	3,200	19
<b>Redi</b>	116	8	59,000	2,000	15
<b>Kaari</b>	257	7	47,400	5,400	38
<b>Ainoa</b>	183	7	45,600	4,000	25
<b>Lippulaiva</b> (opened in 2022)	-	-	44,000	4,700	-
<b>Myyrmanni</b>	148	7	31,700	-	21

## Helsinki city centre shopping centres

<b>Forum</b>	167	7	40,500	4,100	24
<b>Kamppi</b>	159	17	31,900	4,900	9
<b>Citycenter</b>	70	9	20,400	3,400	8
<b>Kämp Galleria</b>	26	1	7,900	3,200	18
<b>Kluuvi</b>	18	2	10,000	1,800	10

Source: Finnish Council of Shopping Centers





Chapter 4

# Tampere



# Tampere is the second largest city region in Finland and the largest inland city in the Nordic countries

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

The city centre is developing swiftly. The first tram line of the city started operating in August 2021 with an extension already under construction.

The largest multi-purpose arena in Finland has been opened in December

2021. The entire hybrid project is expected to be completed in 2024 with new homes, hotel, retail and offices next to the arena.

In addition to the active and quickly developing city centre, Tampere region has several shopping centres and big box retail areas.

## Tampere key facts

Population 2021	<b>244,700</b> (whole city region 421,500)
Workplaces 2020	<b>124,100</b> (whole city region 178,100)
Students 2020 (higher education)	<b>31,200</b>
Disposable income per capita 2020	<b>EUR 24,500</b>
Shopping centres 2022	<b>11 shopping centres with a total GLA of 300,100 sq m</b>

Sources: Statistics Finland; Finnish Council of Shopping Centers; Visit Tampere

**Tampere region** = Tampere and surrounding nine commuter municipalities





# Tampere region

## Shopping centres

● Shopping centre

● Retail park area

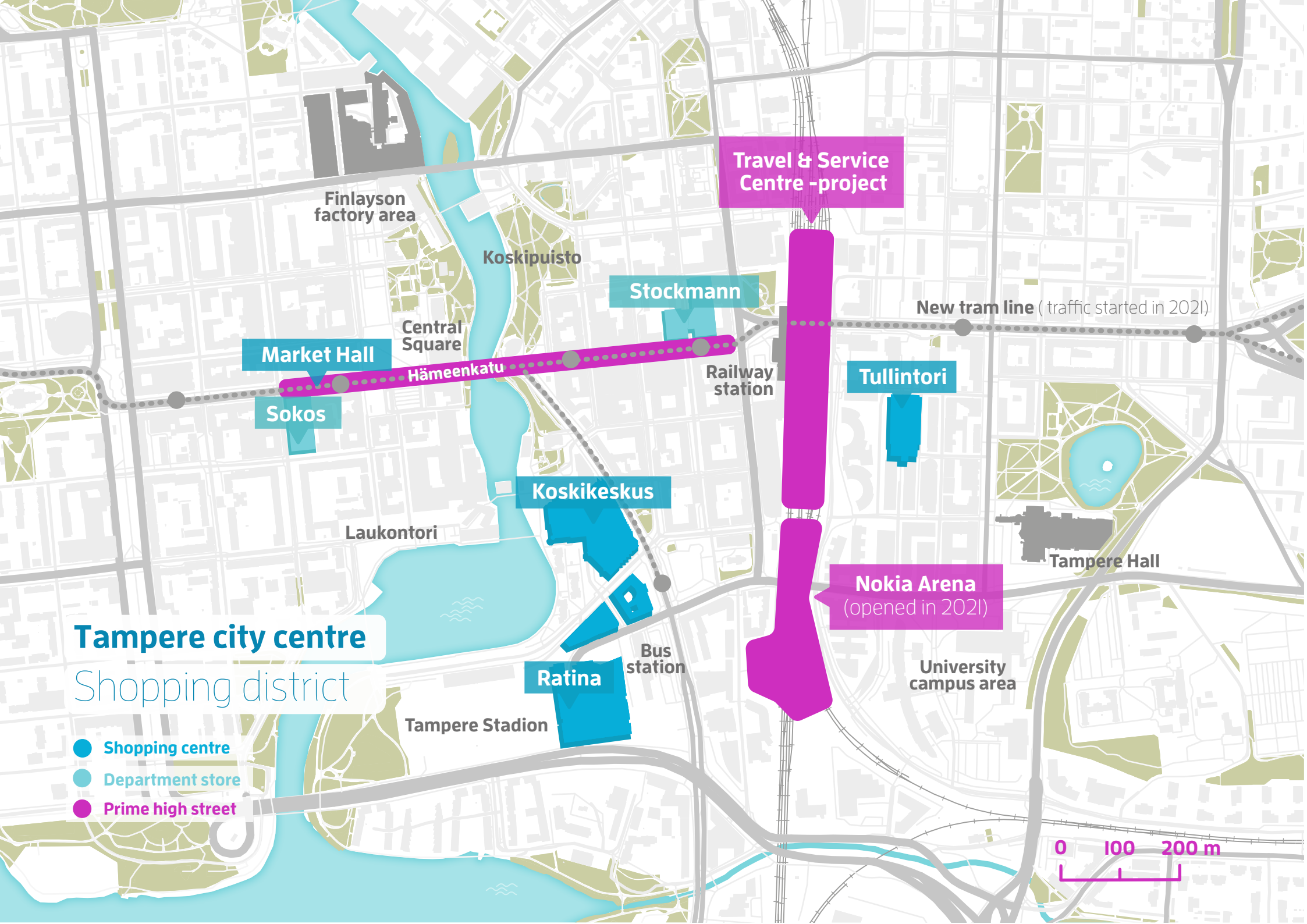
**City centre**  
(Ratina, Koskikeskus, Tullintori)

**Tampere**  
region population  
**421,500**

**Forecasted 5 year population growth**  
**18,000 new inhabitants (+4.3 %)**

	Sales 2021, EUR million	Footfall 2021, million	Leasable retail area, sq m	Sales / Leasable retail area	Sales / Visitors
Ideapark	332	6.5	111,500	3,000	51
Ratina	141	5.7	49,500	2,800	25
Koskikeskus	119	3.8	34,000	3,500	31
Veska	-	2.0	24,100	-	-
Elo	56	1.3	23,200	2,400	43
Duo	73	3.7	13,200	5,500	20
Like	12	1.3	12,600	1,000	9
Tullintori	-	-	6,800	-	-

0 5 10 km



# Tampere city centre Shopping district

- Shopping centre
- Department store
- Prime high street

Travel & Service  
Centre -project

Stockmann

Market Hall

Sokos

Central  
Square

Hämeenkatu

Railway  
station

New tram line ( traffic started in 2021)

Tullintori

Koskikeskus

Laukontori

Nokia Arena  
(opened in 2021)

Tampere Hall

Ratina

Bus  
station

Tampere Stadion

University  
campus area

0 100 200 m



## Chapter 5

# 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.

New Turku Market Square is under construction and will be completed by the year end 2022. Below the Market Square, a new underground parking hall has served customers since 2020. Next to the square the 4-star Hotel Hamburger Börs opened its doors in 2021. The shopping centres Hansa and Wiklund around the market square have been refurbished.

## Turku key facts

Population 2021	<b>195,100</b> (whole city region 337,600)
Workplaces 2020	<b>98,900</b> (whole city region 141,800)
Students 2020 (higher education)	<b>30,600</b>
Disposable income per capita 2020	<b>EUR 24,900</b>
Shopping centres 2022	<b>3 shopping centres</b> with a total GLA of <b>157,400 sq m</b>

Sources: Statistics Finland, Finnish Council of Shopping Centers

**Turku region** = Turku and surrounding ten commuter municipalities



Photo: Turku Cathedral & city of Turku / Suomen Ilmakuva

Photo: Market square / Sello Ristimäki



# Turku region

## Shopping centres

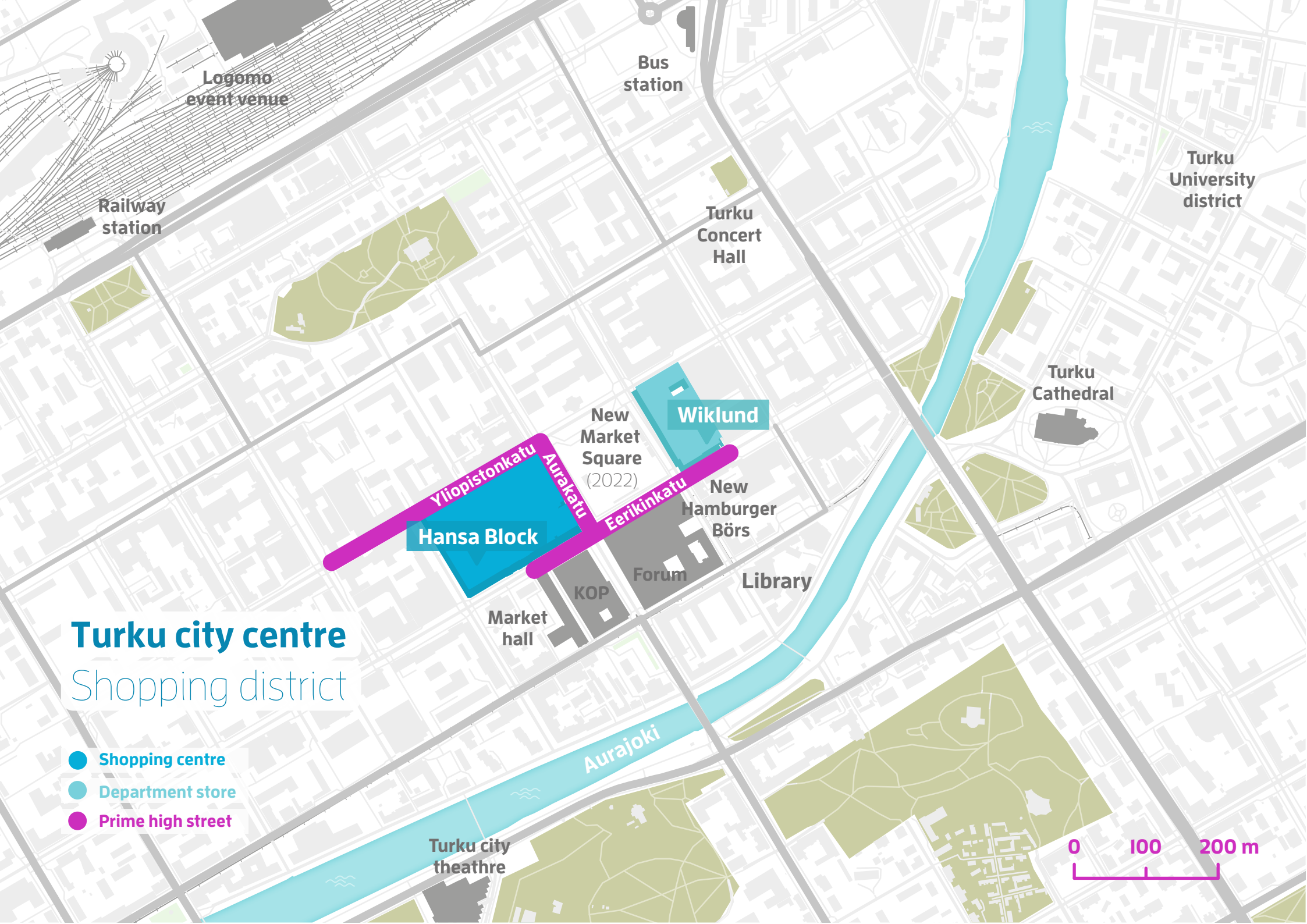
- Shopping centre
- Retail park area

**Turku**  
region population  
**337,600**

**Forecasted 5 year population growth**  
**9,900 new inhabitants (+2.9 %)**

	Sales 2021, EUR million	Footfall 2021, million	Leasable retail area, sq m	Sales / Leasable retail area	Sales / Visitors
<b>Mylly</b>	225	4.7	60,700	3,700	48
<b>Hansa</b>	196	9.6	52,100	3,800	20
<b>Skanssi</b>	122	3.2	35,200	3,500	38

0 5 10 km



Logomo  
event venue

Railway  
station

Bus  
station

Turku  
Concert  
Hall

Turku  
University  
district

Turku  
Cathedral

New  
Market  
Square  
(2022)

Wiklund

New  
Hamburger  
Börs

Hansa Block

Eerikinkatu

Yliopistonkatu

Aurakatu

Forum

Library

KOP

Market  
hall

Aurajoki

Turku city  
theatre

# Turku city centre

## Shopping district

- Shopping centre
- Department store
- Prime high street

0 100 200 m



# 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 many other European countries. There are no restrictions for foreign companies to acquire or rent properties 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

separately 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 often adjusted annually according to the cost of living index. The legislation gives parties high flexibility 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, Helsinki – Jussi Hellsten / Helsinki Marketing







## 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 2022**

[www.kauppakeskushdistys.fi/en](http://www.kauppakeskushdistys.fi/en)