

CONSUMERS & BRANDS

Grocery stores: Tokmanni shoppers in Finland

Consumer Insights report

Consumer Insights
by statista 

June 2024



Consumer Insights Global survey

Introduction



Report overview

This report offers the reader a comprehensive overview of Tokmanni shoppers in Finland: who they are; what they like; what they think; and how to reach them. It provides insights on their demographics, lifestyle, opinions, and marketing touchpoints.

Additionally, the report allows the reader to benchmark Tokmanni shoppers in Finland ("brand users") against Finnish grocery store shoppers in general ("category users"), and the overall Finnish consumer, labelled as "all respondents" in the charts.

The report is updated quarterly and is based on data from the Consumer Insights Global survey, an international survey that covers more than 15,000 brands across 56 countries.

Global survey methodology⁽¹⁾

Design: Online Survey, split questionnaire design

Duration: approx. 15 minutes

Language: official language(s) of each country with American English offered as an alternative

Region: 56 countries

Number of respondents:

- 12,000+ for countries with the extended survey (including Finland)
- 2,000+ for the basic survey

Sample: Internet users, aged 18 – 64, quotas set on gender and age

Fieldwork:

- Continuous from January to December
- Countries that receive the extended survey are updated four times a year

2 **Notes:** (1): See the full [methodology](#) for a detailed overview of the study design

Sources: [Consumer Insights Global](#) as of June 2024

CHAPTER 01

Management summary

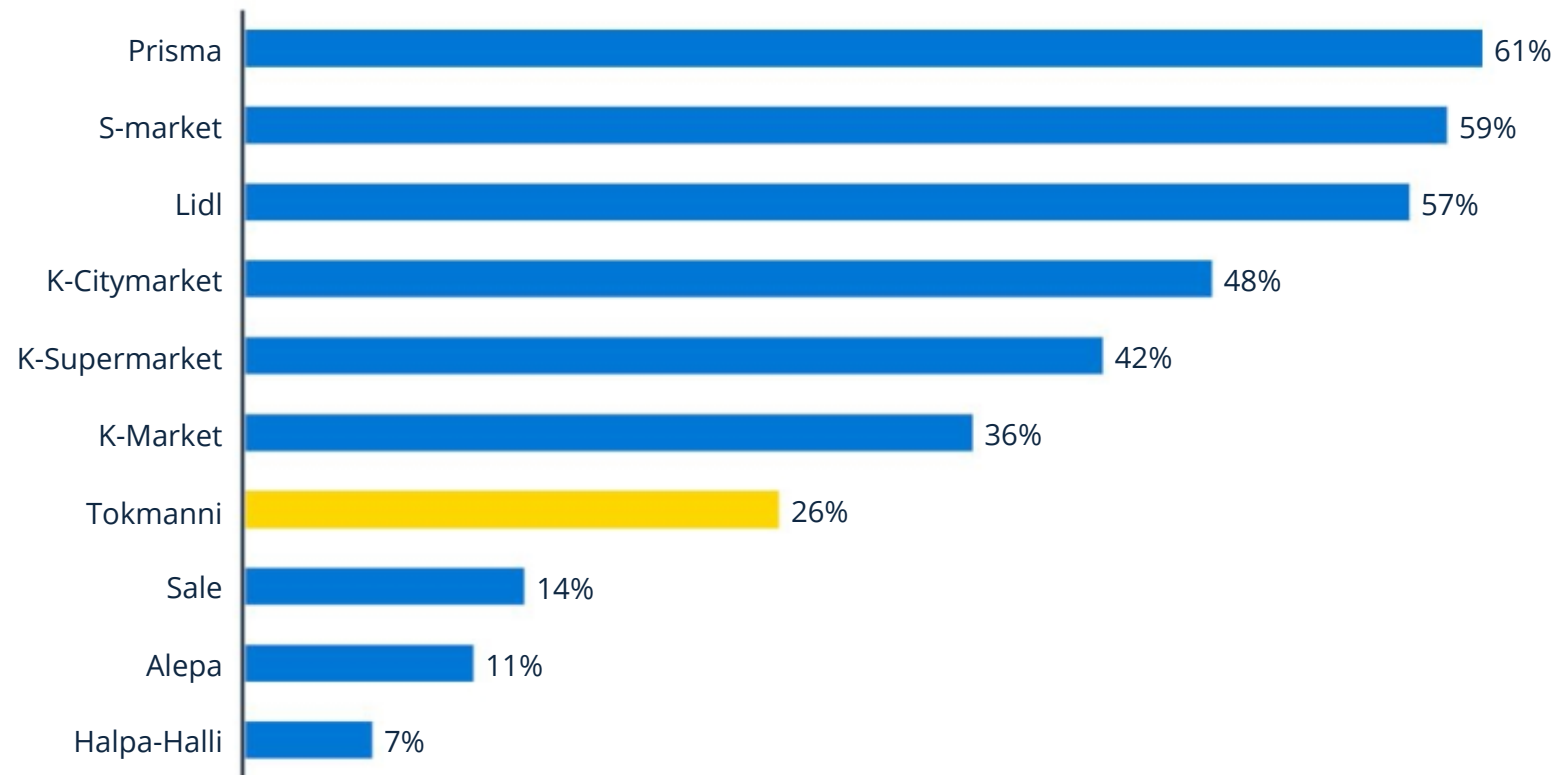
- Brand usage
- Key insights



Tokmanni is the seventh most used grocery store in Finland with Prisma in first place

Management summary: brand usage and competition

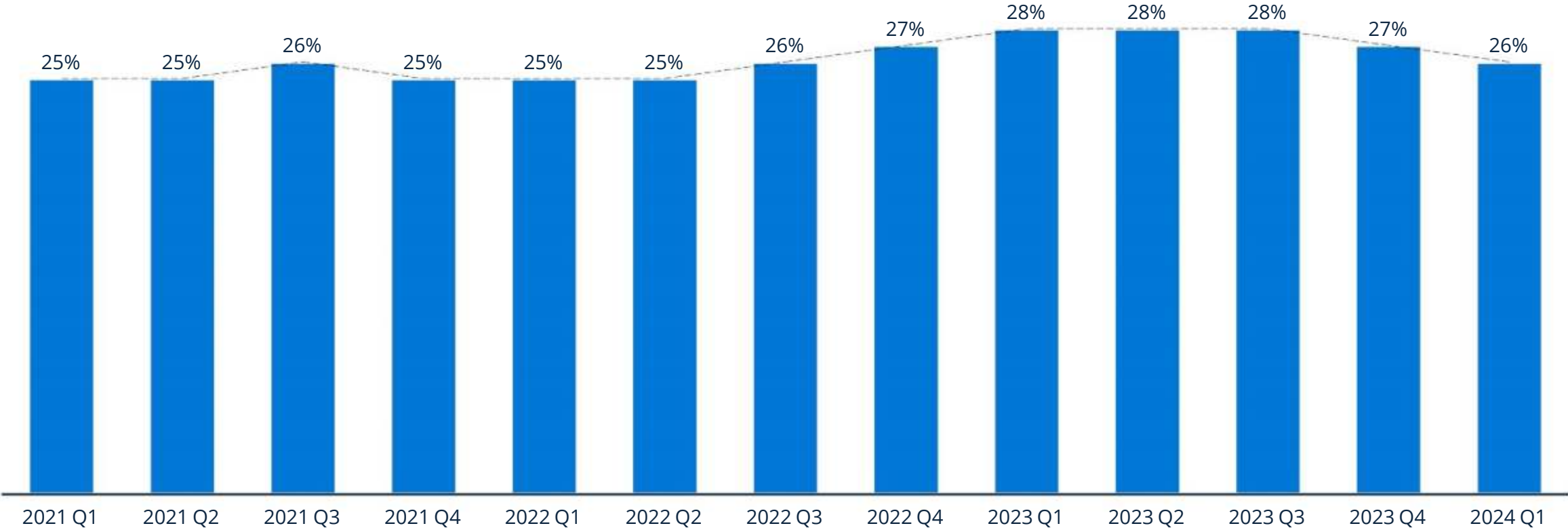
Top 10 most used grocery stores in Finland



The current share of grocery store shoppers using Tokmanni is fairly similar to Q1 of 2021

Management summary: brand usage timeline

Timeline of grocery store shoppers using Tokmanni



5 Notes: "From which of these stores do you regularly buy food and products for everyday use?"; Multi Pick; Base: n=509 - 571 Tokmanni shoppers, n=2029 - 2097 grocery store shoppers

Sources: [Consumer Insights Global](#) as of June 2024

Tokmanni shoppers in Finland

Management summary: key insights

Demographic profile

36% of Tokmanni shoppers are part of Generation X.

55% of Tokmanni shoppers are female.

Tokmanni has a larger share of shoppers with a low income than other grocery stores.

21% of Tokmanni shoppers live in small towns.

Consumer lifestyle

Similar aspects of life are important to Tokmanni shoppers and other grocery store shoppers.

Tokmanni shoppers are more interested in history than other grocery store shoppers.

Shopping is a relatively popular hobby among Tokmanni shoppers.

Consumer attitudes

21% of Tokmanni shoppers state that they try to avoid plastic packaging when buying food.

27% of Tokmanni shoppers are in the late majority of innovation adopter types.

A relatively high share of Tokmanni shoppers think that poverty is an issue that needs to be addressed.

Marketing touchpoints

YouTube is more popular among Tokmanni shoppers than the average grocery store shopper.

Tokmanni shoppers remember seeing ads on search engines more often than other grocery store shoppers.

CHAPTER 02

Demographic profile

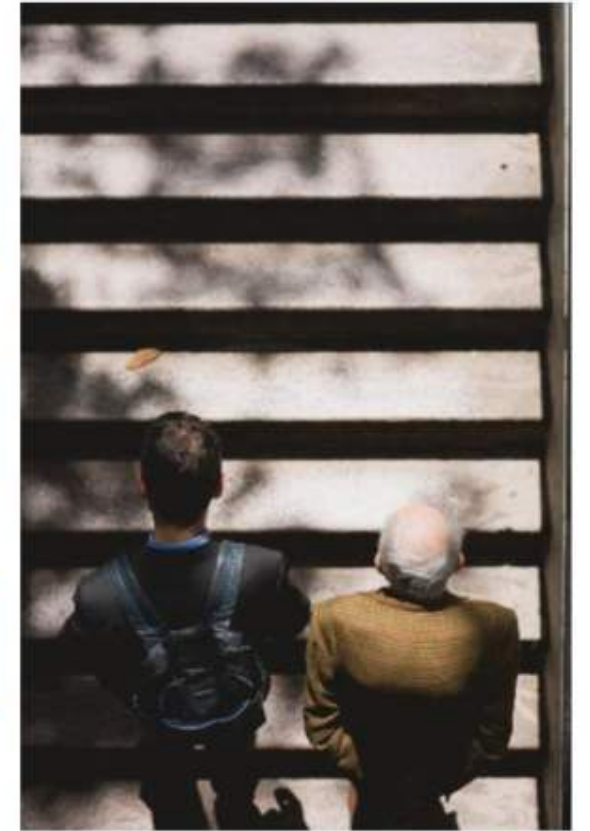
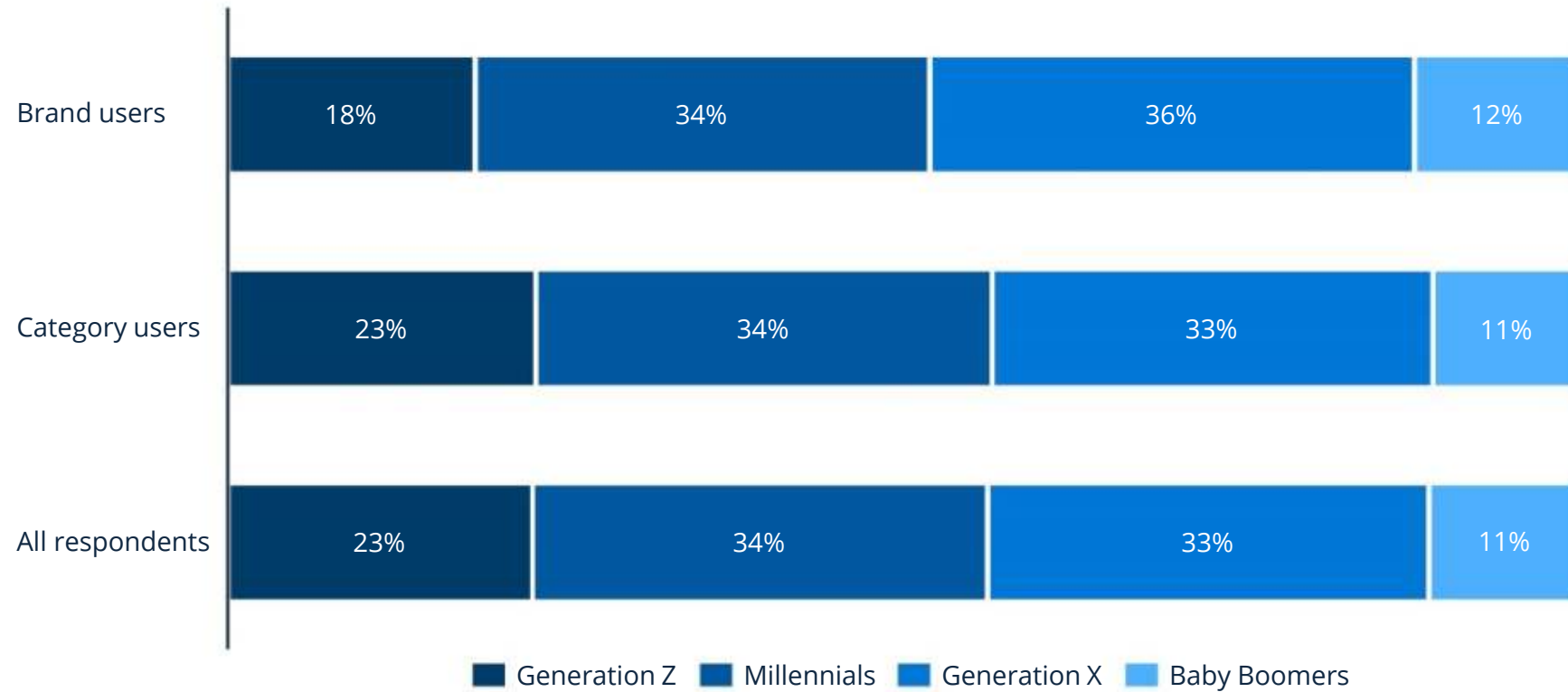
- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



36% of Tokmanni shoppers are part of Generation X

Demographic profile: generations

Age of consumers in Finland



8 Notes: "How old are you?"; Single Pick; "From which of these stores do you regularly buy food and products for everyday use?"; Multi Pick; Base: n=536 Tokmanni shoppers, n=2,029 grocery store shoppers, n=12,178 all respondents

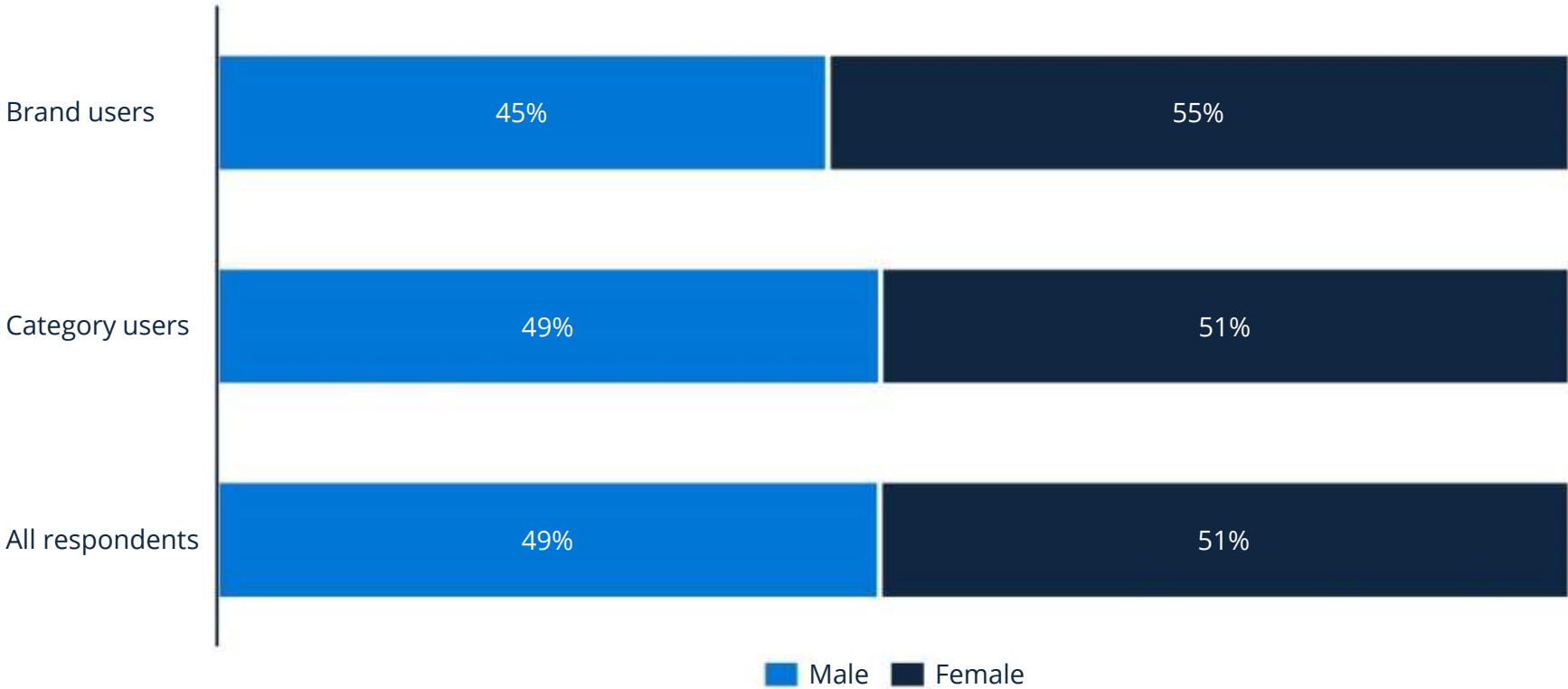
Sources: [Consumer Insights Global](#) as of June 2024

55% of Tokmanni shoppers are female

Demographic profile: gender



Gender of consumers in Finland



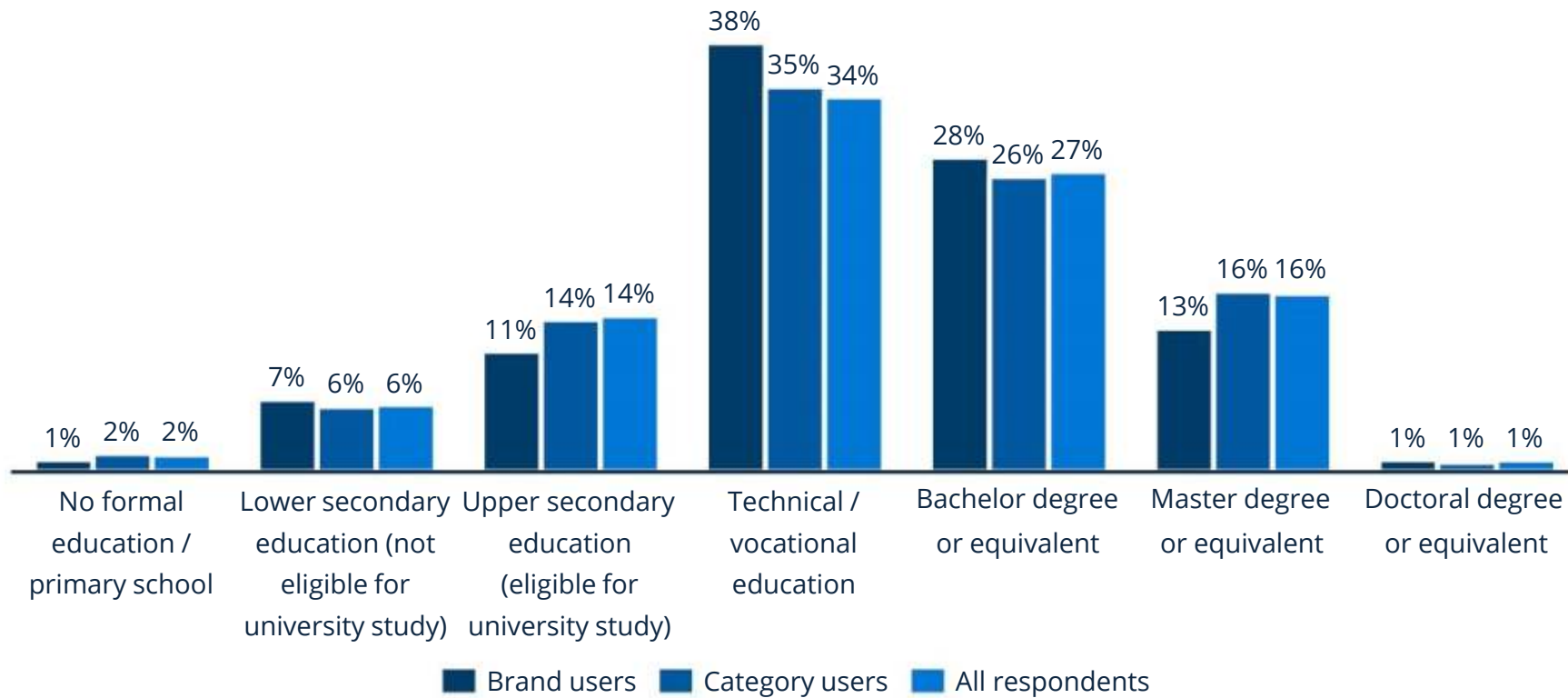
9 Notes: "What is your gender?"; Single Pick; "From which of these stores do you regularly buy food and products for everyday use?"; Multi Pick; Base: n=536 Tokmanni shoppers, n=2,029 grocery store shoppers, n=12,178 all respondents

Sources: [Consumer Insights Global](#) as of June 2024

38% of Tokmanni shoppers have a technical or vocational education

Demographic profile: education

Consumer's level of education in Finland

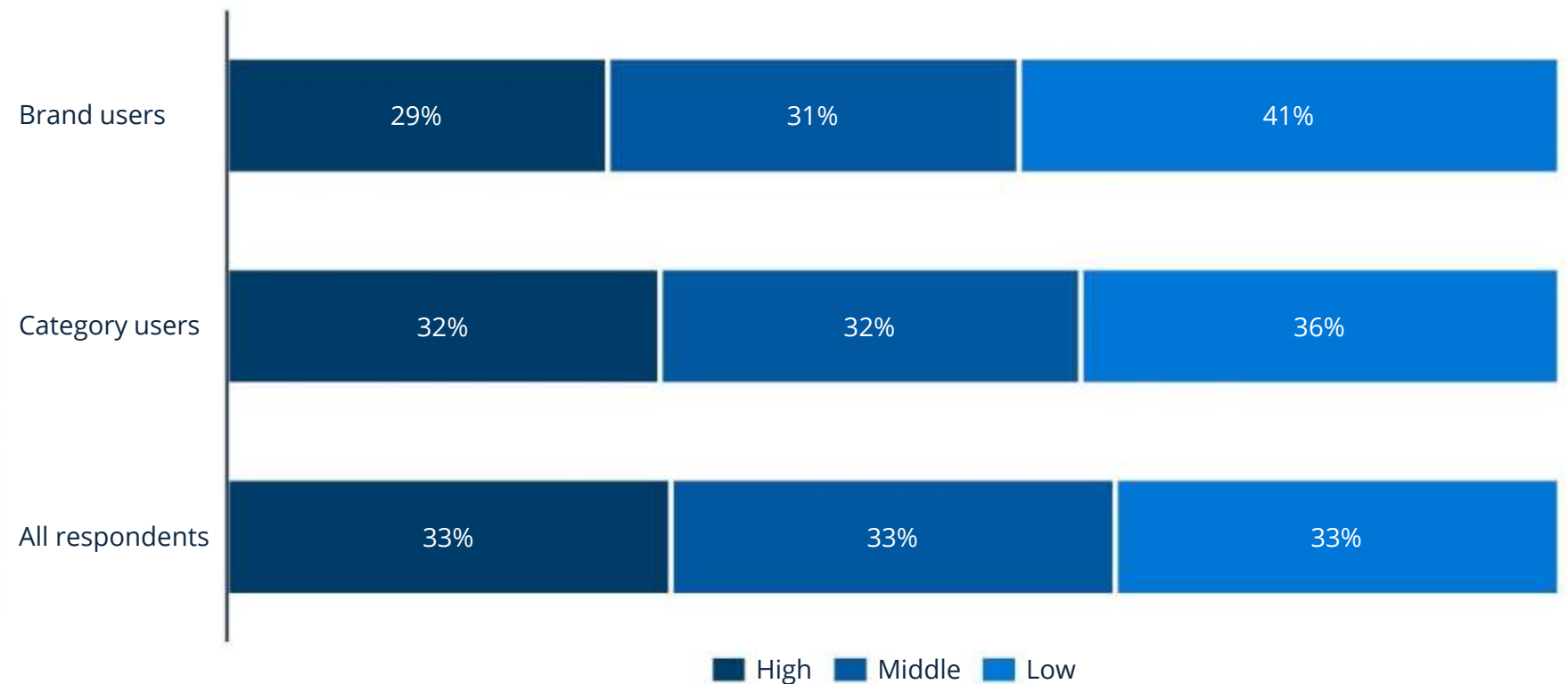


Tokmanni has a larger share of shoppers with a low income than other grocery stores

Demographic profile: income



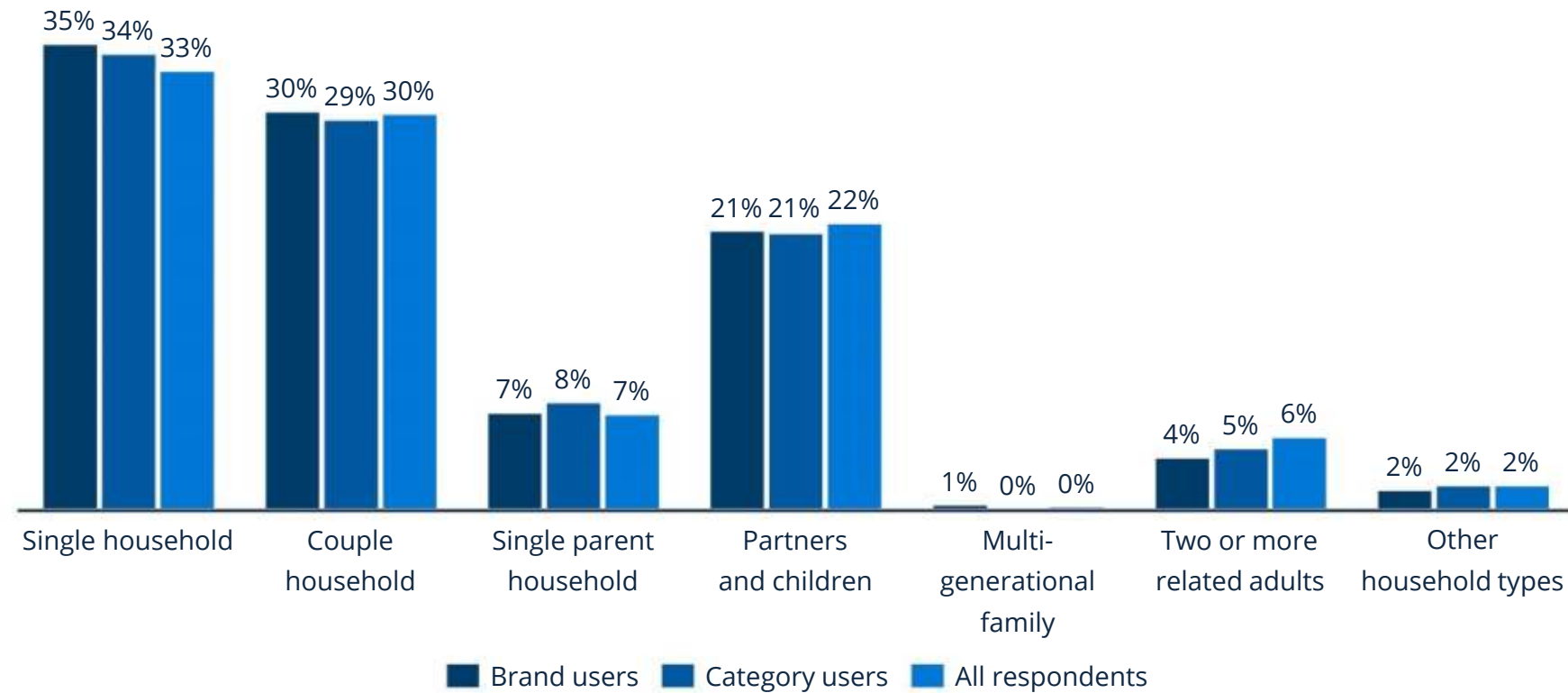
Share of consumers in Finland in the high, middle, and low thirds of monthly household gross income



The living arrangements of Tokmanni shoppers and grocery store shoppers overall are similar

Demographic profile: household classification

Type of households in which consumers in Finland live

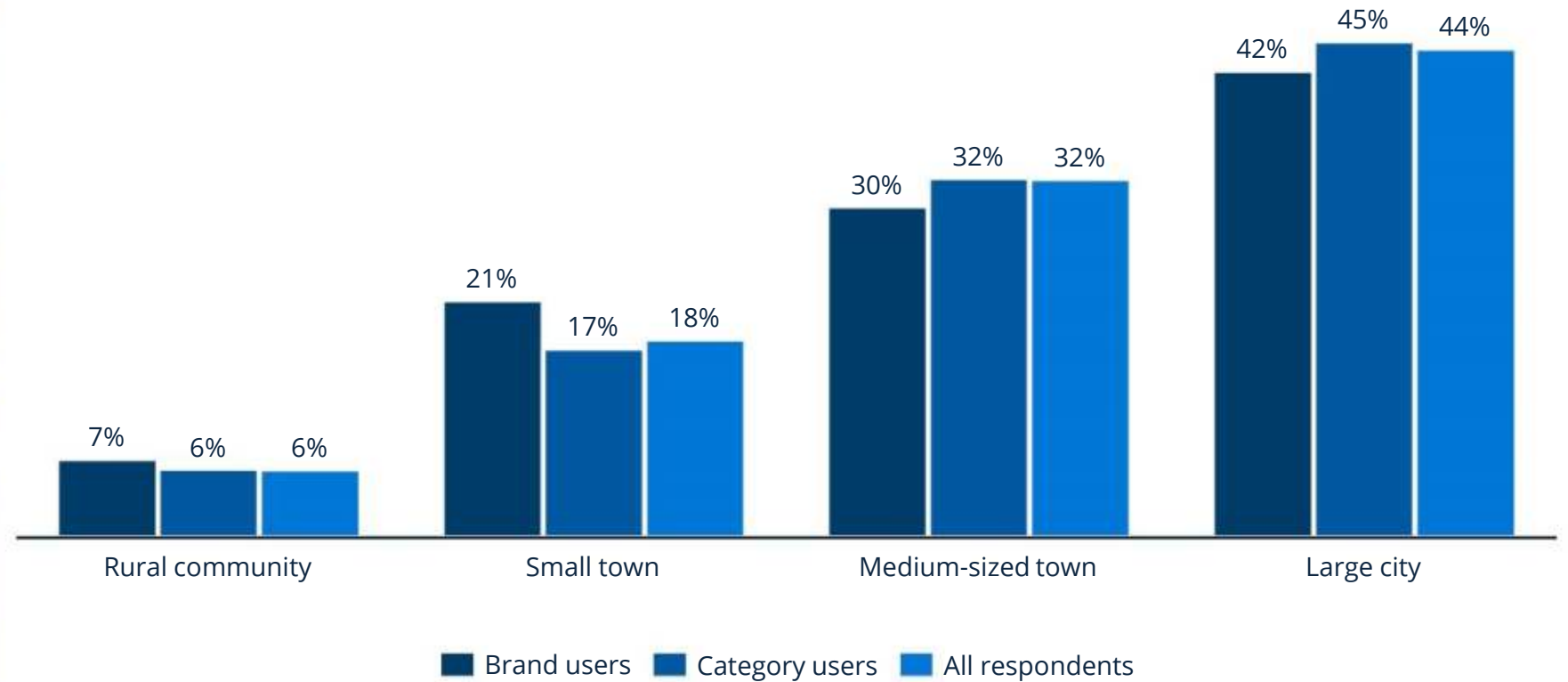


21% of Tokmanni shoppers live in small towns

Demographic profile: type of community



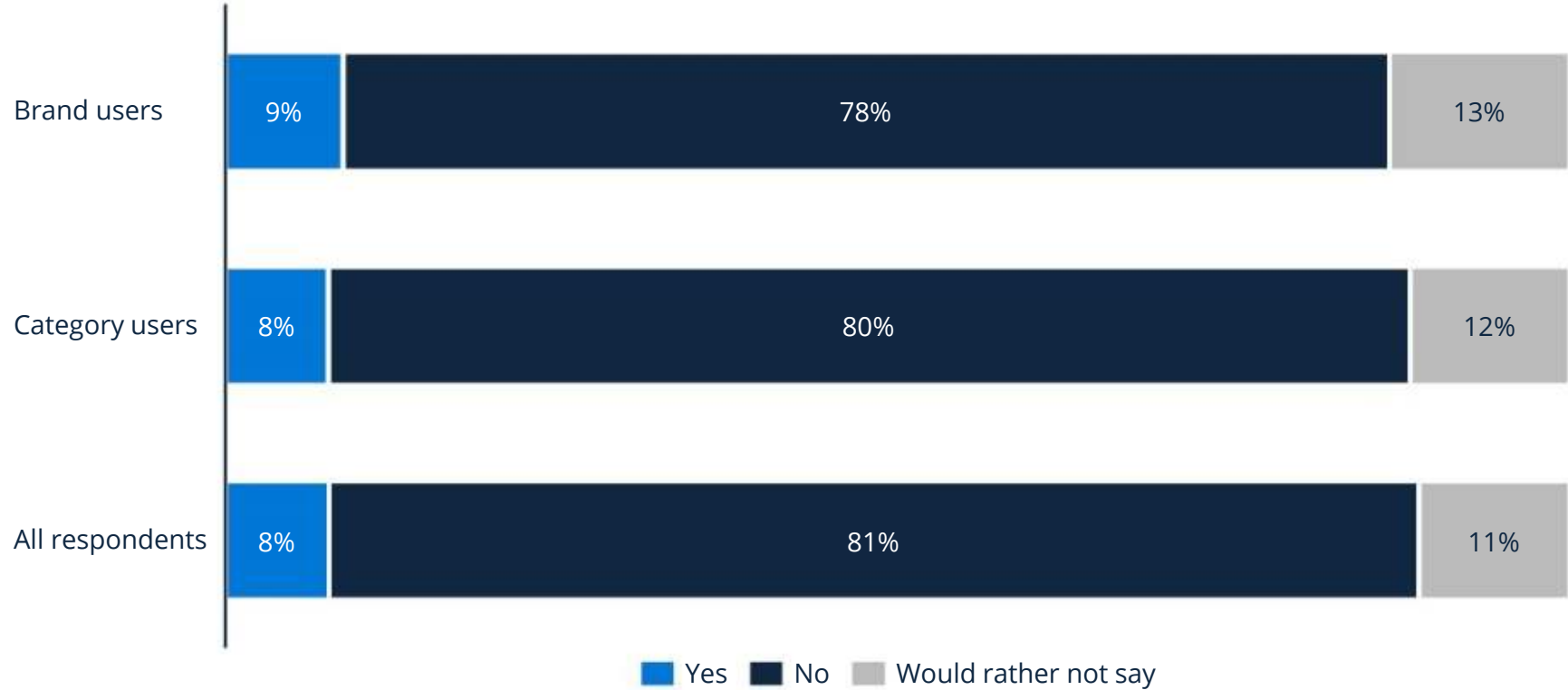
Communities where consumers live in Finland



9% of Tokmanni shoppers consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

LGBTQ+ status of consumers in Finland



14 Notes: "Do you consider yourself part of the LGBTQ+ community?"; Single Pick; "From which of these stores do you regularly buy food and products for everyday use?"; Multi Pick; Base: n=536 Tokmanni shoppers, n=2,029 grocery store shoppers, n=12,178 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

CHAPTER 03

Consumer lifestyle

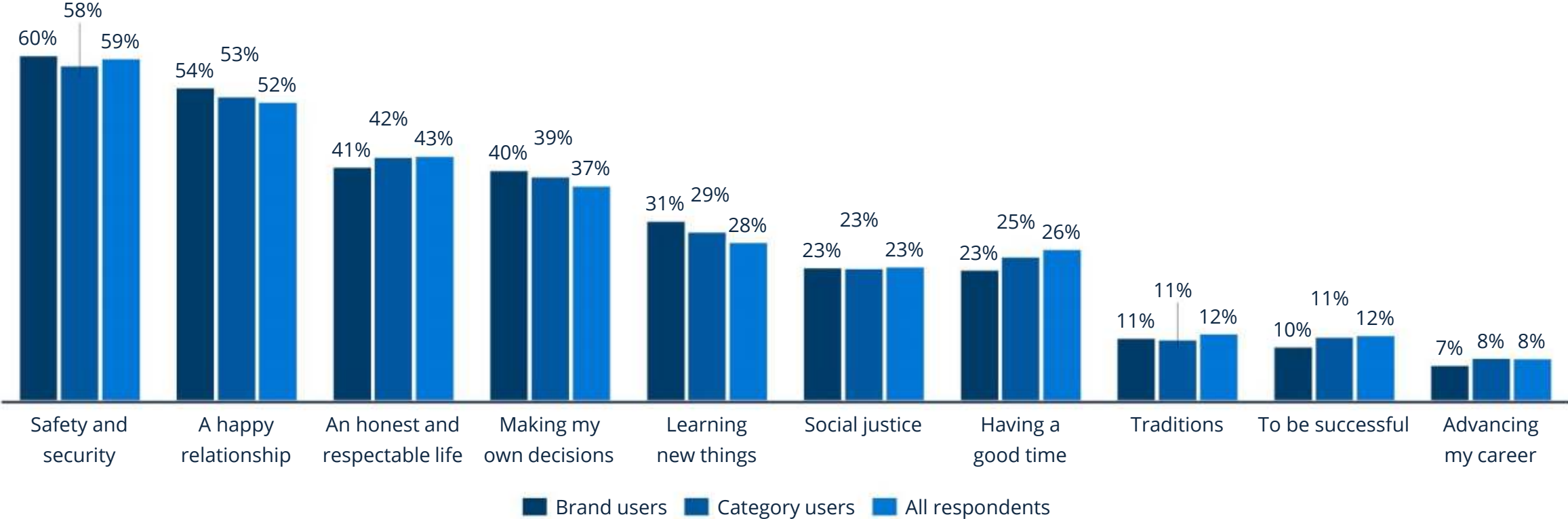
- Life values
- Main interests
- Hobbies & leisure activities
- Sports activities
- Sports followed



Similar aspects of life are important to Tokmanni shoppers and other grocery store shoppers

Consumer lifestyle: life values

Most important aspects of life for consumers in Finland



16 Notes: "Out of the following list, which are the 3 most important aspects to you in life? Please choose exactly 3.;" Multi Pick; "From which of these stores do you regularly buy food and products for everyday use?"; Multi Pick; Base: n=536 Tokmanni shoppers, n=2,029 grocery store shoppers, n=12,178 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

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