

Tjek



Most Active Suppliers

Denmark, Sweden and Norway



About the data

- Based on flyers published in eTilbudsavis (DK), Mattilbud (NO), eTilbudsavis (NO) and eReklamblad (SE)
- Focus is basic flyers (not extra/weekend and special flyers)
- A number of retailers in DK produce flyers that are valid for 14 days - but additional flyers are sent out that repeat the offers - they are not included (extra flyers)
- The period is week 1-26 (1st half year)
- Years included are 2021, 2022 and 2023
- Private Labels are not included in the list of most active suppliers and most marketed brands
- Private Labels are included in the total for the number of promotions (Offer #)



Denmark

Most active Brands (PL not included) and most active suppliers in the period



Insights by Tjek - Most Active Suppliers

ISO Year

Multiple selections

ISO Week No

1 26



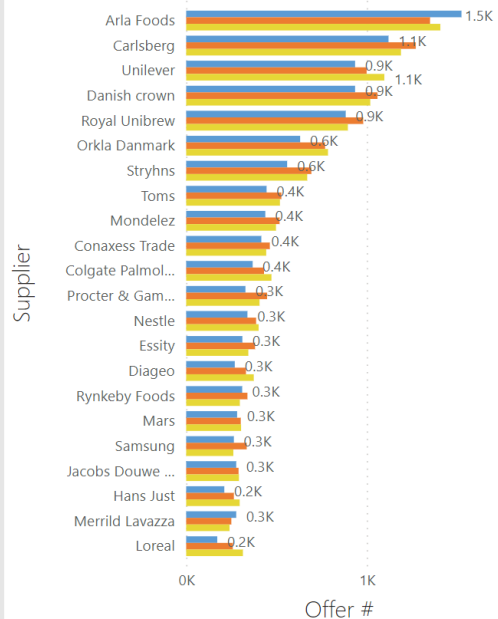
Retailer, Banner

All

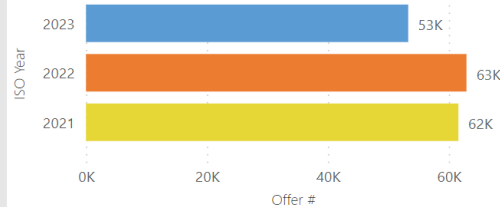
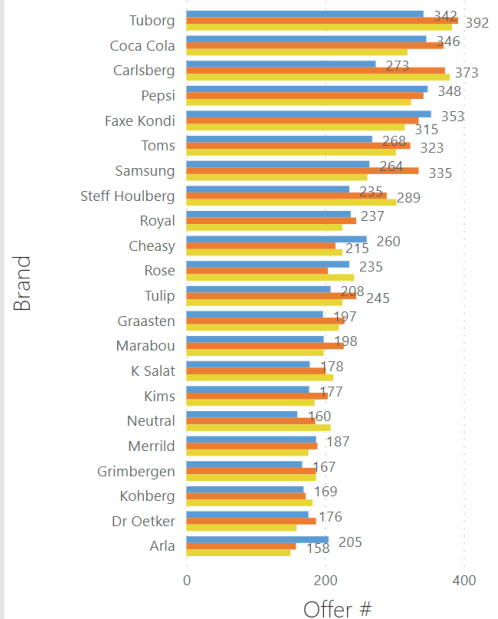
Category, Subcategory

All

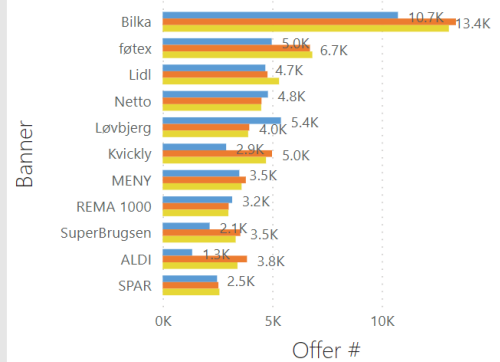
ISO Year ● 2023 ● 2022 ● 2021



ISO Year ● 2023 ● 2022 ● 2021



ISO Year ● 2023 ● 2022 ● 2021



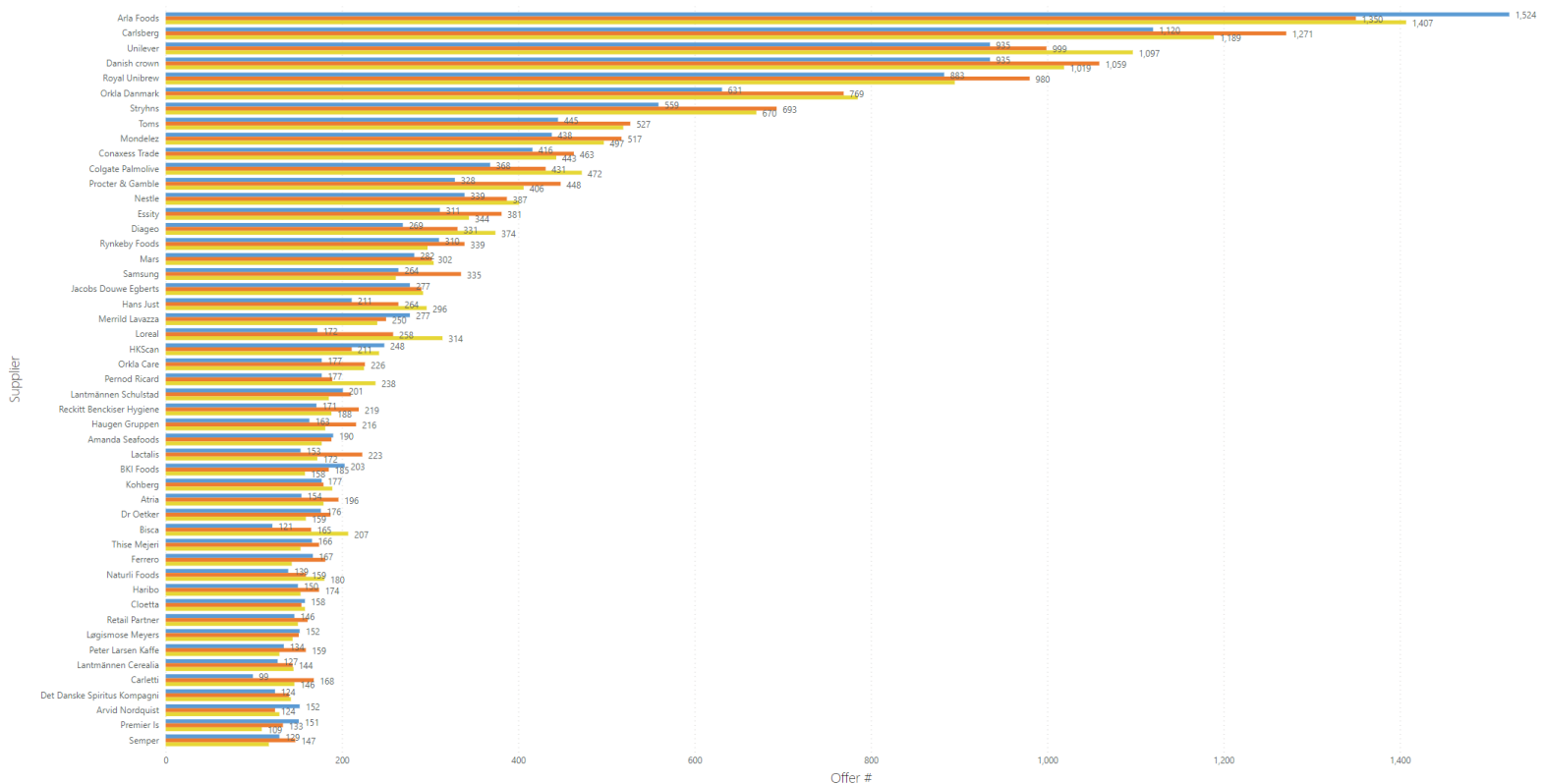
Denmark

Most active suppliers in the period

< Back to report

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ISO Year ● 2023 ● 2022 ● 2021



Norway

Most active Brands (PL not included) and most active suppliers in the period



Insights by Tjek - Most Active Suppliers

ISO Year

Multiple selections

ISO Week No

1 26

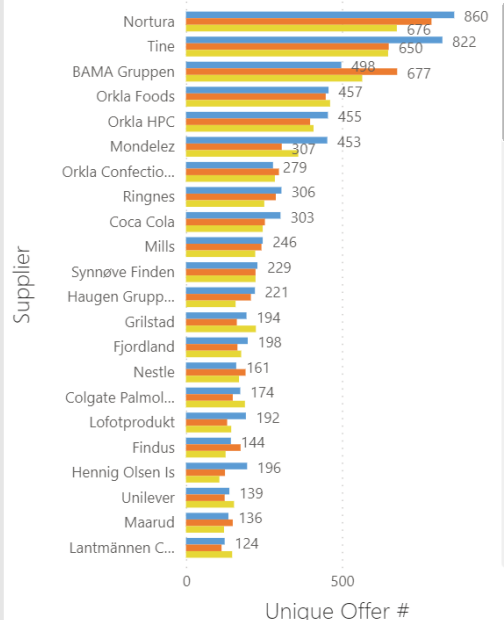
Retailer, Banner

All

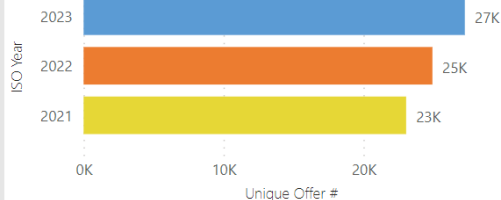
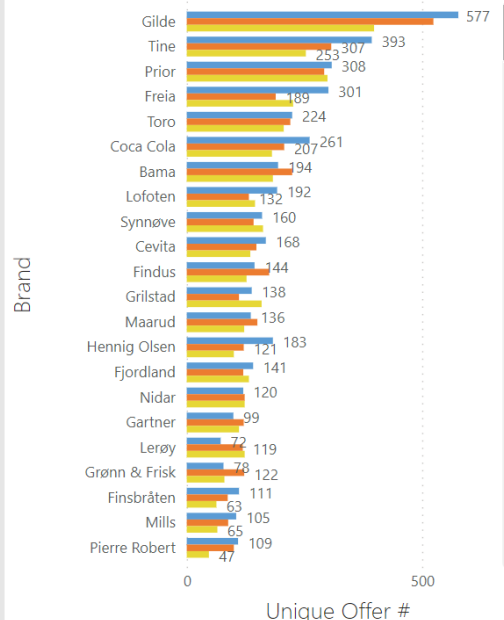
Category, Subcategory

All

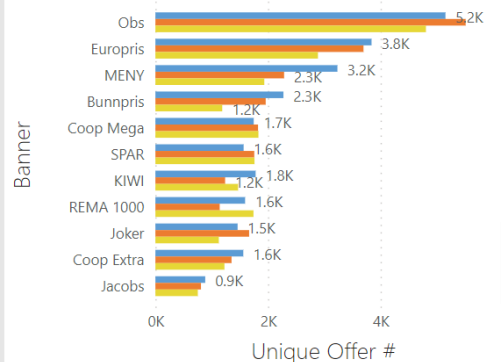
ISO Year ● 2023 ● 2022 ● 2021



ISO Year ● 2023 ● 2022 ● 2021



ISO Year ● 2023 ● 2022 ● 2021



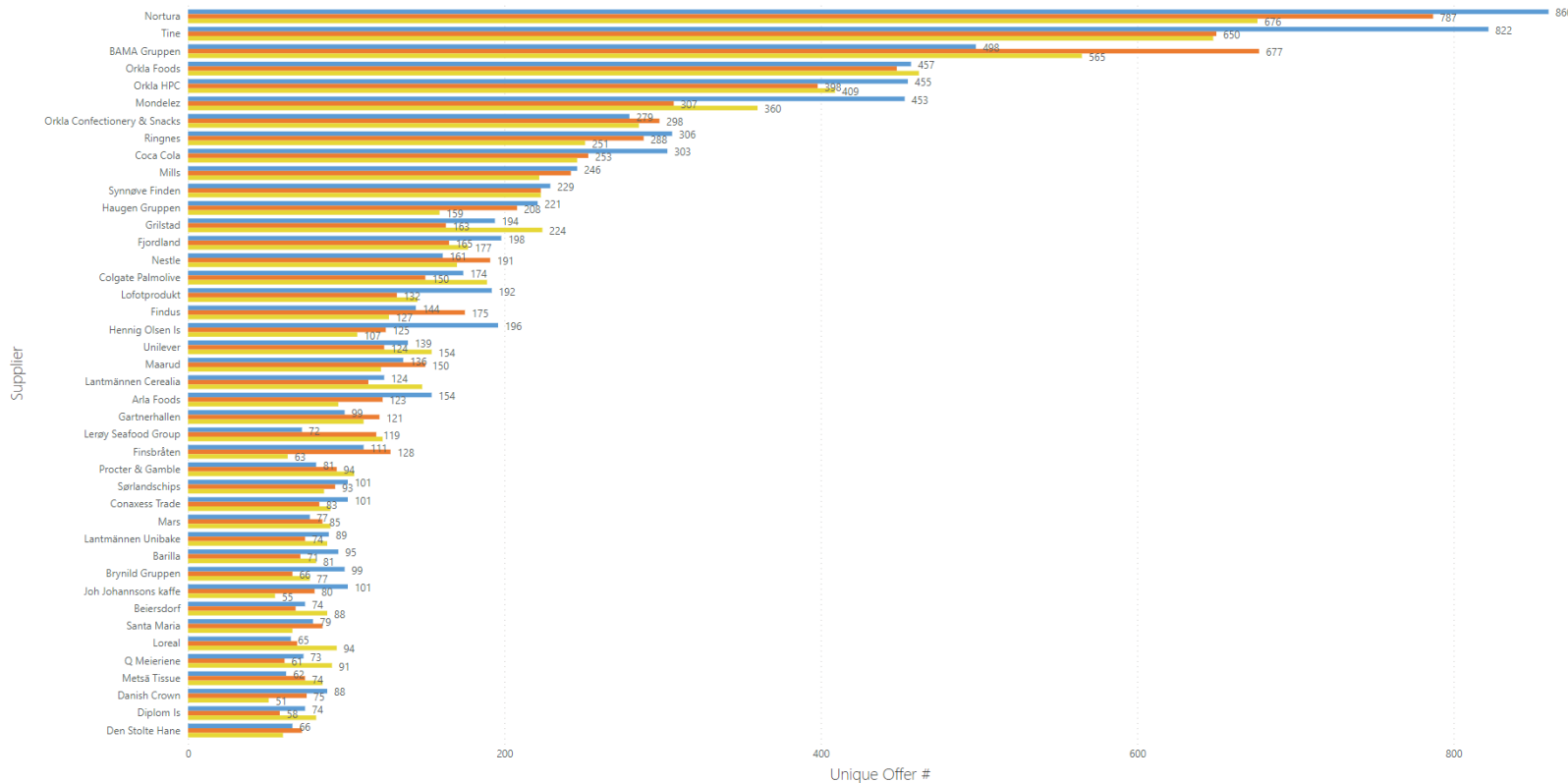
Norway

Most active suppliers in the period

< Back to report



ISO Year ● 2023 ● 2022 ● 2021



Supplier



Sweden

Most active Brands (PL not included) and most active suppliers in the period



Insights by Tjek - Most Active Suppliers

ISO Year

Multiple selections

ISO Week No

1 26

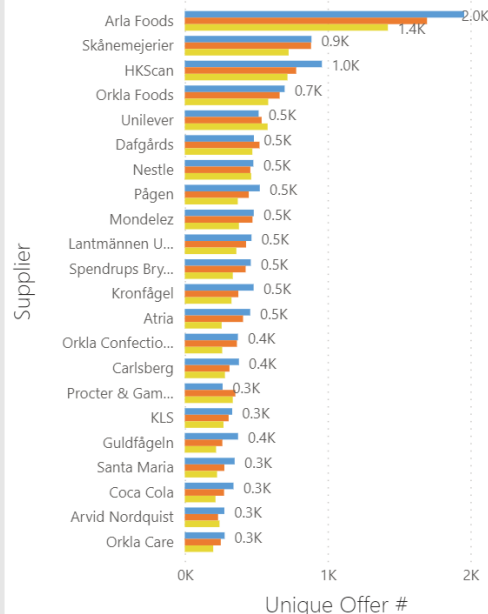
Retailer, Banner

All

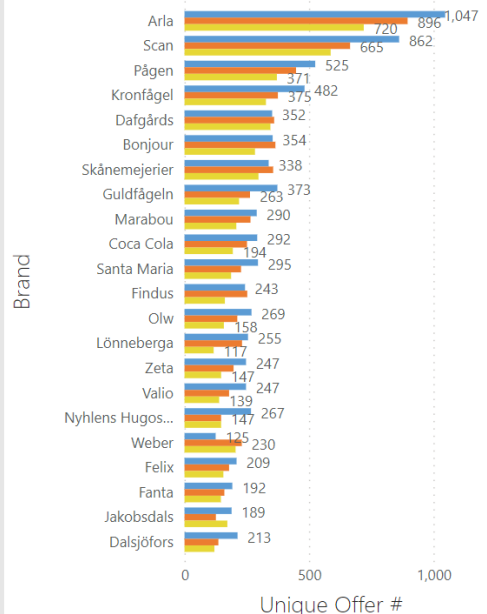
Category, Subcategory

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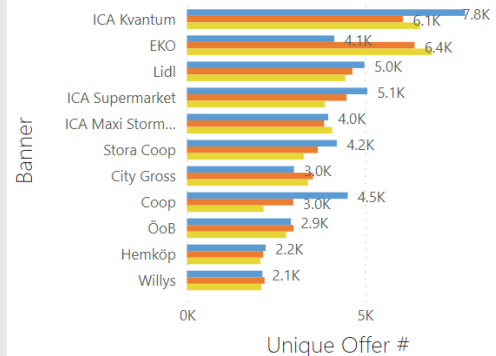
ISO Year ● 2023 ● 2022 ● 2021



ISO Year ● 2023 ● 2022 ● 2021



ISO Year ● 2023 ● 2022 ● 2021

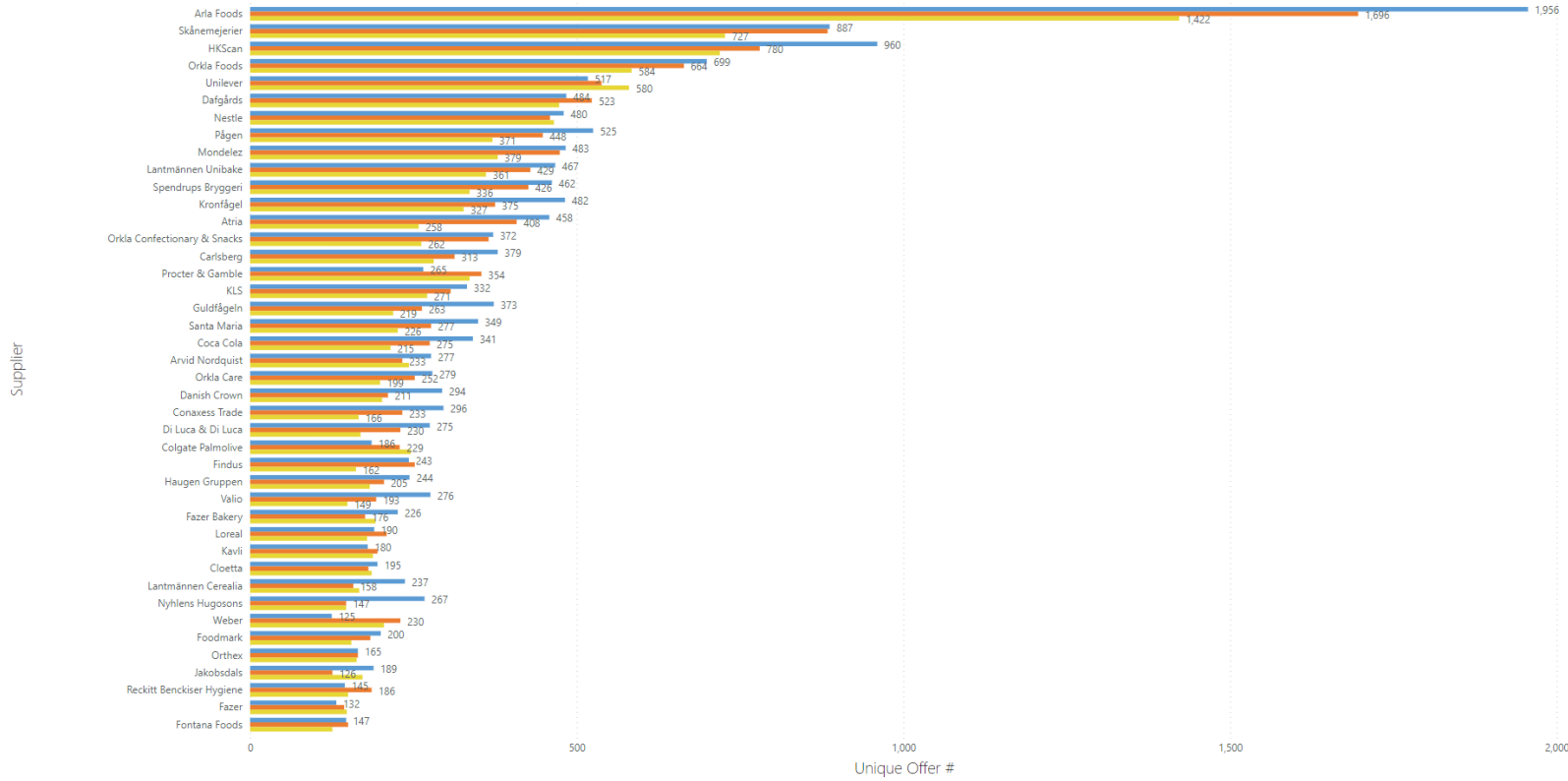


Sweden

Most active suppliers in the period

[Back to report](#)

ISO Year ● 2023 ● 2022 ● 2021



Supplier

Unique Offer #



Nordic – Top 30

Most active suppliers in the period (Week 1-26)

Offer #	Year/Country														
	Rank	2021			2021 Total	2022			2022 Total	2023			2023 Total	Hovedtotal	
Rækkemærkater	DK	NO	SE		DK	NO	SE		DK	NO	SE				
Orkla	1	1.291	1.202	1.045	3.538	1.273	1.200	1.281	3.754	1.090	1.241	1.350	3.681	10.973	
Arla Foods	2	1.407	95	1.422	2.924	1.350	123	1.696	3.169	1.524	154	1.956	3.634	9.727	
Carlsberg	3	1.189	251	281	1.721	1.271	288	313	1.872	1.120	306	379	1.805	5.398	
Unilever	4	1.097	154	580	1.831	999	124	538	1.661	935	139	517	1.591	5.083	
Danish Crown	5	1.019	51	202	1.272	1.059	75	211	1.345	935	88	294	1.317	3.934	
Mondelez	6	497	360	379	1.236	517	307	474	1.298	438	453	483	1.374	3.908	
Lantmännen	7	421	236	528	1.185	458	188	587	1.233	416	213	704	1.333	3.751	
Agra	8	670	222	155	1.047	693	242	184	1.119	559	246	200	1.005	3.171	
HKScan	9	242		719	961	211		780	991	248		960	1.208	3.160	
Nestle	10	401	170	465	1.036	387	191	459	1.037	339	161	480	980	3.053	
Royal Unibrew	11	895			895	980			980	883			883	2.758	
Skånemejerier	12			727	727			884	884			887	887	2.498	
Colgate Palmolive	13	472	189	246	907	431	150	229	810	368	174	186	728	2.445	
Procter & Gamble	14	406	105	336	847	448	94	354	896	328	81	265	674	2.417	
Nortura	15		676		676		787		787		860		860	2.323	
Conaxess Trade	16	443	90	166	699	463	83	233	779	416	101	296	813	2.291	
Tine	17		648		648		650		650		822		822	2.120	
Toms	18	519		106	625	527		128	655	445		143	588	1.868	
Haugen Gruppen	19	181	159	183	523	216	208	205	629	163	221	244	628	1.780	
BAMA Gruppen	20		565		565		677		677		498		498	1.740	
Scandi Standard	21	168	60	327	555	126	72	375	573	46	66	482	594	1.722	
Pågen	22	105	11	371	487	109	7	448	564	95	17	525	637	1.688	
Atria	23	179		258	437	196		408	604	154		458	612	1.653	
Coca Cola	24		246	215	461		253	275	528		303	341	644	1.633	
Loreal	25	314	94	179	587	258	69	209	536	172	65	190	427	1.550	
Dafgårds	26			473	473			523	523			484	484	1.480	
Essity	27	344	51	81	476	381	77	72	530	311	68	87	466	1.472	
Jacobs Douwe Egberts	28	292	65	158	515	290	62	159	511	277	62	81	420	1.446	
Mars	29	304	90	85	479	302	85	73	460	282	77	103	462	1.401	
Santa Maria	30	89	66	226	381	79	85	277	441	77	79	349	505	1.327	



Notes Suppliers

- Orkla = Foods + Care/Homecare + Confectionary & Snacks
- Orkla = Dragsbæk + Naturli Foods + Odense Marcipan
- Ringnes NO = Carlsberg
- Agra = Stryhns + Mills + Foodmark
- Lantmännen = Schulstad + Cerealia + Unibake
- Estrella = Estrella SE + Taffel DK + Maarud NO
- Scandi Standard = Danpo + Den Stolte Hane + Kronfågel
- Coca Cola DK = Carlsberg
- Pepsi NO = Carlsberg, Pepsi DK = Royal Unibrew, Pepsi SE = Carlsberg



Panel

SE

Retailer	National Publication #
⊖ Axfood	126
Willys	30
Willys Hemma	28
Hemköp	29
Tempo	26
Handlar'n	13
⊖ ICA	104
ICA Nära	26
ICA Supermarket	26
ICA Kvantum	26
ICA Maxi Stormarknad	26
⊖ Coop	109
Coop	30
Stora Coop	27
Daglivs	26
Coop X-TRA	26
⊖ Bergendahls	78
City Gross	26
EKO	26
Matöppet	26
⊖ ÖoB	26
ÖoB	26
⊖ Lidl	26
Lidl	26
Total	469

DK

Retailer	Publication #
⊖ Salling Group	78
Bilka	34
føtex	15
Netto	29
⊖ COOP	123
Kvickly	28
SuperBrugsen	28
Coop365	26
Irma	26
Dagli'Brugsen	15
⊖ Dagrofa	94
MENY	27
SPAR	27
Min Købmand	27
LET-KØB	13
⊖ Lidl	27
Lidl	27
⊖ Løvbjerg	26
Løvbjerg	26
⊖ ALDI	26
ALDI	26
⊖ Reitan	29
REMA 1000	29
Total	403

NO

Retailer	National Publication #
⊖ Coop	173
Obs!	52
Coop Marked	26
Matkroken	26
Coop Extra	26
Coop Mega	26
Coop Prix	17
⊖ Norgesgruppen	186
Joker	52
MENY	49
Jacobs	25
SPAR	27
KIWI	26
Nærbutikken	7
⊖ Bunnpris	29
Bunnpris	29
⊖ Europris	35
Europris	35
⊖ Reitan	22
REMA 1000	22
Total	445



Access to all data

As a customer, you have access to all data collected based on publications on eTilbudsavis/Mattilbud/eReklamblad. Meaning all channels and categories

Digital behaviour

Based on searches in eTilbudsavis/eReklamblad, data is provided on which products and brands are most searched for and when

Wide report setup

Based on many years of experience, a complete analysis package is included with a focus on a number of known business issues in FMCG

Delivered in PowerBI

Data is accessed via PowerBI – so it is possible to switch between categories and chains directly in the analyses

Strong partnership

The combination between a leading BI house (Catman Solution) and one of the most used consumer apps (eTilbudsavis/Mattilbud/eReklamblad) provides a strong partnership

Flexible Export format

If you want to export data to excel, a graphic to Power Point or an image, it is easy and effective



Contact

| **Email:**

cn@tjek.com

| **Phone:**

(+45) 26 750 740

| **Address:**

Wildersgade 41

1408 København K