



WHAT DO SEAFOOD CONSUMERS WANT?

CASE STUDY: KESKO FRESH FISH COUNTERS

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KESKO - INTRODUCTION



KESKO – GROCERY TRADE

- The second biggest grocery trade operator in Finland
- Some 860 K-retailers at 1,100 K Group grocery stores
- Nearly 800 of the stores also offer online grocery sales
- The grocery store chains are K-Citymarket, K-Supermarket and K-Market

KCITYMARKET

KSupermarket

KMarket



Market share in
2025

(Kesko's own estimate)



1,100 K Group grocery
stores, of which some 800
offer online services



6,300 employees
900 K retailers





WHAT DO CONSUMERS WANT?

WHAT DO CONSUMERS WANT?



Origin matters

Consumers want to know where their food comes from – origin, sourcing practices and transparency increasingly influence purchasing decisions



Everyday actions drive growth

Responsible choices are becoming part of everyday shopping – consumers are looking for products that align with environmental and sustainability values



Conscious consumption is growing

The importance of ingredients, nutritional value and overall product quality is growing, with consumers paying closer attention to what they eat

There is still a gap between consumers' values and their purchasing decisions, many feel that they are unable to make choices that align with their values.



KESKO FRESH FISH COUNTERS

WHY CERTIFIED FISH COUNTERS?

The first MSC-certified fish counters in K-food stores were certified in 2019.

Fish counters are one of the few places in food retail where customers can have a direct conversation about product origin before making a purchase.

1. Build consumer trust

- Protect endangered species and biodiversity (WWF Seafood Guide)
- Responsible sourcing
- Reliable traceability/verification



2. Support store operations

- Staff training
- Consistent processes
- Better product knowledge



3. Make informed choices easier

- Clear communication at the moment of purchase
- Increased visibility of certified products



FROM SEAFOOD POLICY TO STORE LEVEL



Sustainable seafood strategy in practice

- Long-term seafood sourcing policy
- Commitment to certified seafood
- Traceability throughout the supply chain
- Responsible fish and seafood assortment

Kesko's Fish and shellfish guideline was first published in November 2008



CERTIFIED FISH COUNTER IN PRACTICE



FISH COUNTERS AS A SHOWCASE FOR RESPONSIBLE SOURCING

- Encourage informed choices at the point of purchase/in store
- Create a competitive advantage through visible sustainability commitments
- Increase awareness of MSC and ASC certified products across the entire seafood category

K Group has Finland's largest assortment of MSC-certified fish and seafood products



MSC PRODUCTS IN EVERYDAY SHOPPING



Broad Market Reach

MSC certified products are widely available across product categories. In the past 12 months, almost 3% of customer receipts contained at least one MSC-certified product.



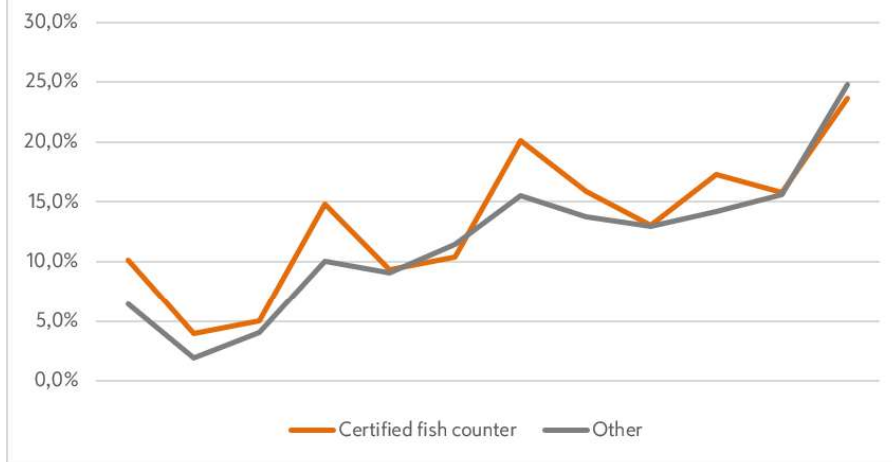
Strong Private Label Presence

K Group's own brands play a key role in making sustainable seafood accessible. Private label products account for 54% of packaged MSC product sales.

WHAT HAVE WE LEARNED?



The Impact of Visible Sustainability Communication



Visibility & staff knowledge matters

- Informed choices become easier
- Responsible sourcing becomes more tangible for customers - Independent certification provides reassurance
- Enhances the positive sustainability image of both the store and the K Group

Certified product sales increased

- Certified fish counters can also contribute to increased sales of other certified products across the store

A photograph of a man and a young child walking away from the camera down a long supermarket aisle. The man is wearing a quilted vest and light-colored pants, pushing a shopping cart. The child is wearing a backpack and pushing a smaller shopping cart. The aisle is lined with tall shelves stocked with various packaged goods, primarily boxes of instant noodles. The entire image has a strong orange color overlay.

FUTURE PRIORITIES

ENSURE AVAILABILITY OF CERTIFIED SEAFOOD OPTIONS

CONTINUE STAFF TRAINING AND ENGAGEMENT

DEVELOP CONSUMER COMMUNICATION

ENABLE INFORMED CHOICES FOR CUSTOMERS

K

LET'S K!