


Group overview

WILLY:S

Business concept: Willys aims to lead and develop the discount food retail segment by offering “Sweden’s cheapest bag of groceries” and giving its customers an inspiring shopping experience.

NET SALES
18,613 SEK m 

OPERATING PROFIT
772 SEK m 

EMPLOYEES
3,266 

NUMBER OF STORES
WILLYS **119** WILLYS HEMMA **41**

Hemköp

Business concept: Hemköp develops Sweden’s best food stores. We promote our customers’ well-being by helping them find healthy foods

NET SALES
4,978 SEK m 

OPERATING PROFIT
45 SEK m 

EMPLOYEES
1,422 

NUMBER OF STORES
GROUP-OWNED **65** FRAN-CHISES **82**

PrisXTRA

Business concept: PrisXtra strives to provide the most fulfilling and trend-inspiring grocery shopping experience in the Stockholm market, at the lowest price.

NET SALES
637 SEK m 

OPERATING PROFIT
-5 SEK m 

EMPLOYEES
164 

NUMBER OF STORES
5

axfood Närlivs

Business concept: We make it easy for our customers to do good business.

NET SALES EXTERNAL
5,821 SEK m 

NET SALES TOTAL
5,847 SEK m 

OPERATING PROFIT
113 SEK m 

EMPLOYEES
667 

NUMBER OF STORES AXFOOD SNABBGROSS **19** DISTRIBUTION CENTRES **4**

Dagab

Business concept: Dagab helps enhance sales and profitability for stores through efficient, adapted logistics solutions.

NET SALES EXTERNAL
4,007 SEK m 

NET SALES TOTAL
25,701 SEK m 

OPERATING PROFIT
189 SEK m 

EMPLOYEES
932 

DISTRIBUTION CENTRES
4

Other

Includes joint-Group support functions such as purchasing coordination, private labels, IT and corporate offices.

NET SALES EXTERNAL
204 SEK m 

NET SALES TOTAL
4,052 SEK m 

OPERATING PROFIT
95 SEK m 

EMPLOYEES
444 