Salling Group posts best financial results ever: Money has poured in – and the main reason is no secret

21 April 2021, berlingske.dk

In the midst of the COVID-19 pandemic, Salling Group – Denmark’s largest grocery retailer which runs Netto, Bilka and føtex – has published financial results that beat several of the group’s existing records. Per Bank, CEO of Salling Group, makes no secret of the fact that the retail and food trade has been one of the few sectors to have benefited financially from the crisis.

Like many other companies, Denmark’s largest grocery group, Salling Group, posted results for the COVID-19 year which clearly show that the crisis has been both a shock to the established truths and a catalyst for the developments in patterns of consumption that we have otherwise been used to.

The same can be said for Salling Group, whose CEO Per Bank makes no secret of the fact that the satisfactory profit is also due to the change in shopping habits in Denmark during the COVID-19 crisis.

“We’re well aware that the grocery trade was one of the few sectors to have been positively impacted by the COVID-19 restrictions, and this is the primary reason for our record profits,” says Per Bank.

The group posted a record increase in revenue of DKK 4 billion in 2020, which is far higher than the more usual DKK 0.5 billion annual increase in revenue. For the first time ever, revenue thus topped DKK 60 billion.

Salling Group runs, among others, Netto, Bilka, føtex and BR. Moreover, Salling Group recently acquired the Polish Tesco supermarket chain, which it is in the process of transforming into Netto stores.

Salling Group achieved an operating profit of DKK 2.8 billion based on a footfall of 10.9 million customers visiting Salling Group’s stores each week in 2020.

Per Bank makes a point of mentioning that Salling Group has not only handled the COVID-19 crisis in the stores and delivered a historic profit, but the company has also launched a number of projects.

“Therefore, I’m particularly pleased that, in a challenging year, we managed to execute on a number of important strategic priorities that will shape the group in the years to come,” he says. Highlights include the expansion to Poland, where the group acquired Tesco Poland, which will become new Netto stores, starting up føtex’s online grocery deliveries and Bilka’s new BilkaToGo collection solution. All three of these projects were launched last year.