

Finland Summary Report



Lönnrotinkatu 1-3, 00100 Helsinki
Ring: 1 kilometer radius, Ring: 3 kilometer radius, Ring: 5 kilometer radius

2024 Population Totals	1 kilometer	3 kilometer	5 kilometer
Total Population	31,747	149,970	248,394
Population Density (per sq. km)	10,110.5	5,306.8	3,163.4
Population Per Mill	5.7	26.8	44.4
Total Population Age 0-14	3,333	14,668	27,774
Total Population Age 15-29	7,730	38,173	59,004
Total Population Age 30-44	7,737	41,531	68,349
Total Population Age 45-59	5,869	25,040	41,384
Total Population Age 60+	7,077	30,558	51,883

2024 Male Population Totals			
Total Male Population	15,187	71,927	118,289
Male Population Age 0-14	1,718	7,477	14,185
Male Population Age 15-29	3,399	16,795	26,539
Male Population Age 30-44	4,097	22,185	35,693
Male Population Age 45-59	3,010	12,961	20,954
Male Population Age 60+	2,963	12,509	20,918

2024 Female Population Totals			
Total Female Population	16,560	78,043	130,105
Female Population Age 0-14	1,616	7,191	13,590
Female Population Age 15-29	4,331	21,378	32,464
Female Population Age 30-44	3,640	19,346	32,657
Female Population Age 45-59	2,859	12,079	20,429
Female Population Age 60+	4,114	18,049	30,965

2024 Household Totals			
Total Households	17,878	88,499	142,153
Average Household Size	1.8	1.7	1.7

Data Note: The Population per Mill equals the population in the trade area divided by the total population in the country multiplied by 1,000. Purchasing Power describes the disposable income (income without taxes and social security contributions, including received transfer payments) and is shown in the country's currency. The Purchasing Power per Mill equals the purchasing power in the trade area divided by the total purchasing power in the country multiplied by 1,000.

2024 Households by Income	1 kilometer	3 kilometer	5 kilometer
1st Quintile (Below 23,553 Euro)	1,989	14,604	23,068
2nd Quintile (23,553 to 36,311 Euro)	1,652	12,338	20,327
3rd Quintile (36,311 to 49,523 Euro)	2,015	12,456	20,651
4th Quintile (49,523 to 68,068 Euro)	2,884	15,367	25,371
5th Quintile (68,068 Euro and above)	9,337	33,734	52,737

2024 Marital Status			
Single	18,095	85,476	141,572
Married	9,139	43,175	71,511
Divorced	3,459	16,339	27,063
Widowed	1,054	4,980	8,248

2024 Educational Attainment			
No Education/Illiterate	3,333	14,668	27,774
Primary Education (ISCED 1 and 2)	6,672	31,775	51,813
Upper Secondary Education (ISCED 3)	8,649	41,193	67,172
Post Secondary Education (ISCED 4 and 5)	2,144	10,207	16,640
Tertiary Education (ISCED 6 to 8)	10,948	52,127	84,995
Education Unknown	0	0	0

2023 Unemployment			
Unemployed Population	1,505	7,111	11,779

2024 Purchasing Power			
Purchasing Power: Total	€1,582,187,734	€6,257,794,133	€9,852,096,618
Purchasing Power: Per Mill	10.6	42.0	66.2
Purchasing Power: Per Capita	€49,837	€41,727	€39,663
Purchasing Power: Index	187	157	149

2024 Food & Beverage Expenditures			
Food & Beverage: Total	€127,643,730	€566,372,616	€918,343,185
Food & Beverage: Per Mill	7.5	33.2	53.9

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2024 Food & Beverage Expenditures	1 kilometer	3 kilometer	5 kilometer
Food & Beverage: Per Capita	€4,021	€3,777	€3,697
Food & Beverage: Index	132	124	121

2024 Alcoholic Beverage Expenditures			
Alcoholic Beverage: Total	€31,808,598	€141,526,549	€227,013,543
Alcoholic Beverage: Per Mill	8.0	35.8	57.4
Alcoholic Beverage: Per Capita	€1,002	€944	€914
Alcoholic Beverage: Index	142	133	129

2024 Tobacco Expenditures			
Tobacco: Total	€13,273,416	€63,123,134	€102,402,033
Tobacco: Per Mill	6.4	30.2	49.0
Tobacco: Per Capita	€418	€421	€412
Tobacco: Index	112	113	110

2024 Clothing Expenditures			
Clothing: Total	€32,764,415	€141,385,776	€229,051,325
Clothing: Per Mill	8.0	34.6	56.1
Clothing: Per Capita	€1,032	€943	€922
Clothing: Index	141	129	126

2024 Footwear Expenditures			
Footwear: Total	€5,663,533	€24,449,673	€39,824,784
Footwear: Per Mill	7.8	33.8	55.1
Footwear: Per Capita	€178	€163	€160
Footwear: Index	138	126	124

2024 Furniture & Furnishing Expenditures			
Furniture/Furnishing: Total	€17,451,072	€75,508,245	€121,901,093
Furniture/Furnishing: Per Mill	8.3	35.8	57.9
Furniture/Furnishing: Per Capita	€550	€503	€491
Furniture/Furnishing: Index	146	134	130

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2024 Household Textiles Expenditures	1 kilometer	3 kilometer	5 kilometer
Household Textiles: Total	€4,592,688	€19,857,806	€32,200,736
Household Textiles: Per Mill	7.9	34.0	55.2
Household Textiles: Per Capita	€145	€132	€130
Household Textiles: Index	139	127	124

2024 Household Appliances Expenditures			
Household Appliances: Total	€8,298,327	€36,604,223	€59,554,422
Household Appliances: Per Mill	7.4	32.5	52.8
Household Appliances: Per Capita	€261	€244	€240
Household Appliances: Index	130	121	119

2024 Household Utensils Expenditures			
Household Utensils: Total	€4,882,180	€21,076,969	€34,235,814
Household Utensils: Per Mill	7.9	33.9	55.1
Household Utensils: Per Capita	€154	€141	€138
Household Utensils: Index	138	127	124

2024 House & Garden Expenditures			
House & Garden Tools: Total	€5,808,903	€25,029,121	€40,803,850
House & Garden Tools: Per Mill	7.6	32.5	53.0
House & Garden Tools: Per Capita	€183	€167	€164
House & Garden Tools: Index	133	121	119

2024 Household Maintenance Expenditures			
Household Maintenance: Total	€10,720,331	€46,642,276	€75,912,989
Household Maintenance: Per Mill	7.5	32.6	53.0
Household Maintenance: Per Capita	€338	€311	€306
Household Maintenance: Index	132	121	119

2024 Medical Products & Supplies Expenditures			
Medical Products: Total	€15,128,007	€65,178,692	€106,707,547
Medical Products: Per Mill	7.0	30.0	49.1

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2024 Medical Products & Supplies Expenditures	1 kilometer	3 kilometer	5 kilometer
Medical Products: Per Capita	€477	€435	€430
Medical Products: Index	123	112	111

2024 Consumer Electronics Expenditures			
Electronics & IT: Total	€11,528,432	€50,231,753	€81,698,854
Electronics & IT: Per Mill	7.8	33.9	55.2
Electronics & IT: Per Capita	€363	€335	€329
Electronics & IT: Index	137	127	124

2024 Recreation & Culture Durable Expenditures			
Recreation Durables: Total	€8,227,126	€34,493,448	€56,397,346
Recreation Durables: Per Mill	8.0	33.7	55.1
Recreation Durables: Per Capita	€259	€230	€227
Recreation Durables: Index	142	126	124

2024 Entertainment Expenditures			
Toys/Sports/Pets: Total	€24,477,662	€105,705,434	€172,584,153
Toys/Sports/Pets: Per Mill	7.5	32.6	53.2
Toys/Sports/Pets: Per Capita	€771	€705	€695
Toys/Sports/Pets: Index	133	122	120

2024 Recreational & Cultural Service Expenditures			
Recreational Services: Total	€34,732,365	€152,657,727	€247,630,801
Recreational Services: Per Mill	7.6	33.4	54.3
Recreational Services: Per Capita	€1,094	€1,018	€997
Recreational Services: Index	134	125	122

2024 Books & Stationery Expenditures			
Books & Stationery: Total	€9,383,707	€41,139,173	€67,150,675
Books & Stationery: Per Mill	7.2	31.4	51.3
Books & Stationery: Per Capita	€296	€274	€270
Books & Stationery: Index	126	117	115

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2024 Catering Services Expenditures	1 kilometer	3 kilometer	5 kilometer
Catering Services: Total	€36,009,243	€155,507,011	€252,847,180
Catering Services: Per Mill	7.8	33.6	54.6
Catering Services: Per Capita	€1,134	€1,037	€1,018
Catering Services: Index	137	125	123

2024 Personal Care Expenditures			
Personal Care: Total	€21,532,221	€96,581,766	€157,441,690
Personal Care: Per Mill	7.1	31.6	51.6
Personal Care: Per Capita	€678	€644	€634
Personal Care: Index	124	118	116

2024 Jewelry & Personal Effects Expenditures			
Personal Effects: Total	€5,661,302	€23,408,029	€38,090,568
Personal Effects: Per Mill	8.5	35.1	57.2
Personal Effects: Per Capita	€178	€156	€153
Personal Effects: Index	150	131	129

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