



**Minna Vakkilainen, Senior Vice President Marketing, Data and Digital services at Kesko, introduces some sustainability and nutrition features of the K-Ruoka app.**

***“We want to help customers make choices that are beneficial for their health and at the same time aligned with their own values and goals.”***

**Q: What is the K-Ruoka mobile app and how many people does it reach?**

**A:** The K-Ruoka grocery trade app is an over one-decade long development project, continuously evolving to make grocery shopping and individual choices easier. **Today K-Ruoka app serves over 2 million users (36% of Finland's population)** and what makes our application unique, is its ability to stand out as grocery retailer who can meet the very individual needs of each customer by delivering them tailored benefits based on their own data. Our share of loyalty sales is over 75%, which is top notch at a European level.

To outline the exceptional user satisfaction among our customers, in 2025, the app demonstrated 27% user growth and app store rating (4.5/5.0.)

There are three key figures which make our app stand out from the crowd: 1) The strong market position with 40% market share in Finnish online grocery trade, 2) **the health impact with nutrition index tracking across 13 dietary components with personalized improvement targets**, and 3) **the sustainability impact with carbon footprint tracking for 40+ product categories** since 2019.

**Q: How does the K-Ruoka app help customers take purchasing decisions based on their own nutrition choices, for example towards healthier and more sustainable diet?**

**A:** The Nutrition Index describes, with a single figure, **how well the nutritional recommendations are reflected in the customer's own shopping basket**. The Nutrition Index is broken down into 12 different sub-areas, such as red meat, fish, legumes and plant-based proteins, and vegetables. **The service helps customers improve their Nutrition Index by suggesting nutrition goals that guide them**, for example, to increase their consumption of vegetables or reduce their intake of added sugar. The Wellbeing Service supports the set Nutrition Goals through various product and recipe recommendations.

It is important for customers that information flows into the service automatically and that data does not need to be entered separately. However, when activating the Nutrition Index service, it is advisable to enter a few details that refine both the information provided by the service and the recipe and product recommendations.

The Nutrition Index is affected by information on how many people belong to the customer's household, while **the product and recipe recommendations are influenced by whether the customer wishes to follow a specific diet or avoid certain products**

**Q:** Which are the important features that help consumers compare their personal purchasing behavior compared to the national dietary guidelines and their own nutritional goals?

**A:** The K-Ruoka application has several key features that help consumers reach their own nutritional goals. **The application is primarily promoting wellbeing based on the customer's individual purchasing data and gives them the possibility to set and monitor personal goals.**

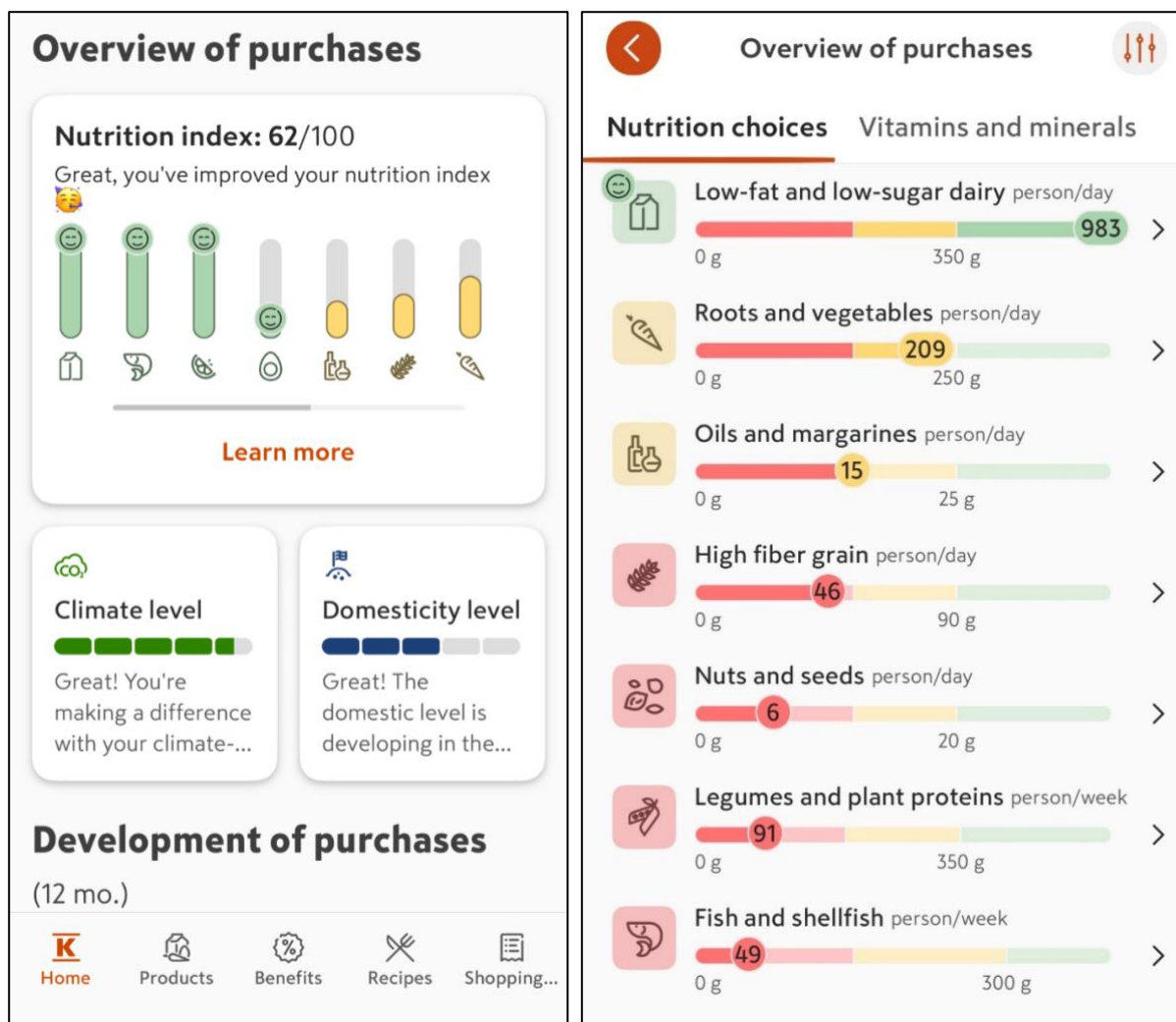
The app is basically **comparing purchases against the Finnish nutritional recommendations**. This feature includes tracking of vitamins and minerals in customer's purchases alongside promoting 13 Finnish nutritional recommendations for the goals that each customer can set for themselves. In addition, **it offers experts' ideas and advice on promoting wellbeing, as well as recipes, product recommendations and individualized benefits** that support the customer's own set targets.

Another important area of features is the sustainability and carbon footprint monitoring. **Customers can monitor the climate impacts of their grocery shopping** with relevant indicators as part of the "climate level". **They can also set goals to reduce the carbon footprint of their grocery purchases**, after which they will be provided with practical advice on how to reduce the climate load of their purchases.

The domesticity level allows customers to track how many products of Finnish origin they are buying and set goals to increase this. Customers will then be provided with recommendations of Finnish products.

Via the app, **customers can also participate in sustainability challenges**, for instance challenging themselves to reduce the usage of plastic bags.

Last but not least, smoother everyday retail experience is enabled with features such as online grocery services, including smart shopping lists and high-quality product information. Product, recipe and store searches, as well as personalized customer-specific content, product recommendations and offers **help consumers find what they want and need based on their personal goals.**



**Figure 1:** The K-Ruoka app shows how a customer's purchasing behaviour performs on their self-decided personal nutrition goals that are compared to the Finnish national dietary guidelines

**Q:** What was the most important argument for including the dietary guidelines for nutritional comparison and the climate score in the K-Ruoka mobile app?

**A:** Nutritious food is the foundation of wellbeing. We develop our services based on customer wishes and our customers consider it important to have visibility into their own purchases and tools for weighing choices and monitoring their impact.

**We want to help customers make choices that are beneficial for their health and at the same time aligned with their own values and goals.** It is extremely important for us to return data to customers for their own use and to provide information that genuinely helps them make everyday choices.

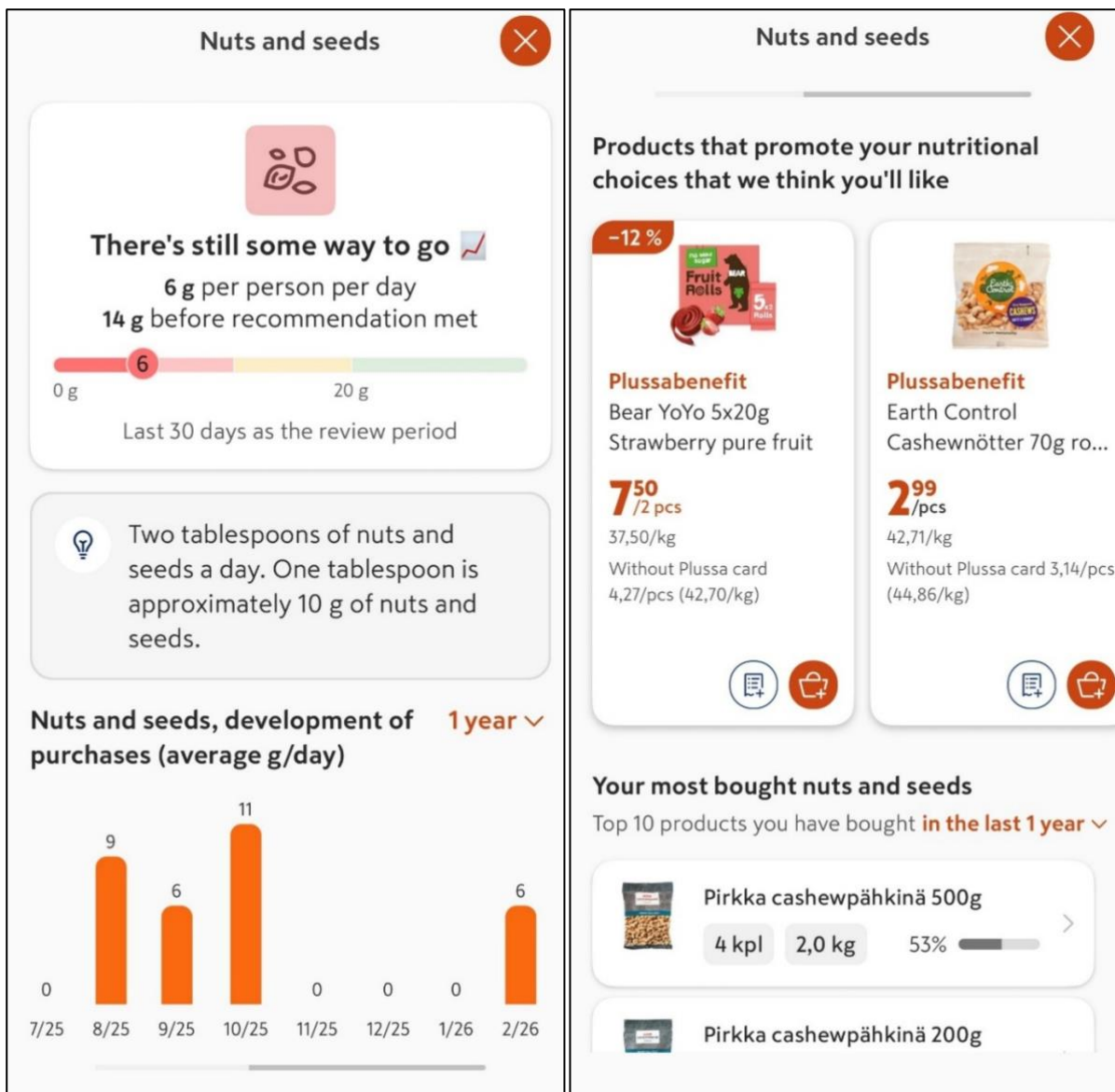
**Q:** How much impact did this initiative have so far?

**A:** It is impossible to measure precise impact, but even though the food market is still relatively price-driven, **well-being is definitely a growing trend among many consumers** and therefore decisively influencing what sort of food people buy. We believe this is due to many factors, for instance our sales

data shows that the [new national nutrition recommendations](#), published in November 2024, have interested consumers and have influenced what ends up in their shopping baskets.

**Q: Which further developments and effects of the initiative do you expect in the future?**

**A:** The core idea is not just to create new features. Further development of the K-Ruoka application will focus on a more seamless customer experience and smarter personalization. **The aim is to offer the most personalized solutions on the market and make everyday grocery shopping effortless**, and for K-Ruoka to be the most personalized and attractive app in grocery trade.



**Figure 2:** The K-Ruoka app also shows how closely purchasing behaviour aligns with individual targets based on the simply explained nutritional guidelines and suggests suitable products