



STARSHIP



How S Group & Starship Revolutionised Grocery E-Commerce in Finland

When Finland's largest retailer met the world's leading delivery robots, the future of grocery shopping changed forever.

In just over a year, S Group scaled autonomous grocery delivery from 10 local trials to 650+ robots serving 65 towns and cities - all seamlessly integrated into its S-kaupat mobile app.

What began as a small pilot turned into one of Europe's most ambitious retail tech initiatives - responding to rising demand for express delivery by completing Finland's first nationwide rollout of autonomous grocery delivery.



CLIENT

**S Group**

LOCATION

**Finland**

GROCERY BRANDS

**alepa Sale SOKOS**
MARKET

INTEGRATION



NUMBER OF ROBOTS

**650+**

STORES WITH DELIVERY

**140+**

CHALLENGES



No express delivery option available for customers who want faster, on-demand shopping option.



Limited flexibility for top-up grocery needs.



Goal to engage younger, digital-first customers and increase downloads of the S-kaupat mobile app.



Desire to **avoid disrupting core logistics model**.

STARSHIP SOLUTIONS



Autonomous Robot Delivery: On-demand hyper-local orders fulfilled in ~22 minutes, more cost-effectively than human delivery.



App Integration: First-ever robot integration into a grocery partner's platform.



Scalable Rollout: Expanded to 140+ stores across Finland.

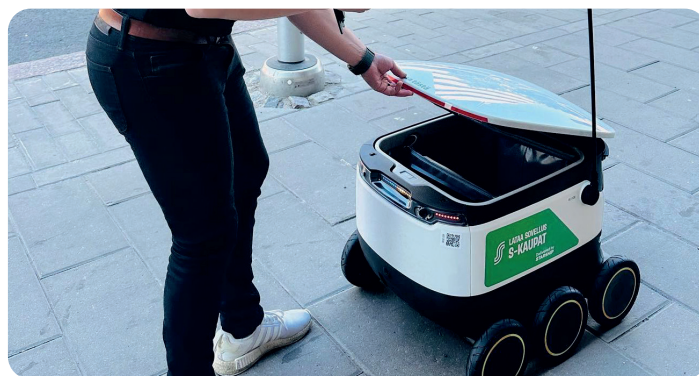


Lower costs of acquisition: robot buzz driving app activations and engagement.

CONCLUSION

S Group's collaboration with Starship represents the fastest national rollout of autonomous delivery in history.

It's not just a tech story - it's a story of digital transformation, sustainability and smarter retail logistics. By embracing autonomous delivery, S Group secured its position as an industry innovator, expanded its digital customer base and pioneered a sustainable alternative to traditional grocery shopping in Finland.



"Customers loved the convenience. They loved the technology and fell in love with the cute robots that sang to them."

Jukka Ranua - Development Director of eCom and Digital Services at S Group

IMPACT & RESULTS



600k

robot deliveries now complete



374%

YoY growth in robot deliveries



22 minutes

Average delivery time



172 tonnes

of CO₂ saved as fewer shoppers relied on car journeys



1M Km+

Distance travelled



85/100

Customer satisfaction



49%

App downloads surged in 2024 helped by the buzz surrounding robot deliveries

"Many customers want a quick solution for refilling their fridge, rather than a full grocery haul. Robot deliveries offer a new level of flexibility, one which provides more choice to customers and compliments our existing services."

Emilia Ala-Kurikka - Product & eCom Supply Chain Lead, SOK

"Robot delivery truly makes my family's life easier - it can be so busy sometimes. Just 7 minutes after picking, our groceries have already arrived."

S-Kaupat customer

"The best moment of the day with my child was when the robot arrived, we petted it and listened to the music it played. The robot also brought spontaneous smiles to the faces of the people around us."

S-Kaupat customer

CONTACT

Learn how Starship robots can help your business.

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www.starship.xyz

