



## Press Release

Solna  
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# ICA opens e-commerce warehouse in Gothenburg

*ICA's e-commerce warehouse in Arendal, outside Gothenburg, is set to open on 21 April. The new warehouse will make it possible for ICA to develop its online offering for customers in Västra Götaland<sup>1</sup>, increase delivery capacity and will create hundreds of new jobs.*

With the new warehouse in Arendal outside Gothenburg, delivery capacity for groceries bought online will increase in the Västra Götaland region, and deliveries will be made seven days a week. During the past year, demand for groceries online has risen dramatically, and ICA's e-commerce operation in Sweden has hired more than 1,000 employees. This warehouse will create hundreds of additional jobs.

“To meet the rapidly growing demand for e-commerce services in Västra Götaland, we are now opening a new e-commerce warehouse in Gothenburg,” comments Anders Svensson, CEO of ICA Sweden. “The ICA stores that become affiliated with the warehouse will gain access to greater capacity, a wide range and good service for their customers. The goal is that the local ICA stores will be able to offer online shopping to more customers, with a personalised and smooth shopping experience to make every day a little easier.”

Customers will buy through Ocado's e-commerce platform with customisations created uniquely for ICA and all of Sweden's ICA retailers. Among other features, the system will remember what customers usually buy, how often, and what “others like them” buy. Customers will have a personalised shopping experience and feel at home in their local online store.

Anders Svensson adds: “The cooperation with British Ocado, a world leader in online grocery automation, will make it possible for us to scale up and streamline our online business for a long time into the future.”

The total area of the warehouse will be 17 200 square meters and it is situated in Arendal Green Park in Gothenburg harbor.

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<sup>1</sup> Västra Götaland is a county situated in the southwest of Sweden. It is the second most populous county in Sweden with 1.7 million inhabitants.



**För mer information**

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