



Bridgepoint partners with Stockfiller to accelerate digitalisation of food and grocery industry

1 June 2026 - Bridgepoint, one of the world's leading mid-market investors, has partnered with Stockfiller, a leading digital procurement and logistics platform for the grocery and food industry, headquartered in Stockholm.

The investment was made via Bridgepoint Growth, a small-cap fund focused on companies using digital technologies to achieve transformational growth, which will become the majority shareholder in Stockfiller. Co-founders Jesper Jannesson (CEO), Christopher Jonsson (COO) and Mathias Paulsson (CPO) will reinvest significantly alongside Bridgepoint and continue to lead the business.

Founded in 2015, Stockfiller has built a unique position in the grocery value chain as the digital platform enabling stores to procure goods directly from suppliers. Today, the platform serves thousands of buyers, representing over 80% of grocery retail stores in Sweden. Hundreds of active suppliers sell through the platform, ranging from small-scale local brands to some of the largest FMCG brands in the world. Almost SEK 3 billion of gross merchandise value passes through the platform annually, and the company recently surpassed a massive milestone of SEK 12 billion in total GMV since its inception.

Stockfiller's proprietary technology digitises and simplifies what has historically been a manual, fragmented process for both sides of the market. For suppliers, the company's platform eliminates the need for costly intermediaries such as distributors and sales agents, offering a digital and more cost-efficient route to market. For stores, it offers access to a broad range of suppliers in a single interface, replacing legacy ordering processes with a modern, data-driven workflow. Over time, the company has expanded its product suite to include co-packing logistics, automated invoicing, new buyer-facing modules, and has over 800 integrations with suppliers' and buyers' systems.

Bridgepoint's investment will provide growth capital and strategic support to accelerate Stockfiller's next phase of development. This includes deepening penetration of the Swedish market, broadening the platform's product offering with new capabilities, and pursuing selective M&A to strengthen Stockfiller's position as the central operating system for grocery procurement, in Sweden and beyond.

The partnership will leverage Bridgepoint's deep sector expertise in scaling high-growth, profitable technology businesses across Europe, including investments in logistics software and supply chain innovators such as Unifaun, Surikat, Achilles and Groupe Sinari, as well as understanding of the market dynamics in food & grocery from e.g. Vitamin Well.

Jesper Jannesson, CEO and Co-founder of Stockfiller, and Christopher Jonsson, COO and Co-founder, said: “We founded Stockfiller to fundamentally transform how grocery stores and suppliers do business. Over the past decade, we have built Sweden’s leading independent platform by focusing on solving our customers' real-world problems. Partnering with Bridgepoint marks our next major chapter. Their resources and strategic network allow us to scale faster and evaluate new markets, but most importantly, this is a massive win for our customers. It enables us to double down on product development and roll out new tools that cut costs, reduce administration, and make it even easier for buyers and suppliers to grow their businesses together. We are excited to work with a partner who shares our long-term vision of building the digital foundation the industry.”

Duncan Calam, Partner and Head of Bridgepoint Growth, added: “Stockfiller has built a highly differentiated platform at the centre of a large, structurally under-digitised market. The business benefits from powerful network effects, a clear value proposition for both buyers and suppliers, and a strong track record of profitable growth. We are delighted to partner with Jesper, Christopher and the team as they continue to scale the platform, broaden the product offering and bring their proven model to new markets.”

The transaction completed in May 2026. Financial details were not disclosed.

About Bridgepoint

Bridgepoint Group is one of the world’s leading mid-market investors, specialising in private equity, infrastructure, credit, secondaries and private wealth.

With \$98 billion of assets under management and a strong local presence in Europe, North America and Asia, we combine global scale with local market insight and sector expertise, consistently delivering strong returns through cycles.

About Stockfiller

Stockfiller was founded in 2016 by Jesper Jannesson, Christopher Jonsson, and Mathias Paulsson and has since established itself as the Nordic region's leading digital trading platform to streamline food purchasing. By bringing together all players in the industry - from buyers and suppliers to business systems and logistics partners - the platform offers a complete ecosystem for order management, delivery tracking, and sales analysis.

By basing its approach on the needs of all players in the industry, combined with groundbreaking technology and a revolutionary business model, Stockfiller has set a new standard for how food products are ordered, distributed, and analyzed. The platform creates opportunities for increased efficiency, sustainability, and insight-driven decision-making within the food sector.

Stockfiller has quickly gained attention for its innovation and has been rewarded with several prestigious awards, including winner of Future Entrepreneur organized by Carnegie and SvD, the title of one of the "Nordic region's 50 most innovative" in connection with Techarenan's entrepreneur competition, and "Up-and-Comer of the Year" at the Business Model Awards. www.stockfiller.com

Contacts

Global:

Tom Clark

+44 (0) 7767 786852

media@bridgepoint.eu / Bridgepoint-LON@fgsglobal.com

Sweden:

+46 (0) 73 892 17 40

bridgepoint@fogelpartners.se