



ICAs Calendar for assortment revisions 2026

Ahead of 2026, ICA is launching a new calendar for assortment revisions concerning ICA. This replaces the industry-wide process coordinated within ECR, which will cease at the turn of the year.

ICA's calendar for assortment revisions follows the same routines as the previous ECR trade windows but offers more revision windows, with a total of twelve windows compared to the current nine. The goal of the new calendar is to even out the workload in stores by spreading the revisions throughout the year, while also taking into account seasonal and holiday periods.

Steps in the process	Jan v.4	Feb v.7	March v.10	March v.12	April v.16	May v.19	May v.22	Aug v.35	Sep v.37	Sep v.39	Oct v.42	Nov v.45
1. Suppliers must notify customers and submit item information according to the implementation guide for item notification (may exclude food information).	39 26-sep	42 17-okt	45 07-nov	47 21-nov	50 12-dec	3 16-jan	6 06-feb	16 17-apr	18 30-apr	20 15-maj	23 05-jun	23 05-jun
2. Supplier presentation for Category manager at ICA.	42 17-okt	45 07-nov	48 28-nov	50 12-dec	3 16-jan	6 06-feb	9 27-feb	19 08-maj	21 22-maj	23 05-jun	27 03-jul	27 03-jul
3. Preliminary product range listing decision.	46 14-nov	49 05-dec	2 09-jan	4 23-jan	7 13-feb	10 06-mar	13 27-mar	23 05-jun	26 26-jun	31 31-jul	34 21-aug	37 11-sep
4. Complete trade item information including food information and product image (marketing and planogram image) shall be sent for quality assurance. In this step, suppliers must order quality assurance in accordance with the GS1 standard.	47 21-nov	50 12-dec	3 16-jan	5 30-jan	8 20-feb	11 13-mar	15 10-apr	24 12-jun	27 03-jul	32 07-aug	35 28-aug	38 18-sep
5. Trade item information & product images must be quality assured and approved in accordance with the GS1 standard.	48 28-nov	51 19-dec	4 23-jan	6 06-feb	9 27-feb	12 20-mar	16 17-apr	26 26-jun	31 31-jul	33 14-aug	36 04-sep	39 25-sep
6. Detailed product range listing decision to supplier as well as a dialogue between Category manager and supplier about forecasts	49 05-dec	2 09-jan	5 30-jan	7 13-feb	10 06-mar	13 27-mar	17 24-apr	27 03-jul	32 07-aug	34 21-aug	37 11-sep	40 02-okt
7. Quality assurance of bar code must be approved according to GS1 standard	51 19-dec	4 23-jan	7 13-feb	9 27-feb	12 20-mar	16 17-apr	19 08-maj	32 07-aug	34 21-aug	36 04-sep	39 25-sep	42 16-okt
8. Start of implementation onto store shelves	3 12-jan	6 02-feb	9 23-feb	11 09-mar	15 06-apr	18 27-apr	21 18-maj	34 17-aug	36 31-aug	38 14-sep	41 05-okt	44 26-okt

We see this as a first step in a longer process and will learn from and develop the calendar further during 2026. The calendar as a whole will be updated on an annual basis and adjusted according to overall needs.

Due to ICA's intention to operate with new assortment revision windows starting in 2026 and to charge a fee in connection with notification and launch, a special appendix for this purpose will be prepared. The appendix will be sent out for signing by both parties. We will get back to you with further details.

The following page shows the calendar by category. For questions regarding the calendar, please refer to ICA's Category Managers for each respective category

Oral Care & Baby Food revision weeks adjusted (Decision 1/7–25)

Revision month 2026			Jan v.4	Feb v.7	March v.10	March v.12	April v.16	May v.19	May v.22	Aug v.35	Sep v.37	Sep v.39	Oct v.42	Nov v.45
Week			19-jan	09-feb	02-mar	16-mar	13-apr	04-maj	25-maj	24-aug	07-sep	21-sep	12-okt	02-nov
Date														
Fresh food	Dairy	Milk, Soured milk, Yogurt, Cooking dairy, Lactose & dairy-free, Cooking fat, Juice & fruit drink, Small meals, and		X							X			
	Dairy	Egg		X										
	Cheese			X							X			
	Charcuterie				X						X			
	Meat				X						X			
	Poultry				X						X			
	From the sea and Caviar				X						X			
	Chilled Vegetarian				X						X			
	Ready meals	Portion meals & components,			X						X			
	Chilled sauces & spreads	Salads & dips, Sauces & Seasonings			X						X			
Bread	Bread	Packaged bread, bake-off, soft fika bread, and biscuits & cookies.					X					X		
	Bread	Hard bread, Rusk					X							

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Week			19-jan	09-feb	02-mar	16-mar	13-apr	04-maj	25-maj	24-aug	07-sep	21-sep	12-okt	02-nov
Date														
Grocery items	Frozen food	Ready meals, vegetables, potatoes & berries, fish & seafood, and ice cream			X							X		
	Frozen food	Poultry, Meat			X									
	Hot drinks	Coffe, Tea					X						X	
	Hot drinks	Chocolate drink					X							
	Hot drinks	Mulled wine									X			
	Hot drinks	Coffee filters & accessories											X	
	Cold drinks	Energy drinks		X				X			X			
	Cold drinks	Cider & fruit beverage, Soda, Juice, Still drinks, Water, Beer, Juice & fruit drink		X							X			
	Drinks	Wine & drink accessories		X										
	Snacks, natural nuts & dried fruit		X								X			
	Confectionery	Bulk, Chocolate confectionery, Gift confectionery, Sugar confectionery, Confectionery pieces		X				X		X				
	Confectionery	Chewing gum & throat lozenges						X						
	International food					X							X	
	Rice & dry pasta							X					X	
	Pasta sauce, Cereal grains, Mashed potato flakes							X						
	Food intolerance							X						X
	Cereal, muesli & grains	Including adult porridge & oatmeal	X							X				
	Baking					X						X		
	Baby food						X						X	
	Pantry ready meals, soup & canned goods								X					
	Pantry canned vegetables, peas & beans												X	
	Skafferiet sylt, mos, marmelad & dessert		X											
	Pantry items for meals	Dressings, Mayonnaise, Sauces				X								
	Flavourings	Oil, Vinegar, Mustard, Dried spices, Seasoning and spicing, and Tomato-based		X							X			

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Week			19-jan	09-feb	02-mar	16-mar	13-apr	04-maj	25-maj	24-aug	07-sep	21-sep	12-okt	02-nov
Date														
Nearfood	Diapers & baby care						X						X	
	Household products	Cleaning products, Dish care, Laundry care			X						X			
	Household products	Toilet & household paper, Food storage & baking			X									
	Animal						X					X		
	Health	Sports energy & recovery, Supplements	X							X				
	Health	Meal replacement & weight, Health food	X											
	Beauty	Deodorants, Shaving care			X							X		
	Beauty	Cotton, tissues, wound & foot care, hair accessories, intimate items				X								
	Beauty	Oral care	X							X				
	Beauty	Skin care, Soap, Bath & spa		X							X			
	Beauty	Hair care, hair styling, hair color	X							X				
	Beauty	Make up	X					X		X				
	Beauty	Bath & cosmetic accessories						X		X				
	Beauty	Fragrance										X		
	Non-prescription					X								
	Tobacco		X					X				X		
	Electronic gift cards						X						X	
	Carrier bags				X					X				
	Consumption				X					X				