

Supermarkets in Spain

Market Direction | 2023-03-21 | 36 pages | Euromonitor

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Report description:

Like other grocery retailers, supermarkets saw growth during the COVID-19 pandemic, and was amongst the best-performing retail channels in Spain, as consumers tried to shop in local outlets during movement restrictions. In 2022, retailers continued to try to adapt to the consumer preference for shopping in proximity supermarkets, making more frequent trips to these grocery stores rather than doing a single weekly shopping trip. Most of the openings of grocery retailers in 2021-2022 were based on...

Euromonitor International's Supermarkets in Spain report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Supermarkets market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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SUPERMARKETS IN SPAIN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Retailers opt to meet the consumer demand for proximity and convenience

Mercadona confirms its leading position in value terms

Focus on sustainability and energy efficiency

PROSPECTS AND OPPORTUNITIES

Growth expected for supermarkets, although this will be limited due to strong competition

Circular economy, sustainability, increased offer of local produce

Omnichannel approach will continue to be valid

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SOURCES

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