

Supermarkets in Spain

Market Direction | 2024-02-29 | 37 pages | Euromonitor

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Report description:

Maradona confirmed its position as the leading chain of Spanish supermarkets in value terms in 2023 despite ranking second in terms of the number of outlets. The company strengthened its brand equity through intensified promotional campaigns, including lowering the pricing of 500 products during the second quarter of 2023 in what it communicated as its efforts to support Spanish shoppers during the challenging economic environment. This move was well received with Mercadona seeing double-digit g...

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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Competition heating up as leading players acquire new outlets

Eroski bets on private label to keep shoppers loyal

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Supermarkets set to focus on the customer experience to stand out from the competition

Circular economy, sustainability, and an increased offer of fresh local produce

Players may need to close some stores to remain competitive

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