

## **Discounters in Spain**

Market Direction | 2025-02-27 | 36 pages | Euromonitor

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### **Report description:**

Discounters in the Spanish market have built their reputation on lower prices than those commonly found in supermarkets, and price remained the main factor driving consumers' purchasing decisions in 2024. Private label products have proven key in generating sales growth within these retailers, as they continue to be the preferred option for many shoppers. Although there was an increased search for branded items in 2024, the appeal of private label offerings remains strong due to their cost-effec...

Euromonitor International's Discounters 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 Discounters 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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E-commerce will gain further ground

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### Summary 2 Research Sources

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