

Hypermarkets in Spain

Market Direction | 2025-02-27 | 37 pages | Euromonitor

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Report description:

High inflation initially sustained positive results for hypermarkets in Spain, but in 2024 sales declined as consumers increasingly turned to other grocery channels, including convenience shops and discounters. Hypermarkets are typically located outside residential areas, and shifting preferences towards frequent trips to nearby stores created a disadvantage for this format.

Euromonitor International's Hypermarkets 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 Hypermarkets 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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KEY DATA FINDINGS

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Decline in sales for hypermarkets

More focus on local producers in line with sustainability concerns

Omnichannel strategies and diversified offer

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Store network is set to decline, while players will focus more on maintaining customer loyalty

Ongoing digitalisation will remain essential for progress in hypermarkets during the forecast period

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