

Supermarkets in Spain

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

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Report description:

Supermarkets in Spain saw falling sales in 2024. Inflationary pressure on grocery products persisted, prompting consumers to favour convenience stores, which are closer to their homes, and discounters that offer a wide selection of private label products at affordable prices. According to consumer behaviour surveys from the Spanish retail association, shoppers in Spain prefer more frequent visits to nearby grocery stores over making larger purchases once or twice a week. This shift has led to a...

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.

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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SUPERMARKETS IN SPAIN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sales in supermarkets decline, prompting greater focus on private labels

Mercadona maintains leadership, while Condis expands its network

Growth in offer of non-grocery products, and Auchan and Carrefour strengthen market positions

PROSPECTS AND OPPORTUNITIES

Supermarkets expected to see improved performance over forecast period

Circular economy, sustainability and increased offer of local fresh produce will all remain key to driving sales

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SOURCES

Summary 2 Research Sources

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