Supermarkets - Spain - November 2016

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"The grocery sector in Spain continues to be dominated by a small number of leading retailers, with Mercadona the biggest player in the market. Mercadona not only attracts consumers with quality and clear pricing, but also has a strong own-brand proposition. However, the market is becoming increasingly competitive."
– Samantha Dover, Retail Analyst

This report looks at the following areas:

- **Strengthening multichannel offer**
- **Tapping into changing shopping habits**

The Spanish grocery sector is going through a period of robust recovery, with consumer spending increasing as people gain confidence in the economy once again. As a result, retail sales of food returned to growth in 2015, up 2.6% to €96.5 billion with further growth anticipated in 2016. The recent uptrend in food and drink prices following a period of deflation will also boost retail sales in the sector.

Businesses continue to invest in convenience operations, increasing proximity to consumers and aligning with changing grocery shopping habits as people shop more frequently with smaller average basket sizes. Our research shows that one-third of people shop for food 2-3 times a week and a further 20% of consumers shop 4-6 times a week.

Meanwhile, online retailing in the grocery sector in Spain continues to lag behind other major European countries with limited uptake from consumers. This is in spite of rising numbers of consumers shopping online for other categories such as clothing. Our consumer research shows that just 1% of consumers always do their main monthly or weekly shop online.

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