Supermarkets - Spain - November 2015

Report Price: £995.00 | $1611.35 | €1263.96

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"Supermarkets and food discounters have significantly outperformed the hypermarkets throughout the recession and during the initial stages of Spain's economic recovery. The leading hypermarket chains are all part of larger multi-format groups and they must find ways to capitalise on this and rising consumer spending to build a stronger future."
– Hilary Monk, Senior Retail Analyst

This report looks at the following areas:

- Can hypermarkets make a come-back?
- How can retailers address the rise in single person households?

At €94.5 billion food retailers' sales were still 1.2% lower in 2014 than in 2010. Supermarkets and discounters were the winners during this period as they benefited from the move by consumers to buy less but more often and more locally.

But food specialists and hypermarkets seriously underperformed - the aggregated sales of the top three hypermarket chains have fallen by as much as a third since 2009. However, the improving economy presents new opportunities for the hypermarket groups, all of which are part of multi-format groups, and this could see changes to the balance of power within the sector.

We found that 86% of grocery shoppers do a main shop in Spain but with a majority combining this main shop with smaller top-up shops. A further 14% only ever shop on a top-up basis. Our data shows that competition is far greater in the top-up segment than in the primary shop segment where Mercadona is far out in the lead.

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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