

Supermarkets - Spain - November 2017

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“The continued growth in the urban population and increasing frequency of grocery shopping, as well as a rise in single-person households, is changing the role of grocery stores in Spain. The hypermarket store format has become less popular and grocery retailers have been expanding their convenience store formats and focusing on fresh pre-prepared foods to respond to these changes.”

– **Tamara Sender Ceron, Senior Retail Analyst**

This report looks at the following areas:

- Who shops for groceries
- Shopping for groceries in-store vs online
- Grocery retailers used
- Factors that could be improved at grocery retailers

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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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Table of Contents

Overview

What you need to know
Areas covered in this report

Executive Summary

The market
Consumer spending
Figure 1: Spain: annual % change in consumer spending, 2012-17
Inflation
Figure 2: Spain: consumer prices of food and drink, annual % change, Jan 2016-Sept 2017
Channels of distribution
Figure 3: Spain: estimated distribution of spending on food, drink and tobacco, 2016
Sector size and forecast
Leading players
Key metrics
Market shares
Figure 4: Spain: leading grocers' shares of all food retailers' sales, 2016
Online
Figure 5: Spain: online sales by product category and type of retailer, 2016
The consumer
Who shops for groceries
Figure 6: Spain: who is responsible for grocery shopping, September 2017
How they shop for groceries
Figure 7: Spain: how they shop for groceries, September 2017
Where they shop for groceries
Figure 8: Spain: grocery retailers where the most money is spent, September 2017
Figure 9: Spain: other grocery retailers used in Spain, September 2017
Factors to improve at grocery retailers
Figure 10: Spain: what consumers would like to see improved at the grocery retailer they spend most money with, based on any rank, September 2017
What we think

Issues and Insights

How are retailers adapting to changing shopping habits?
The facts
The implications
What are the opportunities for driving sales?
The facts
The implications

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The Market – What You Need to Know

- Spending on food and drink grows
- Inflation rises in 2017
- Grocers account for 75% of the total market
- Growth of food specialists outpacing grocers
- Sales at food retailers to reach €115.7 billion by 2022

Spending and Inflation

- The economy in Spain
- Consumer spending on food and drink
 - Figure 11: Spain: consumer spending on food, drink and tobacco (incl. VAT), 2012-17
- Inflation
 - Figure 12: Spain: consumer prices of food and drink, annual % change, 2012-16
 - Figure 13: Spain: consumer prices of food and drink, annual % change, Jan 2016-Sept 2017

Channels of Distribution

- Grocers account for 75% of the total market
 - Figure 14: Spain: estimated distribution of spending on food, drink and tobacco, 2016

Sector Size and Forecast

- Growth of food specialists outpacing grocers
 - Figure 15: Spain: food retailers, sales (excl. VAT), 2013-17
- Sales at food retailers to reach €115.7 billion by 2022
 - Figure 16: Spain: food retailers, forecast sales (excl. VAT), 2017-22

Leading Players – What You Need to Know

- Mercadona leads the market
- Increase in convenience store formats
- Discounter Lidl grows market share
- Online grocery retailing is still underdeveloped

Leading Players

- Mercadona grows revenue by 3.8%
- Increase in convenience store formats
- Discounters expand
 - Figure 17: Spain: leading grocers, sales (excl VAT), 2014-16
 - Figure 18: Spain: leading grocers, outlets, 2014-16
 - Figure 19: Spain: leading grocers, sales per outlet, 2014-16

Market Shares

- Figure 20: Spain: leading grocers' shares of all food retailers' sales, 2014-16

Online

- Online retailing in Spain

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Figure 21: Spain: online sales by product category and type of retailer, 2016

Shopping online for food

Figure 22: Spain: percentage of all individuals purchasing online in the past 12 months, 2012-16

Figure 23: Spain: online purchasing, 2012-16

Figure 24: Europe: percentage of all individuals purchasing online in the past 12 months, 2016

Leading players in online grocery retailing

Amazon launches Amazon Pantry in Spain

The Consumer – What You Need to Know

Women do most of the grocery shopping

Most shop in-store for food

Mercadona remains the most popular

Lidl increases in popularity

Quality of fresh foods is main improvement wanted

Demand for better loyalty schemes

Who Shops for Groceries

Figure 25: Spain: who is responsible for grocery shopping, September 2017

Women do most of the grocery shopping

Figure 26: Spain: who is responsible for grocery shopping, by gender, September 2017

Gender gap is greater among older people

Figure 27: Spain: consumers mainly/wholly responsible for grocery shopping, by gender and age group, September 2017

How They Shop for Groceries

Most shop in-store for food

Figure 28: Spain: how they shop for groceries, September 2017

Figure 29: Spain: how they shop for groceries, September 2017

Carrefour shoppers most likely to shop online

Figure 30: Spain: how they shop for groceries by main retailer shopped at, September 2017

Where They Shop for Groceries

Mercadona remains the most popular

Figure 31: Spain: grocery retailers where the most money is spent, September 2017

Retailer by age and income

Figure 32: Spain: grocery retailers where the most money is spent, by average age and income, September 2017

Lidl increases in popularity

Figure 33: Spain: grocery retailers used for top up shopping, September 2017

Spaniards shop at few retailers for food

Figure 34: Spain: repertoire of grocery retailers used for top up shopping, September 2017

Factors to Improve at Grocery Retailers

Quality of fresh foods is main improvement wanted

Figure 35: Spain: factors that consumers would like to see improved at the grocery retailers they spend most money with, based on any rank, September 2017

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Demand for better loyalty schemes

Figure 36: Spain: factors ranked first that consumers would like to see improved at the grocery retailers they spend most money with, September 2017

Demand for Carrefour to improve customer service

Figure 37: Spain: factors to improve at grocery retailers, relative importance compared to the average, Mercadona and Carrefour, September 2017

Appendix – Data sources, Abbreviations and Supporting Information

Abbreviations

Data sources

INSTITUTO NACIONAL DE ESTADISTICA (INE) – Madrid

EUROSTAT – Luxembourg

Comisión Nacional de los Mercados y la Competencia

Aldi

What we think

The key markets

Germany

UK

US

Australia

Further expansion

Company background

Company performance

Figure 38: Aldi: estimated group sales performance, 2012-16

Figure 39: Aldi: number of outlets, 2012-16

Retail offering

Auchan

What we think

Single brand simplifies relationship with customers

Selling off non-core businesses

Stronger buying links with Système U but closer relationship ruled out

An expanding presence in Eastern Europe

What next?

Company background

Company performance

Figure 40: Auchan: group financial performance, 2012-16

Figure 41: Auchan: outlet data, 2012-16

Retail offering

Carrefour

What we think

A new boss, a new plan

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Core strength in food growing strongly

Expanding convenience formats

Online evolving

Company background

Company performance

Group

France

Rest of Europe

Figure 42: Carrefour: group financial performance, 2012-16

Figure 43: Carrefour: outlet data, 2012-16

Figure 44: Carrefour (Europe): outlet numbers, 2013-16

Figure 45: Carrefour: store numbers by country, 2015-16 (at December)

Figure 46: Carrefour: European hypermarket numbers (directly operated stores only), 2016

Figure 47: Carrefour: European supermarket numbers (directly operated stores only), 2016

Figure 48: Carrefour: European c-store numbers (directly operated stores only), 2016

Retail offering

Dia

What we think

Store remodelling programme

Greater focus on gourmet foods

Focus on online

Investment in international

Company background

Company performance

Figure 49: Dia: group financial performance, 2012-16

Figure 50: Dia: outlet data, 2012-16

Figure 51: Dia: store formats

Retail offering

Mercadona

What we think

Growing importance in the world of beauty

Continuing to invest in its store network

Focus on fresh products

International expansion

What next?

Company background

Company performance

Figure 52: Mercadona: group financial performance, excl. VAT, 2012-16

Figure 53: Mercadona: outlet data, 2012-16

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Retail offering

Schwarz Group (Lidl)

What we think

Lidl lands in the US

Further expansion

Lidl goes on the attack in Germany

Further gains in the UK

Embracing technology

Lidl bets big on clothing

Figure 54: Esmara by Heidi Klum at Lidl UK, September 2017

Online operations at early stages of development

Company background

Company performance

Figure 55: Schwarz Group: group sales performance, 2012/13-2016/17

Figure 56: Schwarz Group: outlet data, 2012/13-2016/17

Retail offering

Spar International

What we think

Capitalising on smaller, more frequent food shopping

Modernisation of larger stores

New health store concept to meet the demands of health-conscious consumers

E-commerce solutions to make shopping as convenient as possible

Food waste scheme prompts positive response

Company background

Company performance

Figure 57: Spar International: Western Europe and Central & Eastern Europe retail sales, by country, 2012-16

Figure 58: Spar International: Western Europe and Central & Eastern Europe outlets, 2012-16

Figure 59: Spar International: Western Europe and Central & Eastern Europe retail sales area, 2012-16

Figure 60: Spar International: Western Europe and Central & Eastern Europe sales per sq m, by country, 2012-16

Retail offering

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