

# SUPERMARKETS – SPAIN – 2023

While the food and drink market is, to some extent, recession-proof, price hikes have made shoppers more savvy in their choices.



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# Supermarkets - Spain - 2023

## This report looks at the following areas:

- The impact of the cost-of-living crisis and other issues on spending on groceries
- The opportunities and threats facing supermarket retailers
- Analysis of the size of the grocery retail sector and forecast for the next five years
- Sales, outlets and market share of the leading supermarkets
- Consumer usage of and attitudes towards grocery shopping
- Key generational and demographic differences among different consumer segments
- Significant launches and innovations



While the food and drink market is, to some extent, recession-proof, price hikes have made shoppers more savvy in their choices.

## Overview

80% of Spanish consumers are feeling the impact of higher food and drink prices, compelling many to modify their purchasing and eating habits to manage their budget.

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# Report Content

## EXECUTIVE SUMMARY

### Opportunities for the supermarkets

- Drive growth and build customer loyalty with own label
- Scan-and-pay is an opportunity to reinvent the in-store grocery experience to encourage repeat visits and customer loyalty
- Loyalty schemes an opportunity for supermarkets to win customer loyalty and avoid engaging in a price war, protecting profitability

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### Launch activity and innovation

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