



Supermarkets in Spain

February 2024

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Supermarkets in Spain - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Mercadona remains the standout leader in terms of value share with ongoing commitment to innovation and social responsibility

Competition heating up as leading players acquire new outlets

Eroski bets on private label to keep shoppers loyal

PROSPECTS AND OPPORTUNITIES

Supermarkets set to focus on the customer experience to stand out from the competition

Circular economy, sustainability, and an increased offer of fresh local produce

Players may need to close some stores to remain competitive

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