



Euromonitor  
International

# Hypermarkets in Spain

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Decline in sales for hypermarkets
- More focus on local producers in line with sustainability concerns
- Omnichannel strategies and diversified offer

PROSPECTS AND OPPORTUNITIES

- Moderate growth in sales expected for the forecast period
- Store network is set to decline, while players will focus more on maintaining customer loyalty
- Ongoing digitalisation will remain essential for progress in hypermarkets during the forecast period

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- What next for retail?

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