



# Small Local Grocers in Spain

February 2024

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## Small Local Grocers in Spain - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Small local grocers struggle as consumers look for the lowest prices

Traditional bakeries perceived to offer superior baked goods

Organic specialists carving out a growing niche in the market

#### PROSPECTS AND OPPORTUNITIES

Small local grocers continue to be threatened by modern grocery retailers

E-commerce could provide new opportunities for small local grocers

Ready meals and foodservice offer possibility for growth in small local grocers

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