

## **AT CHRISTMAS, WE SPEND 30% MORE ON AVERAGE ON FOOD THAN THE REST OF THE YEAR**

- **Products in the Christmas categories account for 43% of total spending in December, with sweets, deli meats and beverages being the most popular products.**
- **The average additional monthly outlay will be €120 per household during the month of December.**
- **Families with older children and senior citizens increase their spending the most, by 31% and 38% respectively.**
- **Extremadura leads the increase in spending with a 43% increase, followed by Castilla-La Mancha (+42%) and Castilla y León (+39%).**
- **EROSKI backs up its commercial proposal with 22 million euros in offers to help families save at this time of year.**

**Madrid, November 26th, 2024.-** [EROSKI](#) has released the results of its **Christmas Consumer Habits Study**, which reflect a notable increase in spending by Spanish households during the month of December. According to it, families will spend between 25% and 30% more on food than in the rest of the year, which means an additional outlay of **120 euros on average per household**. This increase is explained by a higher frequency of visits to shops (11 visits compared to a monthly average of 10) and the increase in spending on seasonal products, especially Christmas categories.

### **Comparison by Autonomous Communities and family type**

The study also highlights the differences in additional spending between autonomous communities. **Extremadura** leads the increase with a **43%** rise, followed by **Castilla-La Mancha** (+42%) and **Castilla y León** (+39%).

In terms of household types, **senior citizens and retirees** represent the type of household that spends the most at Christmas, with a **38% increase** in spending, as they tend to be the main hosts during the festive season.

**Mature families with older children** also see a significant increase of **31%** in their Christmas shopping.

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In general, all types of households increase their spending in December, with these two categories having the greatest impact on their budget.

### Christmas categories: the stars of the shopping cart

**Christmas categories account for 43% of the total December** shopping, standing out as the most popular items in the shopping cart. The most popular products with the highest increase in purchases per shop per day in December include: **Nougats, chocolates and traditional sweets**, (x10); **Charcuterie**, such as Iberian cured meats (x3); **Cavas, wines and other beverages** (x3); **Fresh or frozen fish and seafood** (x2) and **selected meats** such as lamb and beef (x2).

*'These categories are not only essential for celebrations, but also drive the activity of key sectors such as food, charcuterie and beverages,'* says Beatriz Santos, commercial director of the EROSKI Group.

Furthermore, **hypermarkets** continue to consolidate their position as the preferred channel for Christmas shopping, with a **4% increase in sales** and an average receipt **20% higher** than the rest of the year. *'Hypermarkets combine convenience, variety and attractive promotions that respond to the needs of our customers, especially at this time of year,'* Santos continues.

### Investments and promotions for family savings

In response to the needs of its customers, **EROSKI will invest 22 million euros in special promotions** this Christmas. The **'Los Ofertones de la Navidad'** campaign will include significant discounts on more than 100 popular products, such as fish, meat, preserves, dried fruits and nuts, cavas, wines and sweets. In addition, offers such as 70% off on the second item for **2,000 products**, personalised coupons and surprise promotions will be launched.

### Trends and prospects for Christmas 2024

The **Bank of Spain** reports that consumer confidence continues to rise, which promises a more buoyant Christmas period for consumption. In addition, there is a **recent trend towards delayed Christmas shopping**, with **57% of Christmas shopping concentrated in December**, compared to 14% in October and 29% in November. This behaviour particularly affects categories such as nougats, chocolates and traditional sweets (more than 50% of annual spending in December), sparkling wines (28%) and toys (31%).

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*'We want to support our customers during this special season, not only by offering a wide range of quality products, but also by making sure that they can plan and optimise their spending and savings without giving up the magic of Christmas,' concludes Beatriz Santos.*

With this strategy, **EROSKI** consolidates its role as a key ally for Spanish households, offering a complete shopping experience that combines quality, savings and proximity.

### **About the EROSKI group**

EROSKI is the leading cooperative distribution group in Spain and one of the leaders in the north of the Spanish market - from Galicia to the Balearic Islands - with a market share of 12.8% in that area; it is the leader in the Basque Country, Navarre and Galicia and co-leader in the Balearic Islands. By the end of 2023, its retail network will total 1,533 shops, including supermarkets, hypermarkets, cash & carry and online supermarkets, as well as petrol stations, sports shops and other non-food businesses. It also has more than 6.4 million Customer Members and more than 27,400 cooperative members and workers, of which almost 9,000 are owner-members, to which must be added the group of workers in the more than 620 franchised shops.

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