

An initiative with price reductions in 700 own-brand products is launched today

EROSKI GOES ONE STEP FURTHER IN THE PROMOTION OF FAMILY SAVING WITH A PLANNED INVESTMENT OF OVER €71 MILLION FOR 2025

- **The distribution group's investment in price reductions since 2023 amounts to €171.6 million**
- **EROSKI's own brand already reaches 37% of their sales of food and fresh products**
- **This new price reduction is framed within their commitment to offering affordable alternatives without sacrificing quality**

Elorrio, 27 February 2025.- [EROSKI](#) goes one step further in their commitment to the promotion of family saving in 2025 and will allocate 71.6 million Euros to this end through various price reduction actions. As part of this commitment, they are launching today an initiative to reduce the price of 700 of their own-brand products, which will have a direct impact on the average purchase receipt, supporting the household economy without compromising quality. The references with a discount comprise essential categories in the shopping basket, such as pasta, rice, preserved fish and vegetables, oils, yogurt, drinks, household and personal care products, amongst others.

Continuous commitment to household saving

Since 2023 EROSKI has implemented various price reduction initiatives, reaching a total of 1,600 discounted own-brand references. The amount allocated to these initiatives, together with the forecast for this year, raise EROSKI's investment in saving during this period to €171.6 million Euros.

"Our commitment is to always offer a quality alternative at an affordable price. With this initiative, we seek to offer essential products at more competitive prices, adapting to the current needs of the families. To this end, we are reinforcing the competitiveness of our own brand with new price reductions, opting for a

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responsible consumption model that is accessible to all households”, EROSKI’s Commercial Manager, Beatriz Santos, has explained.

Growth of their own brand in the shopping basket

In recent years, the store brand has managed to attract more consumers. The sales volume of EROSKI’s own brand grew by 14.8% between 2021 and 2024, consolidating its weight in the shopping basket. Likewise, the shopping frequency at EROSKI increased by approximately 3.4% in the last year, which implies greater loyalty and preference for their own brand. Moreover, in 2024 EROSKI underwent a remarkable consumption shift towards their brands, reaching 37% of their sales of food and fresh products, which shows their relevance in the customers’ shopping basket.

Furthermore, the company has strengthened their range of own-brand products, which has more than 5,000 references; worthy of note is the incorporation of new references in categories such as organic products, cosmetics and healthy food. The food categories with greater growth in sales volume –in Euros– within EROSKI’s own brand in the last three years are preserved fish, oil and ice-cream. Other categories with remarkable growth include milk, yogurt, eggs and nuts.

Households are currently looking for quality alternatives at good prices, especially in the context of an increase in the cost of living. With this new price reduction initiative in their own-brand products, EROSKI is responding to this demand, guaranteeing competitive prices without reducing quality standards. *“It’s not just lower prices but, also, guaranteeing that families have access to high quality products with unbeatable value for money. We want our customers to keep trusting our own brand as a solid and reliable option for their everyday life. To this end, we maintain strict control over our own-brand products, with organoleptic testing, laboratory testing and consumer tasting. Moreover, we also maintain a commitment to innovation and sustainability in the development of our range of products”,* Beatriz Santos stated.

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