

Innovation and Consumer Goods**INNOVATION DRIVES 10% OF EROSKI SALES AND
STRENGTHENS CUSTOMER LOYALTY**

- **New product launches account for 3.6% of sales, while innovations introduced over the past two years now represent 10% of total revenue.**
- **Households purchasing new products visit stores 26.6% more frequently, and 12% of them are new customers, reinforcing their ability to attract new customers to the brand.**
- **Health, convenience and experience underpin a selective innovation strategy, with particularly strong momentum in fresh produce, household goods and personal care products and meal solutions.**

Elorrio, 24 April 2026. – [EROSKI](#) continues to consolidate commercial innovation as a key driver of growth, with a direct impact on both business performance and customer loyalty. New product launches now account for 3.6% of sales, generating €143 million in 2025, while established innovations (products launched since 2023) represent 10% of current revenue. Households purchasing these products show significantly higher engagement with the brand, with average spend 28.2% higher, 28.3% more units purchased and 26.6% more store visits.

In recent years, the company has moved towards a more selective and efficient innovation model, placing greater emphasis on the quality and relevance of new launches. Although new products represent around 1.2% of the total range, their contribution to value is significantly higher, reflecting a focus on propositions that address genuine consumer needs and deliver sustained growth.

This approach also has a direct impact on customer relationships. Customers purchasing new launches demonstrate high levels of repeat purchase (nearly 8 in 10 buy these products 10 times or more per year) and contribute to expanding the customer base. In 2025, around 12% of those purchasing new products were new customers in-store, while more than 4 in 10 added these products to their baskets without replacing their usual items, confirming their ability to generate incremental growth.

“Innovation is a key pillar in helping us adapt to evolving consumer needs and deliver value through our range. Our goal is to become increasingly selective, identify the propositions with the greatest potential and support them as they scale, thereby contributing to

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sustainable growth and an improved shopping experience," says **Beatriz Santos, Commercial Director at EROSKI.**

Innovation focused on value and emerging consumer trends

EROSKI's innovation strategy is structured around three core pillars – health, convenience and experience – reflecting evolving consumer demands and changing lifestyles. These pillars translate into a value proposition focused on enhancing the shopping experience and offering solutions tailored to different consumption moments.

In this context, the most dynamic innovation categories in 2025 were fruit and vegetables, with a 39% increase in the number of product lines, and household goods and personal care products, up 29.2%, alongside meal solutions and other fresh categories such as meat and deli, which are acting as key growth drivers.

At the same time, EROSKI promotes a balanced model between private label and manufacturer brands, viewing both as complementary within the range. While manufacturer brands drive innovation momentum (accounting for nearly 8 out of every 10 euros generated by new launches) and the introduction of new products, private label focuses on more selective propositions designed to deliver value, ensure range consistency and meet specific consumer needs.

Looking ahead, the company will continue to strengthen collaboration with industry partners and expand its use of advanced customer analytics to improve the success rate of new product launches, in an increasingly demanding environment where not all innovations achieve long-term shelf presence. The aim is to continue progressing towards a more efficient innovation model capable of delivering value, strengthening loyalty, driving long-term growth and meeting the expectations of an increasingly demanding and individualised consumer.

About EROSKI

EROSKI is one of the leading retail groups in northern Spain – from Galicia to the Balearic Islands – holding a 12.7% market share in the region. The cooperative is the market leader in the Basque Country, Navarre and Galicia, and co-leader in the Balearic Islands. By the end of 2024, its commercial network comprised 1,502 establishments, including supermarkets, hypermarkets, cash & carry outlets and online supermarkets, as well as petrol stations, sports stores and other non-food businesses. The Group also has more than 6.4 million customer-members, and a workforce of over 27,600 people, of whom nearly 9,000 are worker-members.

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