

Inclusive Food**GLUTEN-FREE PRODUCTS TAKE CENTRE STAGE THANKS TO
THEIR COMBINATION OF VALUE AND TRUST**

- Households purchasing gluten-free products shop 70% more frequently and have an average annual spend twice that of EROSKI shoppers overall.
- 65% of these households choose EROSKI own-brand gluten-free products, with around half purchasing them exclusively.
- EROSKI currently offers 656 own-brand gluten-free products suitable for people following a gluten-free diet: 32 under its dedicated 'Gluten Free' range and a further 624 own-brand products carrying the 'Gluten Free' symbol, which certifies their suitability for this consumer group.

Elorrio, 10 July 2026 – Gluten-free products continue to strengthen their place in many households' shopping baskets, driven by growing awareness of healthy eating and the need to provide suitable alternatives for people who must follow a gluten-free diet. Against this backdrop, [EROSKI](#)'s latest data show that value for money and trust have become two of the key factors influencing consumers who buy these products.

Although dedicated gluten-free products account for only a small proportion of total food spending, they are purchased by 8% of EROSKI shopping households and represent around 1% of their total grocery spend.

This is also a particularly loyal customer segment. Households purchasing these products spend twice as much annually, shop 70% more frequently, and spend 15% more per shopping trip than EROSKI customers overall.

Families with children make up the largest customer group, with penetration reaching 12%, while consumption among senior households remains below the average.

The data also show that gluten-free purchasing is concentrated within a clearly defined core group: around 20% of households purchasing specialist gluten-free products account for almost 80% of category sales. In these households, gluten-free products already represent around 3% of the total shopping basket.

Value for money is becoming increasingly important

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For people who need to follow a strict gluten-free diet, price remains one of the main factors influencing purchasing decisions. In this respect, EROSKI's own-brand range has become a key way of making the category more accessible

Today, 65% of households purchasing gluten-free products choose EROSKI own-brand products, with almost half purchasing them exclusively.

Across its dedicated gluten-free range, EROSKI own-brand products are priced 25% to 30% lower than the leading specialist brands, helping to reduce the additional cost that has traditionally been associated with this category for many families.

Making the gluten-free category more accessible

EROSKI currently offers **656** own-brand products suitable for people following a gluten-free diet. Of these, **32** belong to its dedicated Gluten Free range, while a further **624** own-brand products carry the 'Gluten Free' symbol, certifying that they are suitable for people who need to follow this type of diet

This range reflects EROSKI's long-standing commitment to developing an increasingly broad offering tailored to the needs of people who must follow a gluten-free diet. In recent years, the cooperative has steadily expanded the range, improved product availability and introduced new products that meet the needs of people with coeliac disease without compromising on quality or unnecessarily increasing the cost of the weekly shop.

"For people who need to follow a gluten-free diet, food is not a choice but a necessity. Our commitment is to offer an ever-wider range of products combining quality, food safety and competitive prices, enabling everyone to shop with confidence, freedom of choice and without cost becoming an additional barrier. Our offering combines a dedicated Sin Gluten range with hundreds of our own-brand products carrying the 'Gluten Free' symbol, allowing us to provide solutions for virtually every meal occasion," **says Beatriz Santos, Commercial Director at EROSKI.**

Developing a dedicated gluten-free range also requires considerable work in ingredient selection, process controls, traceability and food safety to ensure products meet the standards required by this consumer group.

A commitment that goes beyond the product range

EROSKI's commitment is reinforced through close collaboration with coeliac disease associations. During 2025, the cooperative renewed its agreements with associations in the Basque Country, La Rioja, Catalonia, Navarre and the Balearic Islands, while also signing new agreements with organisations in Galicia, Asturias and Castile and León.

Thanks to these agreements, **2,817 association members** benefited, among other advantages, from a **20% discount** on more than **300 dedicated gluten-free products**, an initiative through which EROSKI aims to help reduce the financial burden of maintaining a gluten-free diet.

For EROSKI, developing this category forms part of its long-term commitment to making food more inclusive and accessible. Expanding the range, providing high-quality alternatives, working with coeliac associations and helping to reduce the financial burden of following a gluten-free diet are all part of its purpose of making safe, suitable food accessible to all consumers and adapted to their needs.

About EROSKI

EROSKI is one of northern Spain's leading retailers — from Galicia to the Balearic Islands — with a 12.32% 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. At the end of 2025, EROSKI's omnichannel network comprised 1,508 outlets, including supermarkets, hypermarkets, cash-and-carry stores and online supermarkets, as well as optical centres, sports stores and other non-food businesses. EROSKI has more than 6 million customer-members and employs over 28,200 people, of whom over 8,300 are cooperative members.