



Analysis of Summer Shopping Habits

**NINE OUT OF TEN HOUSEHOLDS INCLUDE PROMOTIONAL
OFFERS IN THEIR SHOPPING BASKETS DURING THE SUMMER**

- **Promotions have become an established part of grocery shopping, helping customers plan their purchases while saving money. Those who take advantage of these offers spend, on average, 81% more per shop.**
- **EROSKI Group maintains a stronger promotional strategy than the market average to help families save money during a period characterised by changing shopping habits.**
- **The cooperative complements this approach with a wide range of fresh, seasonal and own-brand products, helping customers optimise their shopping baskets without compromising on quality.**

Elorrio, 27 July 2026. Summer changes the way Spanish families shop, but not their priorities. In a context where shoppers continue to seek the best balance among quality, freshness, and price, [EROSKI](#) Group has found that around nine out of ten households include at least one promotional product in their shopping baskets during the summer campaign.

Customers who take advantage of these offers also make larger and more frequent purchases, with an average basket value of **€30.20**, compared with **€16.70** for those who do not buy promotional products. They also purchase more items per shop (**13 items compared with 6**) and make more shopping trips over the summer (**14 shopping trips compared with 2**).

These figures show that promotions are no longer simply a response to a particular offer, but have become a regular part of shopping basket planning. Rather than being associated solely with occasional bargain hunters, promotions now form part of the shopping strategy of households that make larger purchases and visit stores more frequently.

Against this backdrop, EROSKI Group continues its long-standing commitment to helping customers save money. During the summer campaign, 30.1% of sales by value were driven by promotional offers, 11.5 percentage points above the market average, reflecting a commercial policy designed to deliver savings to customers without compromising quality.

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A shopping basket adapted to summer shopping habits

The summer also changes the composition of the shopping basket. Alongside the usual prominence of seasonal fruit and vegetables, the warmer months see increased demand for categories associated with new consumption occasions, such as ice cream, soft drinks, beer, canned fish and sun protection products. This reflects changes in household shopping habits and requires both the product range and promotional activity to be adapted to the specific needs of this time of year.

The promotional strategy reaches a wide range of household profiles. Although families with children account for the highest spending on promotions during the summer, smaller households devote a larger share of their shopping baskets to promotional purchases, confirming that saving money remains a shared priority across customer groups.

"Our goal is to support families with a value proposition that enables them to save money without compromising quality. To achieve this, we combine an ongoing promotional strategy with a wide range of own-brand, fresh and seasonal products, together with personalised offers through our loyalty programme, enabling every customer to optimise their shopping basket according to their individual needs," says **Beatriz Santos, Commercial Director of EROSKI Group**.

A savings model combining promotions, own-brand products and loyalty rewards

EROSKI Group's savings strategy is built on several complementary pillars. Alongside its promotional activity, the Group offers an extensive own-brand range that continues to account for an increasing share of customers' shopping baskets. It has established itself as an option that combines quality, innovation, healthy eating, and value for money. Within the cooperative, own-brand products now account for **37.7% of sales by value and 42.8% of sales by volume**, while households with the strongest affinity for these products shop more frequently and record higher average spending.

This offering is complemented by a loyalty programme that provides personalised benefits, along with a strong commitment to fresh, seasonal, and locally sourced products. In addition, during 2025, EROSKI added **485 new own-brand products to its range**, bringing the total to more than 6,000 product lines. This continues to offer customers a proposition that combines quality, innovation and value. All of this is part of a long-term strategy to deliver a value proposition that combines savings, quality and innovation while responding to changing consumer habits.

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About EROSKI Group

EROSKI Group 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 opticians, sports stores and other non-food businesses. The Group also has more than six million customer members and a workforce of over 28,200 people, of whom more than 8,300 are worker-members of the cooperative.

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