

Back-to-School Consumer Habits**SPANISH HOUSEHOLDS SPEND 7% MORE ON BACK-TO-SCHOOL SHOPPING IN SEPTEMBER**

- **EROSKI will pass on €30 million in savings through promotions to help families with the cost of going back to school.**
- **Between February and July 2026, the Group passed on nearly €208 million in savings to families.**
- **Households concentrate their purchases of school supplies, food and hygiene products in the first week of September.**
- **Customers are increasingly sensitive to prices and promotions and are planning their purchases more carefully.**
- **Shopping baskets containing Back-to-School categories average €34.50, compared with €33 for the average basket.**

Elorrio, 3 September 2026. Consumer data analysed by [EROSKI](#) show a significant increase in spending by Spanish households during the Back-to-School period. In the first week of September, **weekly spending by loyal customers rises by 6.9%** compared with the average weekly spend for the rest of 2025, reaching **€124** per household, while the number of units purchased per household (+10.2%) and the frequency of supermarket visits (+2.4%) also increase.

Much of this purchasing activity is concentrated around the start of the school year. Average spend per basket in September reaches **€34.50**, up from the usual €33 (+4.5%), with €16.80 spent on Back-to-School categories. The number of store visits also increases by **2.4%**, showing that families are spreading their purchases across more shopping trips to manage their spending and take advantage of promotions. As a result, three out of four baskets are weekly or fortnightly stock-up shops.

Consumer profile and behaviour

Young families in particular (+1 pp), followed by families with older children (+0.4 pp), increase their share of sales in September, at the expense of retired households. Consumer spending peaks in the **first week of the month**. Compared with the rest of the year,

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households show a preference for shopping on Mondays, with more shopping occasions and very little variation across channels.

Key Back-to-School channels and products

According to EROSKI customer data, **hypermarkets record the largest increase in share during the month** (+4.1 pp), driven by stock-up shopping and their wider range of categories associated with the return to school. Local supermarkets and convenience formats also maintain a strong growth rate (+1.8 pp), supported by their speed, proximity, and the option to make more frequent, planned purchases. The online channel also records an increase (+1.4 pp), particularly among young families looking for school supplies, children's clothing, technology and snacks.

The categories recording the largest increases in sales are:

- **School supplies** (+115.5%)
- **Children's clothing** (+22.2%)
- **Home decoration** (+9.2%)

These Back-to-School categories, together with others such as personal care, snacks and breakfast products, account for **38.5% of sales**. Nevertheless, traditional food categories such as snacks (20.8%) and breakfast products (10.3%) continue to account for the largest share of the shopping basket.

Children's clothing, school supplies and technology also play a key role in **driving store visits and online traffic**. Purchases in these categories often lead customers to buy products from other food categories, including dairy, bakery, and fruit, boosting the overall Back-to-School basket. This period therefore combines a seasonal boost in certain categories with the continued importance of food staples, which remain a key factor in household planning and budgeting.

Offers and promotions in September

Between February and July 2026, EROSKI passed on nearly **€208 million in savings** to families through promotions, offers and other benefits, as part of its ongoing commitment to helping customers save on their shopping baskets.

Against this backdrop, Back-to-School is one of the biggest spending periods for families after the summer. To help ease this financial burden, EROSKI is allocating **€30 million** to

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promotions, discounts and special offers in September, equivalent to **21% of its sales** during these weeks. Promotional sales account for 75% of technology sales and more than **45% of school supplies sales**, while promotions account for more than **37%** of detergent sales.

Families benefit from savings campaigns including **2-for-1 and 3-for-2 offers, 50% and 70% discounts on second items**, personalised coupons and prize draws. Notably, **26.9% of consumers are "coupon crazy"**, a customer profile that is highly responsive to savings, up 8.9 pp from **the 2025 annual average**. In addition, **Club EROSKI and Tarjeta Oro offer loyal customers** additional benefits in September. This is complemented by **interest-free financing with the Tarjeta Eroski**, whose use increases by 10% during the month, helping households manage the financial pressures of September more comfortably.

"En septiembre hay un ti"

EROSKI will complement its September campaign with the **"En septiembre hay un ti"** (September is about you, too) initiative, which aims to support people not only with the financial pressures of returning to their routines, but also on a more personal level, reminding them that this period can be an opportunity to refocus on themselves.

On **9 and 10 September**, the cooperative will run a street marketing initiative in **Bilbao, Donostia and Vitoria-Gasteiz**, distributing notebooks designed specifically for the initiative in busy areas close to EROSKI stores. The initiative will take place in **Indautxu, Bilbao; Amara, Donostia; and Avenida Gasteiz, Vitoria-Gasteiz**. In **Bilbao**, it will run on **9 September** from 12 noon to 2 pm, **and in Donostia** from 5 pm to 7 pm. In **Vitoria-Gasteiz**, it will take place on **10 September** from 5 pm to 7 pm.

As well as helping people organise their day-to-day tasks during this period, the notebooks encourage them to set aside time for themselves in a month traditionally associated with to-do lists, commitments and family organisation. Through this initiative, EROSKI aims to remind people that getting back into their routine can also be an opportunity to reconnect with personal projects, resume positive habits and make time for the small moments that bring enjoyment to everyday life.

Beatriz Santos, Commercial Director at EROSKI, said: *"The Back-to-School period brings many important purchasing decisions for families and households into just a few weeks. We aim to support them with a value proposition that combines savings, quality and a wide range of products tailored to their needs, helping them put together a balanced and affordable shopping basket. But supporting people also means being there for them as they return to their routines and responsibilities, reminding them that, amid all those obligations, it is also important to set aside some time for themselves."*

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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 a 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.

**** Source: Eroski internal data.**

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