

CONSUMER TRENDS 2022

SPAIN

Survey-derived data on emerging perceptions and behaviours of European consumers

DATA PROTECTION & HANDLING OF THE STUDY

The data of this study (= oral, written or stored on data carriers) are strictly confidential.

The data are not to be misused and are to be used exclusively for internal information.

The client receives only an internal right of use to the data of this study, i.e. he/she is **not authorised** to **transmit** data in the original form or in processed form to third parties outside her/his own company orally, in writing or by granting access, whether for payment, free of charge or in exchange.

Publications of this study require the prior written consent of FOCUS in each individual case. If FOCUS gives permission for publication, FOCUS must be cited as the source.

If it is established that the client has passed on data from this study in breach of contract, FOCUS does not need to prove how the unauthorised disclosure took place in order to assert claims for damages.

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METHODOLOGICAL ASPECTS

Data collection method	Online Interviews (CAWI)
Sample size	n=503
Target group	Population above 18 years old
Representativeness	Quota sampling according to sex and age
Sample structure and weighting factors	The sample structure as well as the weighting factors are calculated based on the newest data provided by the National Statistics Institute of Spain
Fieldwork period	23 – 26 October 2022
Survey area	all over Spain

METHODOLOGICAL ASPECTS – EUROPE

Data collection method	Online Interviews (CAWI)
Sample size	n=9.542
Target group	Population above 18 years old
Representativeness	Quota sampling according to sex and age
Sample structure and weighting factors	The sample structure as well as the weighting factors are calculated based on the newest data provided by the national statistical agency of the respective country
Fieldwork period	October – November 2022
Survey area	All over the respective countries *France: all over Metropolitan France **Portugal: all over continental Portugal

SAMPLE STRUCTURE

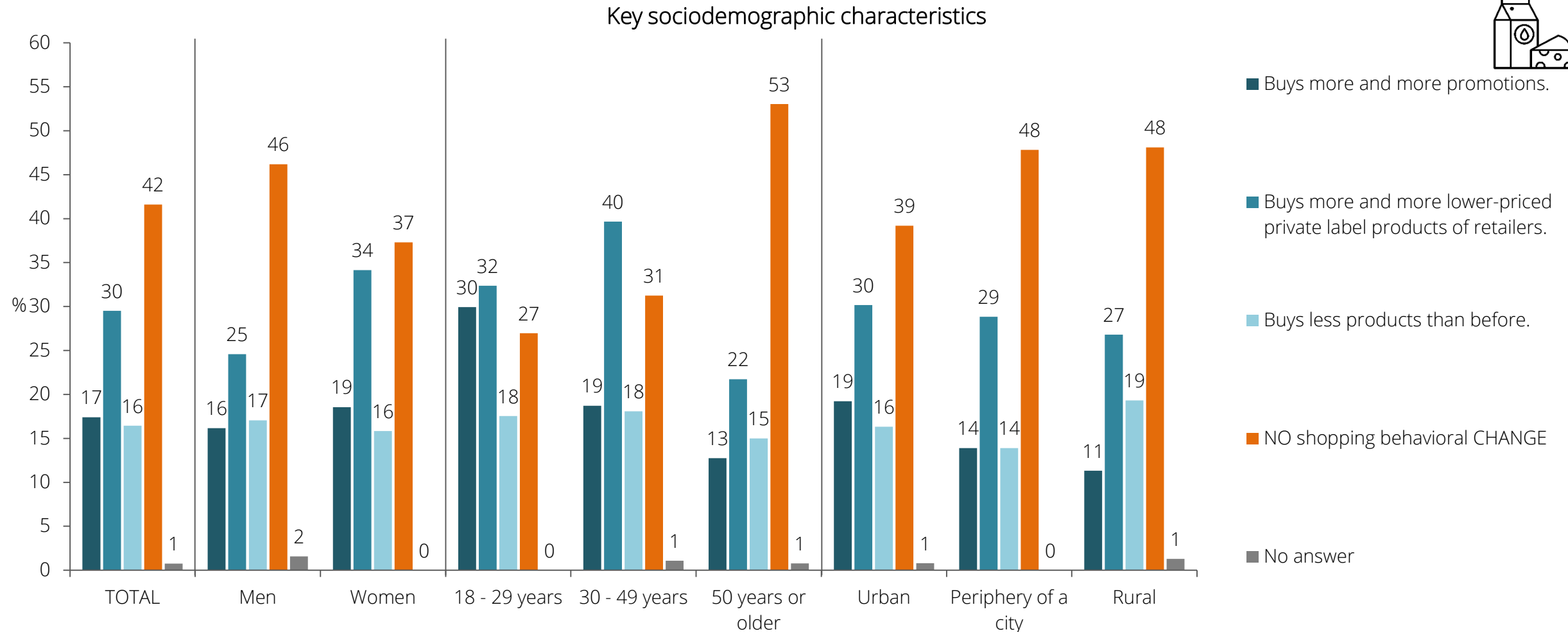
	absolute	%		absolute	%
TOTAL	503	100	Household net income		
			Up to 1.000 €	44	9
GENDER			1.000 € - 2.000€	192	38
Men	244	48	2.000€ - 3.000€	158	32
Women	259	52	3.000€ or more	106	21
AGE			Region of residence		
18 - 29 years	76	15	Andalucía	114	23
30 - 49 years	173	34	Aragón	28	6
50 years or older	254	51	Asturias	20	4
Place of residence			Baleares	8	2
Urban	365	73	Canarias	0	0
Periphery of a city	66	13	Cantabria	7	1
Rural	72	14	Castilla y León	53	11
Online supermarket shopper			Castilla La Mancha	23	5
Yes; "at least one or two times" up to "quite often"	326	65	Cataluña	45	9
No, never	175	35	Comunidad Valenciana	42	8
Consumption of alternatives and substitutes			Extremadura	10	2
Yes; at least from one product category and at least sometimes	309	62	Galicia	36	7
Rarely to not at all / rejects product categories completely	194	38	Madrid	69	14
Mostly responsible for shopping			Murcia	6	1
Yes	228	45	Navarra	10	2
No	12	2	País Vasco	29	6
Yes, together with another person(s)	263	52	Rioja	2	0
Household size			Education		
1 person	38	8	Educación Secundaria Obligatoria	69	14
2 persons	112	22	Bachillerato	94	19
3 persons	168	33	Formación Profesional (FP) Módulo Medio-Superior	130	26
4 persons or more	185	37	Carrera universitaria	194	39
Children under 15 in household			Doctorado	16	3
Yes	201	40			
No	295	60			

SAMPLE STRUCTURE – EUROPE

	absolute	%		absolute	%
TOTAL	9.542	100	Children under 15 in household		
			Yes	2.999	33
GENDER			No	6.389	67
Men	4.606	48			
Women	4.936	52			
AGE					
18 - 29 years	1.519	16			
30 - 49 years	3.223	34			
50 years or older	4.802	50			
Place of residence			Country of residence	n =	
Urban	5.517	61	Austria	1.005	
Periphery of a city	1.801	19	Bosnia and Herzegovina	501	
Rural	2.009	20	Bulgaria	502	
Online supermarket shopper			Croatia	501	
Yes; "at least one or two times" up to "quite often"	4.739	51	Czech Republic	502	
No, never	4.732	49	France	505	
Consumption of alternatives and substitutes			Germany	1.002	
Yes; at least from one product category and at least sometimes	5.712	60	Greece	503	
Rarely to not at all / rejects product categories completely	3.830	40	Hungary	503	
Mostly responsible for shopping			Italy	502	
Yes	4.624	47	Poland	501	
No	431	4	Portugal	502	
Yes, together with another person(s)	4.487	48	Romania	503	
Household size			Serbia	503	
1 person	1.499	14	Slovakia	503	
2 persons	2.941	30	Slovenia	501	
3 persons	2.473	27	Spain	503	
4 persons or more	2.627	29			

SHOPPING BEHAVIOUR CHANGES – PRODUCTS – MILK PRODUCTS AND DAIRIES

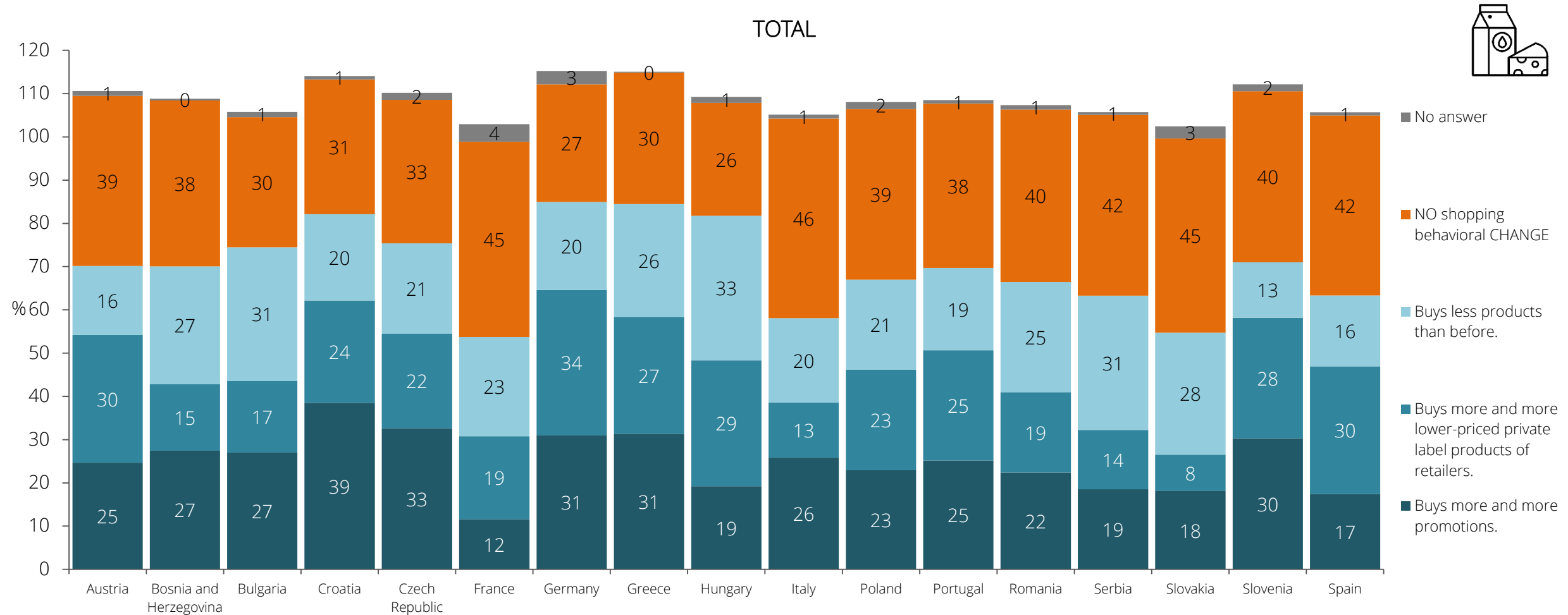
Question: During the last months, the prices of food and other daily use products increased. What impact, if any, do price increases have on your shopping behaviour regarding the following product categories?



Basis: all survey participants (n=503) // Note: multiple answers per product category possible; answer option "My shopping behaviour regarding this category of products did NOT change." is exclusive.

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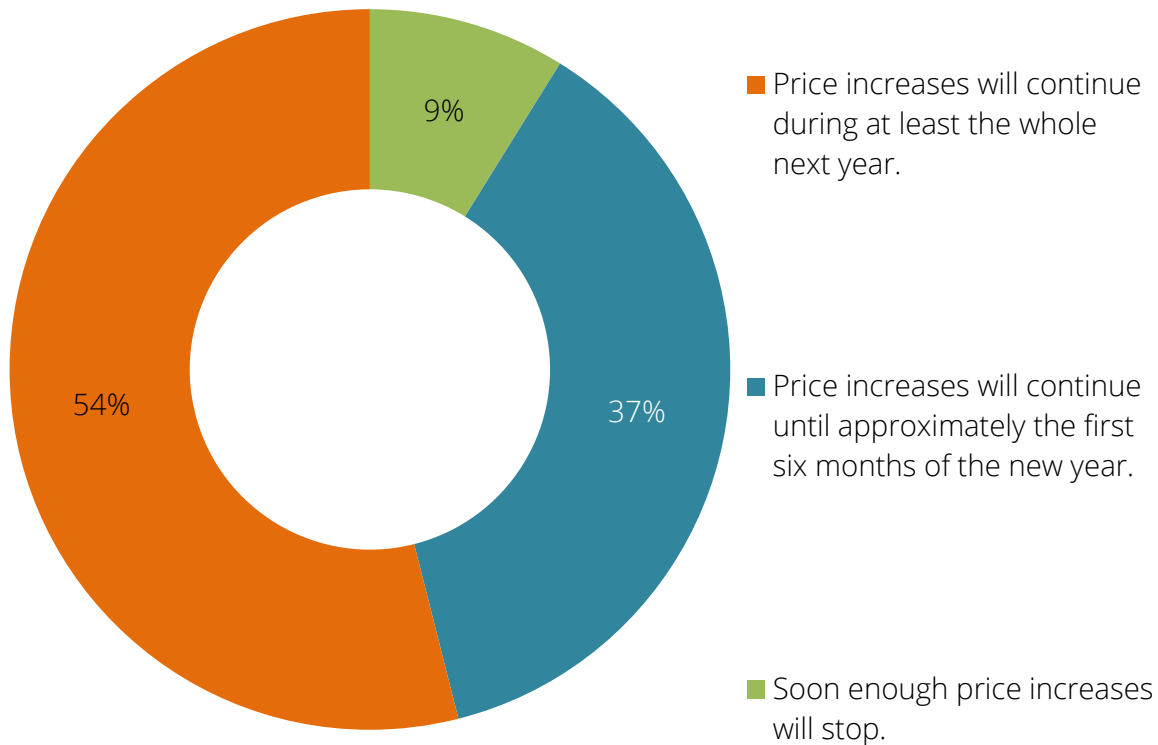


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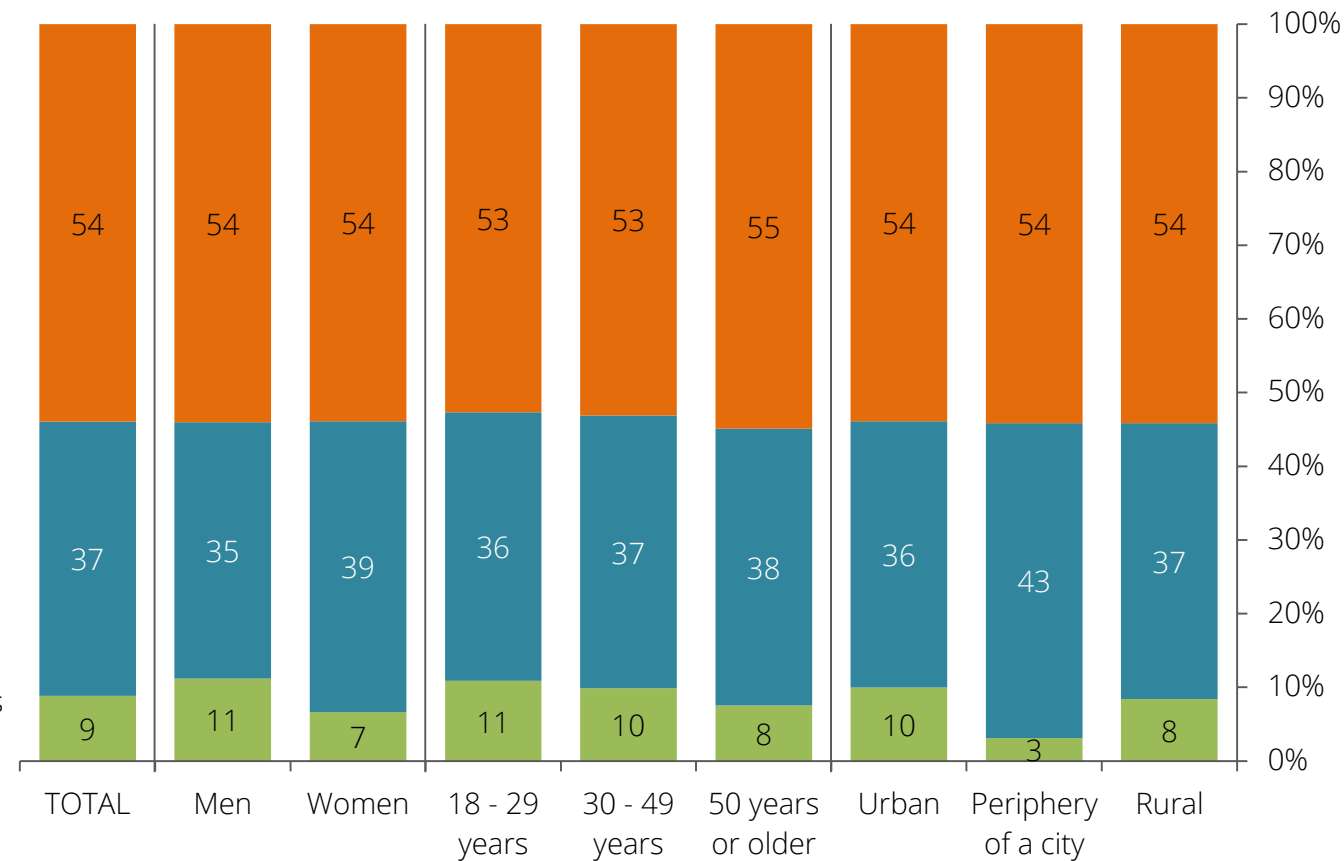
DURATION OF PRICE INCREASES

Question: Which of the following statements reflects best your opinion regarding the duration of the period of price increases of food and other daily use products?

TOTAL



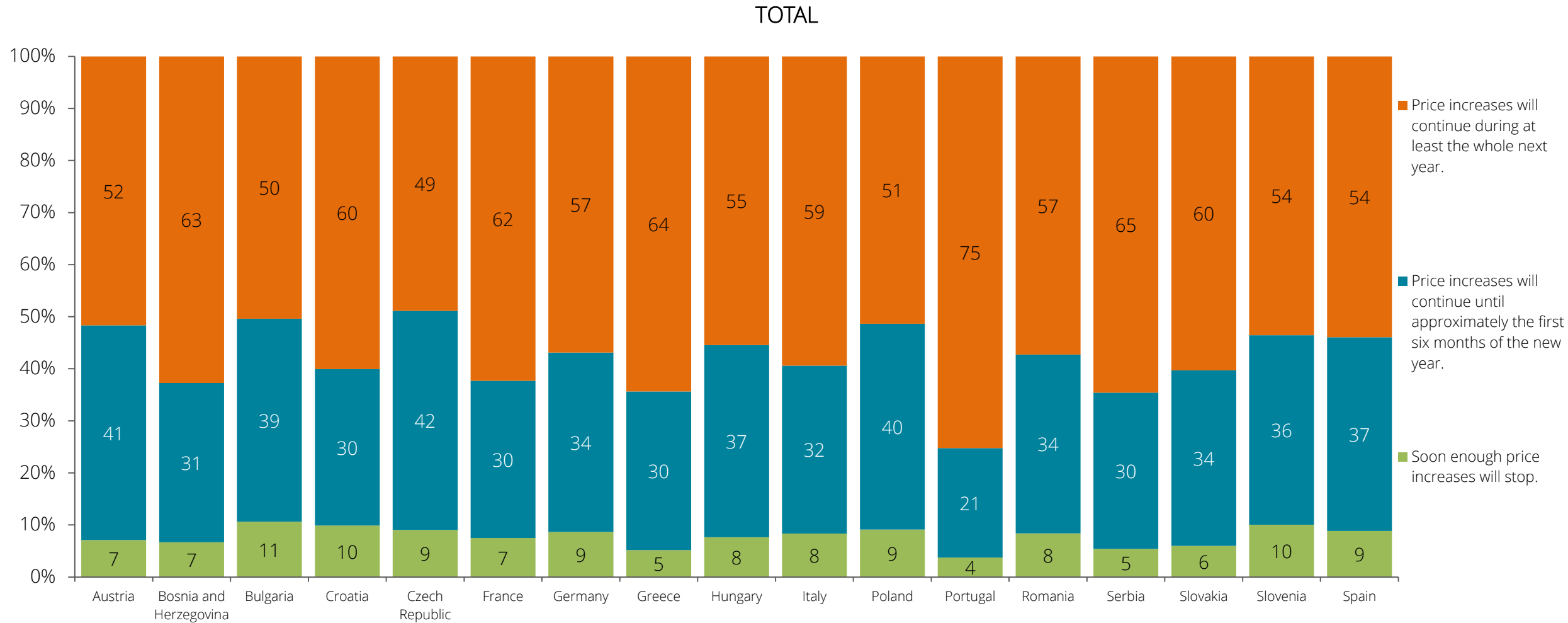
Key sociodemographic characteristics



Basis: all survey participants (n=503) // Note: one answer possible.

DURATION OF PRICE INCREASES

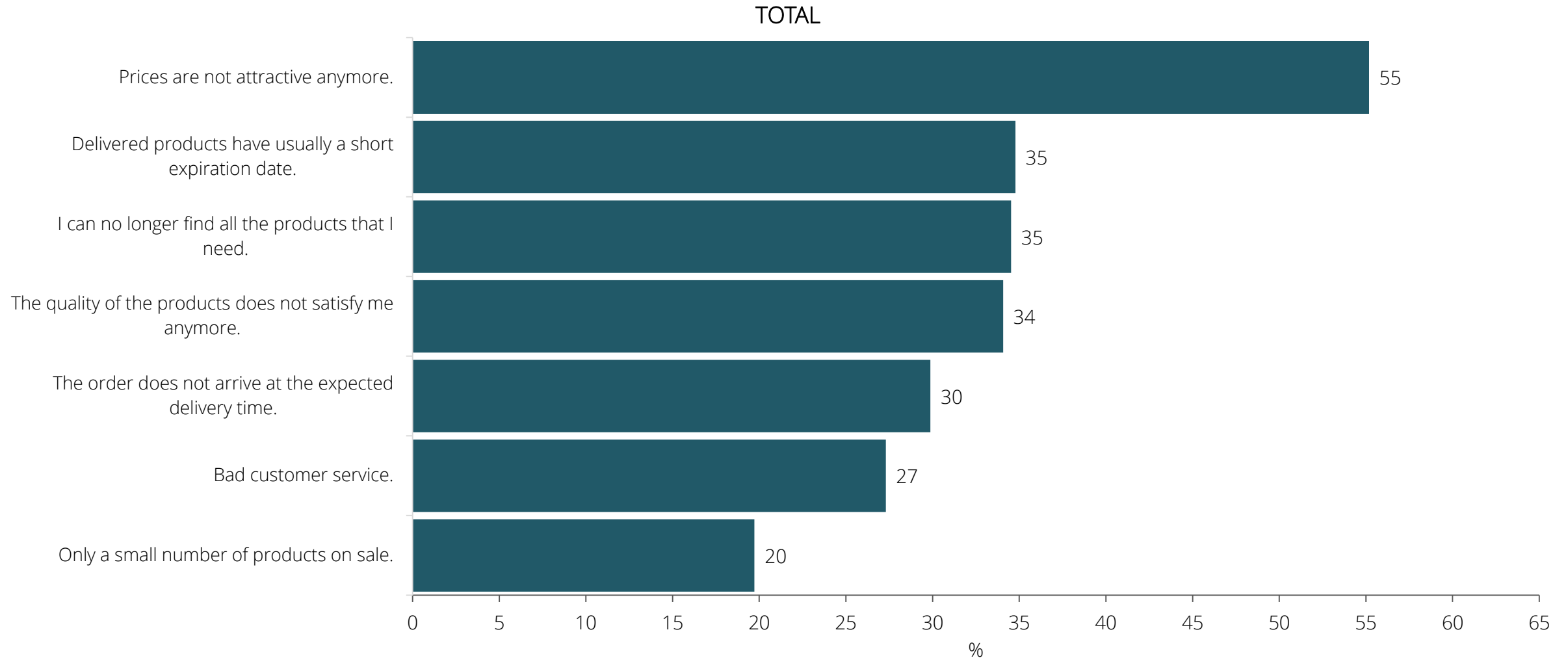
Question: Which of the following statements reflects best your opinion regarding the duration of the period of price increases of food and other daily use products?



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REASONS TO CHANGE ONLINE SUPERMARKET

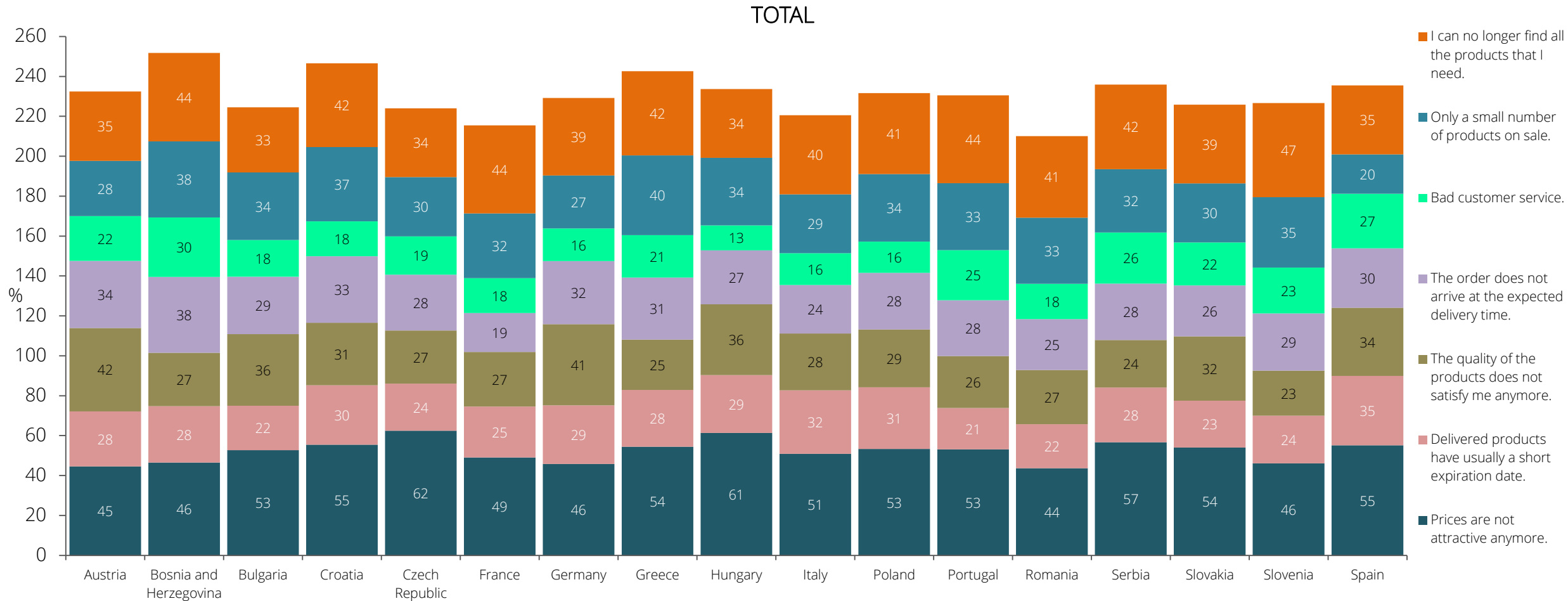
Question: Independently of whether you have ordered from an online supermarket or not, which of the following reasons would be the THREE most important ones to start looking for another online supermarket?



Basis: all survey participants (n=503) // Note: up to 3 answers possible.

REASONS TO CHANGE ONLINE SUPERMARKET

Question: Independently of whether you have ordered from an online supermarket or not, which of the following reasons would be the THREE most important ones to start looking for another online supermarket?



Basis: all survey participants (n=9.542) // Note: up to 3 answers possible.

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