

Food Retail Industry in Spain – Porter’s Five Forces Strategy Analysis

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Abstracts

The pace of consolidation of Spain’s retail food sector seems to be quickening. Medium- sized supermarkets in center city locations are taking market share from both traditional shops and suburban hypermarkets. The top three retail groups now account for just under half of total sales. This competition, combined with the fall of the dollar against the euro, is creating good conditions for U.S. food exporters. Many supermarket chains are looking for new sources for their private label brands and U.S. products are more price competitive than at any time during the past five years.

Aruvian Research analyzes the Food Retail Industry in Spain in Michael Porter’s Five Forces Analysis. It uses concepts developed in Industrial Organization (IO) economics to derive five forces that determine the competitive intensity and therefore attractiveness of a market.

The report looks at the bargaining power of buyers and suppliers, competitive rivalry in the industry, the threat of new entrants and the threat of suppliers to the industry.

Apart from the Porter’s Five Forces analysis, the report also includes a brief analysis of the Spanish food retail industry.

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