ASEDAS analyzes the profile of the seasonal consumer

The supermarkets of the companies of ASEDAS, Spanish Association of Distributors, Supermarkets and Supermarkets, located in places of the Spanish coast and in tourist mountain areas can reach between 15 and 30 percent of the total of establishments according to the different brands. . Many of them are called "seasonal stores", which serve a large floating population concentrated in holiday seasons and with very specific needs for food and hygiene products.

> The seasonal consumer, who spends several days or a few weeks in the holiday place, is between 35 and 49 years old, usually makes the purchase early in the morning or in the range between 15 and 17 hours and your ticket medium is slightly higher than the national, which is about 18 euros.

The demand for this type of client is intended to cover basic food needs related to breakfasts and dinners and light meals. The main assortment consists of products such as fresh milk, sauces, biscuits, bakery, wines, butter, soups, broths and purees, sliced ??bread, charcuterie, juices, beers, ice cream and soft drinks. In the section of perfumery and hygiene of the home, the kings are the milks and protective creams and solar tanners.

By nationalities, the seasonal consumer is different depending on the area in which the store is located. While in many places the Spanish client predominates; in others, consumers come from the United Kingdom, France, the Nordic countries, Germany, Belgium and the Netherlands. Most of them adapt to the Spanish product and especially appreciate fruits, charcuterie and the cellar area; In addition, some stores introduce products from the countries of origin of the cars, especially British and German.

The characteristics of "*seasonal stores"* are also somewhat specific since, in many cases, they are small establishments. Most of them extend their schedule during the summer to serve the specific demand of their customers and, in very few cases, they only open in the summer months. This type of supermarkets and small supermarkets contribute to serving the tourism industry and constitute

an element of local development, in many cases with a strong rural component.

"The proximity stores that respond to the needs of the floating population of the tourist areas are another example of the capacity of modern distribution to adapt to the demand of each type of customer in each place and specific time of the year. This is possible thanks to an organized structure capable of responding quickly to market changes and the great logistical effort of the platforms that provide service to all parts of Spain, "said Ignacio García Magarzo, CEO of ASEDAS.

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