# Mercabarna presents the study "The food distribution channel run by foreigners"

**Mercabarna presented the study "The food distribution channel run by foreigners" last December 3, commissioned by the Observatory of Trends Mercabarna this food complex, before hundreds of entrepreneurs. The study, prepared by the company Psyma and focused on Barcelona and its metropolitan area, reveals that 18.5% of retail food establishments are in the hands of people of foreign origin whose nationality is predominantly Pakistani. In addition, 16% of these businesses belong to larger companies with more than one establishment. Mercabarna is revealed as the leading supply channel for most fresh foods.**

"Given the gradual increase, over 10 years of buyers of foreign origin in the various core markets of Mercabarna it makes -HA explained Josep Tejedo, CEO of Mercabarna-, and progressive over from traditional power trader located in the streets of our municipalities for these new citizens, we wanted to see first hand, through this study, what their buying needs and future trends ".

**Type establishments**

According to the study, there are 2,600 retail food establishments in the hands of people of foreign origin in Barcelona and its metropolitan area, 18.5% of all businesses of this type. This percentage increases to 52% when it comes to small supermarkets or food stores and 40% in the case of greengrocers Street, located outside the municipal markets.

61% of establishments run by citizens of foreign origin are small supermarkets and food stores; 24% 10% greengrocers and butchers, most of them exclusively Halal. Many of these supermarkets also sell fruit and vegetables (42%). On the other hand, it is imposing the packaged product in greengrocers (29%) and butchers (81%).

**Nationalities of these traders**

Among these traders, the predominant nationality is Pakistani (63%), although in the case of neighborhood greengrocers greater diversity observed: Pakistani 48%, 17% Asian, 13% in Latin America and the rest from other areas. Its wholesale ages lie mainly between 40 and 50 years (42%) and between 30 and 40 years (37%).

**How to sell**

Although most of these new traders has a single establishment, 16% have more than one. In addition, 36% said they specialized in products from other countries. Also, 19% of greengrocers and 11% of butchers makes the joint purchase with other establishments. Likewise, half of these small entrepreneurs buy fresh produce 2 or 3 times a week.

**Mercabarna, purchase channel leader**

Mercabarna is known for the vast majority of these traders. 89% of those who regentas greengrocers, 30% of butchers and 34% of entrepreneurs who sell fresh produce is supplied in this large market. Mercabarna has good image among this group of buyers who come to be provided mainly by the quality / price of their products, the variety of its product range and because they can stock up on different types of fresh food in the same place. The ways in which this should improve food complex are greater specialization in certain types of products and expand the supply of fresh packaged foods.

**Source: Mercabarna**