

02.



# Relevant data and evolution of the year

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The markets of Barcelona provide service to a population of 1,664,182. The market network consists of 43 municipal markets (39 food and 4 non-food), distributed in 40 facilities which host 2,104 establishments.

During 2020, despite the context of the health crisis, the markets maintained their service at full capacity. During the months of home lockdown, 85% of the food establishments remained open to supply 38,000 people on average every day.



# Establishments, stallholders and commercial area

In recent years, these three parameters have registered an evolution that reflects a process of commercial concentration, which has allowed establishments to have more area and provide customers with other complementary services, leading to an improved offer and greater user satisfaction.

Furthermore, with a view to enhancing public-private collaboration, many municipal markets have consolidated the strategic alliance with supermarkets, with the aim of becoming spaces in which products hygiene and cleaning products, packaged food products and everyday non-food (QNA), can also be purchased, thus allowing a one-stop-shop.

The evolution of the markets of Barcelona in the the last decade has therefore been characterised by the increase in the commercial area of the establishments and the offer of new services to customers, which clearly shows that

the markets are living organisms that are being remodeled constantly in order to be able to satisfy the new needs of society poder satisfacer las nuevas necesidades de la sociedad.

Some markets in the city, such as La Boqueria, Sants, Sarrià, Sant Andreu, Clot, Poblenou, Llibertat, and Abaceria, have been serving the citizens for more than a hundred years.

Throughout this long history, their civic role has been rethought on several occasions, which has led to successive refurbishments of their installations. This character of constant renewal has been a feature of the municipal markets of Barcelona, together with their capillary nature: they are distributed throughout the city in a harmonious way, as such there are no neighbourhoods without their market of reference, operating as the soul and driver of local commerce, promoting both sustainability and social integration.

## Number of establishments

Year	Food	Non-food	Total
2015	1,731	776	2,507
2016	1,667	775	2,442
2017	1,557	755	2,312
2018	1,472	719	2,191
2019	1,430	713	2,143
2020	1,410	694	2,104

In 2020, the markets of Barcelona were home to 2,104 establishments, of which 1,410 were of food and the remaining 694 were non-food establishments. The districts with the most food establishments were Ciutat Vella, the most notable market being La Boqueria; Eixample,

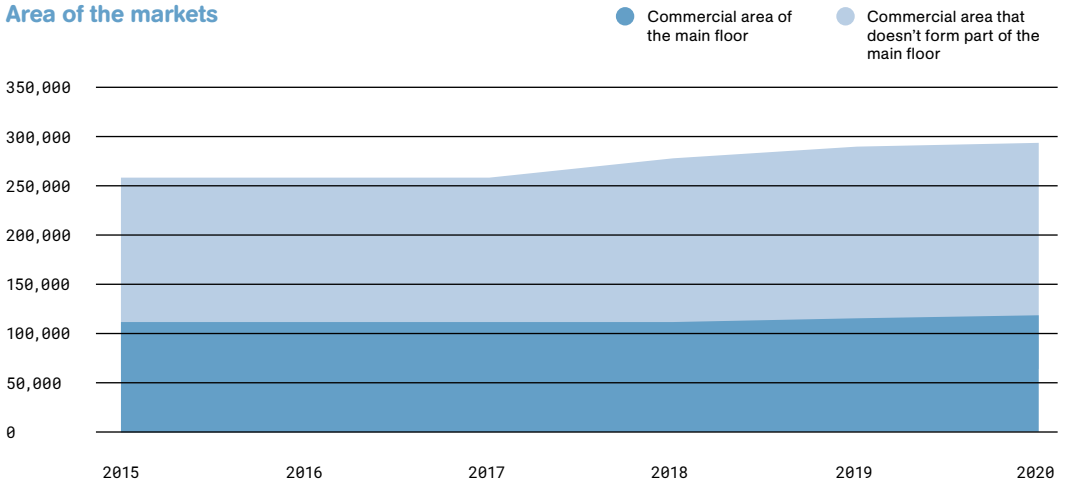
with the markets of Sant Antoni, El Ninot and La Concepción being the most important, and Nou Barris, with seven markets, being the district best equipped with food establishments.

The network of municipal markets is spread throughout the territory of the city of Barcelona, with a total of 43 markets that supply a population of 1,664,182 inhabitants.



## 02. Relevant figures and evolution of the year

### Area of the markets

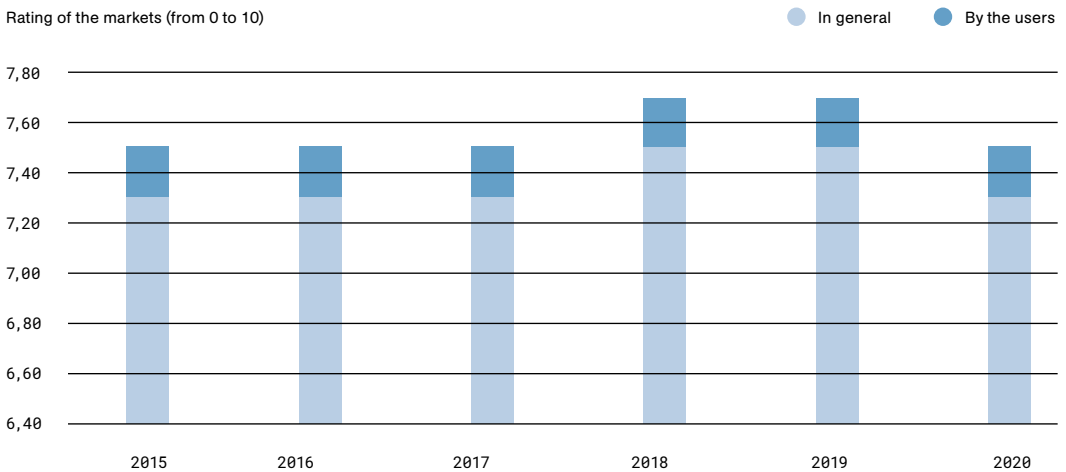


Since 2015, the commercial area of the main floor has gone from 115,340 m<sup>2</sup> to 124,737 m<sup>2</sup>

### Rating of the markets and factors of satisfaction

The markets are highly rated by the citizenship. Specifically, the number of citizens who have rated the municipal management of the markets with a 10 has doubled, going from 4.6% in 2015 to 8.4% in 2020. At the same time, 44.2% consider that the markets have improved in the last year. This is a very positive figure compared to the assessment of the improvement of other municipal services during the period, which is explained by the essential service role of the markets.

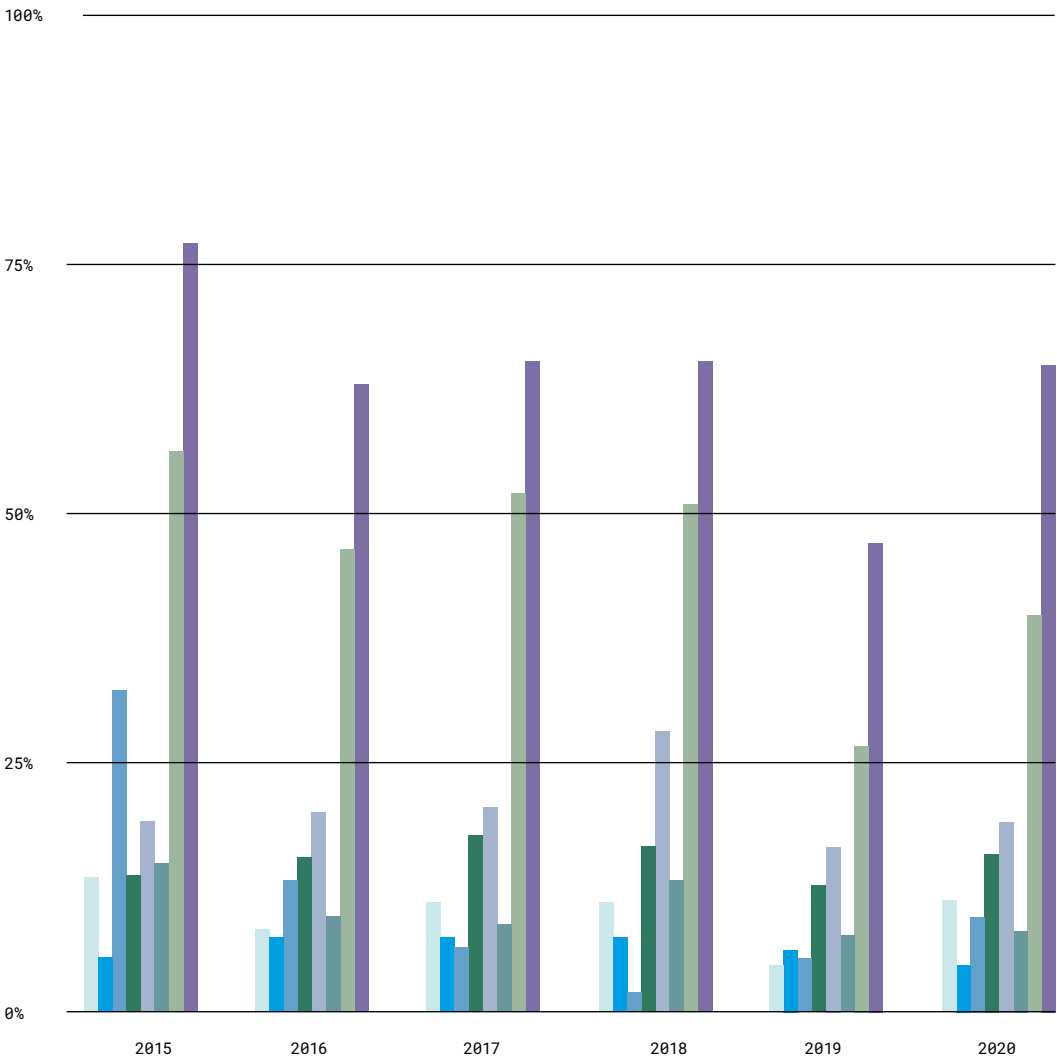
Rating of the markets (from 0 to 10)



- Services
  - Proximity
  - Other
  - Remodelled and clean
- Access to fresh products
  - Prices
  - Attention and treatment
  - Variety/product quality

Market users especially value the variety and quality of the product (more than 69%), a positive appreciation which increased compared with the previous year. The second most valued aspect is attention and the friendly and personalised treatment, which 42.6% highlight.

### Rating of the markets

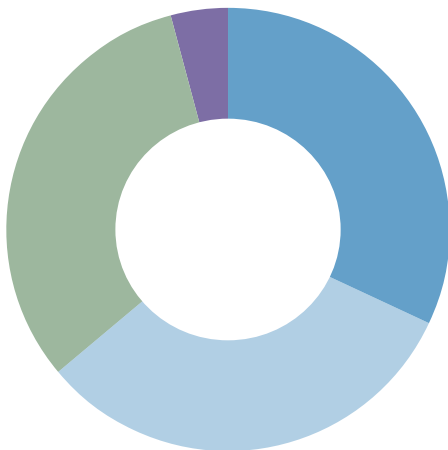


These figures are better understood when compared with data on the purchasing habits of users, which clearly indicate that they prefer markets when buying fresh food compared with other food products, according to data of commerce in the 2020 Municipal Ómnibus survey.

In this sense, it should be mentioned that the markets maintain a market share of 32% in fresh food. While the percentage of the supermarket was reduced in 2020 (38% in 2019) in favour of the neighbourhood local shops (28% in 2019).

### Shopping habits of fresh food

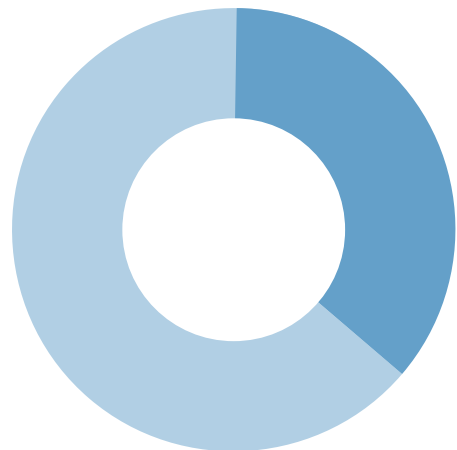
- 32% in the supermarket
- 32% in the municipal market
- 32% in the neighbourhood or specialist shop
- 4% in other establishments



The market share of fresh produce has increased considerably (like the neighbourhood shops), to the detriment of supermarkets, a fact that shows that markets remain a good option, in the face of the fresh food policies that have been promoted by the major supermarkets and hypermarkets and other specialist operators.

### Do you buy in the municipal market?

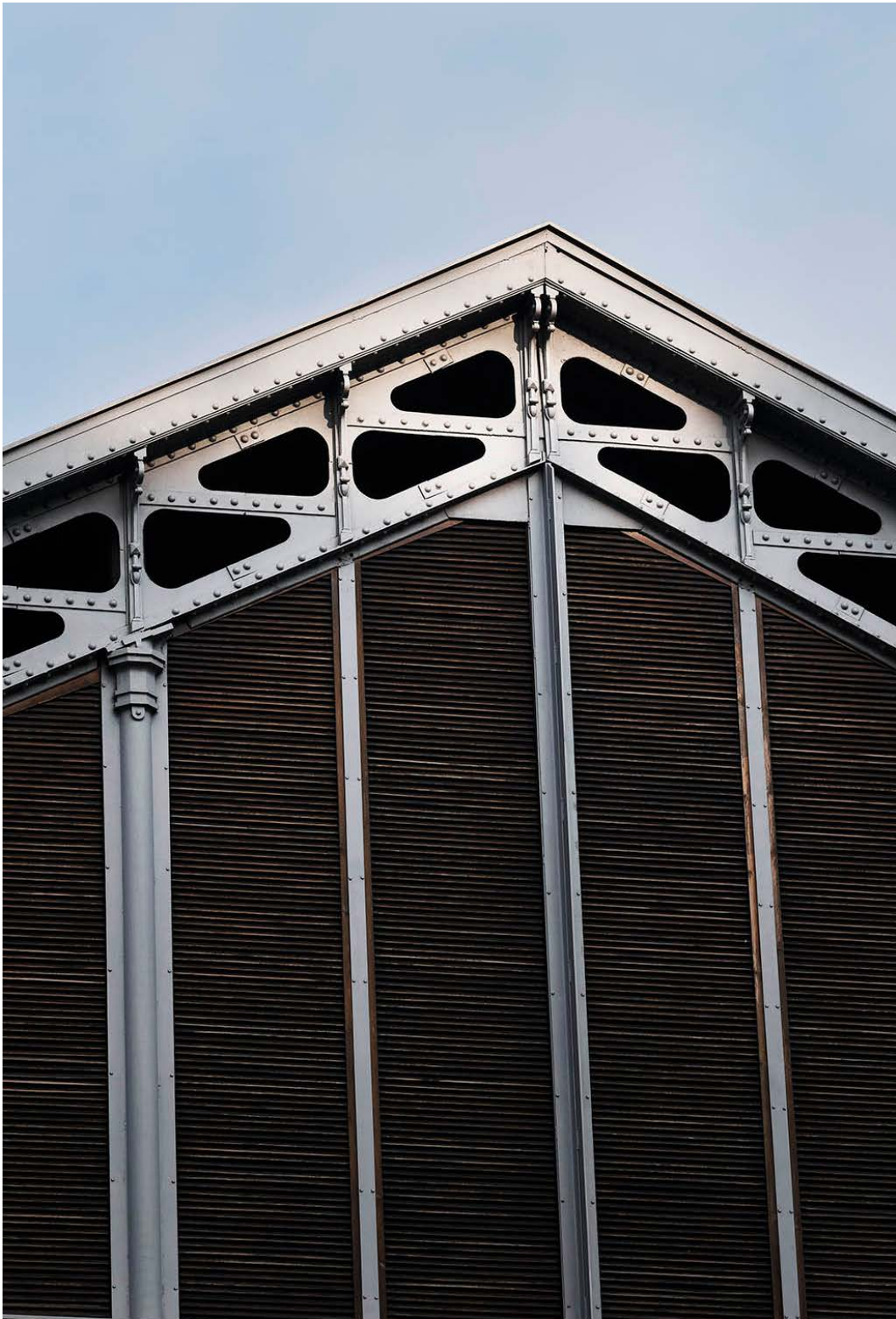
- YES
- NO



	YES	NO
2018	62.3%	37.7%
2019	62.7%	36.3%
2020	60.9%	39.1%

**The main values of the markets are the variety of the offer, especially of fresh products, the personalised attention, specialisation and quality.**





## 02. Relevant figures and evolution of the year

### Number of visits (year)

	2015	2016	2017	2018	2019	2020
<b>AnnualTotal</b>	65,348,666	66,815,394	66,818,993	68,075,001	67,495,218	47,720,968
<b>Variation</b>	3.9%	2.2%	0.01%	1.85%	-0.9%	-31.0%

The number of visits to the markets has been maintained, with slight increases in recent years, which demonstrates the high degree of loyalty and high rating by the citizens, especially with regard to the refurbishment and modernization of the markets. The decline in 2020 is explained by the exceptional situation of the pandemic which led to the lockdown of the population and the reduction of the number of trips of the users to go shopping, as well as by the closure or restriction of the capacity of the three non-food markets (Els Encants - Fira de Belcaire, Els Encants de Sant Antoni and the Dominical de Sant Antoni). Special mention should be made of the situation of La Boqueria, where up to 50% of establishments closed during the toughest months of the pandemic

### Number of visits (month)

	2015	2016	2017	2018	2019	2020
<b>January</b>	5,008,556	5,280,131	5,512,262	5,363,831	6,115,209	6,002,858
<b>February</b>	4,990,930	5,453,476	5,513,499	5,223,877	5,550,466	5,796,135
<b>March</b>	5,386,483	5,663,137	5,962,531	5,562,963	6,021,078	3,834,921
<b>April</b>	5,360,834	5,986,838	5,425,017	5,045,202	5,467,546	2,286,741
<b>May</b>	5,588,720	6,000,028	5,823,869	5,234,470	5,895,267	3,131,211
<b>June</b>	5,569,882	5,512,628	5,423,255	6,917,219	5,226,988	3,604,046
<b>July</b>	5,559,148	5,141,663	5,287,435	5,761,168	4,422,131	3,727,009
<b>August</b>	3,865,702	4,293,516	4,410,575	5,082,887	4,564,446	2,818,332
<b>September</b>	5,516,539	5,450,026	5,710,410	5,681,328	5,330,466	3,796,881
<b>October</b>	6,380,366	6,046,217	5,626,398	5,947,397	5,933,863	4,226,691
<b>November</b>	5,802,451	5,857,602	5,952,981	5,851,855	5,920,384	4,217,090
<b>December</b>	6,319,055	6,130,132	6,170,761	6,402,804	6,007,375	4,279,053

As a result of the pandemic, in 2020 a significant decrease was recorded in the number of visits, as reflected in the fact that in January and February the highest figures were reached, while in March, one of the months in which historically there had been more visits to the markets, the impact of the health crisis was especially important from the start of the state of emergency.

Furthermore, the impact of the pandemic was more noticeable in the markets in tourist neighbourhoods, such as La Boqueria, Barceloneta and Santa Caterina.

# Markets open

## Food establishments

From the week of 16th March onwards, after the increase in sales recorded during the week prior to the announcement of the lockdown, 85% of the food establishments remained in service, with more than 3,500 workers, (93%, if the major impact on the Mercat de la Boqueria is not taken into account), which supply food to an average of 38,000 people every day.

## Non-food establishments

In compliance with activity restrictions during the period of lockdown, 713 businesses were unable to carry out their activity: els Encants–Fira de Bellcaire, els Encants de Sant Antoni, the Dominical- Sunday Market of Sant Antoni and Les Flors (Flowers) of the Rambla, and the rest of non-food, bars and restaurants concessions in the network of markets.



# Online sales / Home delivery services

**Online sales and home deliveries were especially relevant services during the months of lockdown. New systems were promoted for contacting and distributing in some of the markets that didn't have them**

## Online sales

Orders were multiplied by ten during the first weeks of the state of emergency. Lack of time, ease and comfort of online shopping have changed the behavior consumer purchasing in recent years. The reality of e-commerce now includes food and also in markets where, despite the fact that the impact isn't as high as in other sectors, it is a new trend which is becoming more and more popular.

By 2019, 13 markets already offered their products through the platforms of Manzaning, Ulabox and their own. In 2020 orders were multiplied by 10 during the first weeks of the state of emergency. The IMMB has been monitoring the operation and the issue of the sales platforms becoming overwhelmed:

- Redefining the platform and logistics of Ulabox and the expansion from 2 to 3 markets.
- Extension of the Manzaning service from 11 to 30 markets and from 150 to 290 establishments.

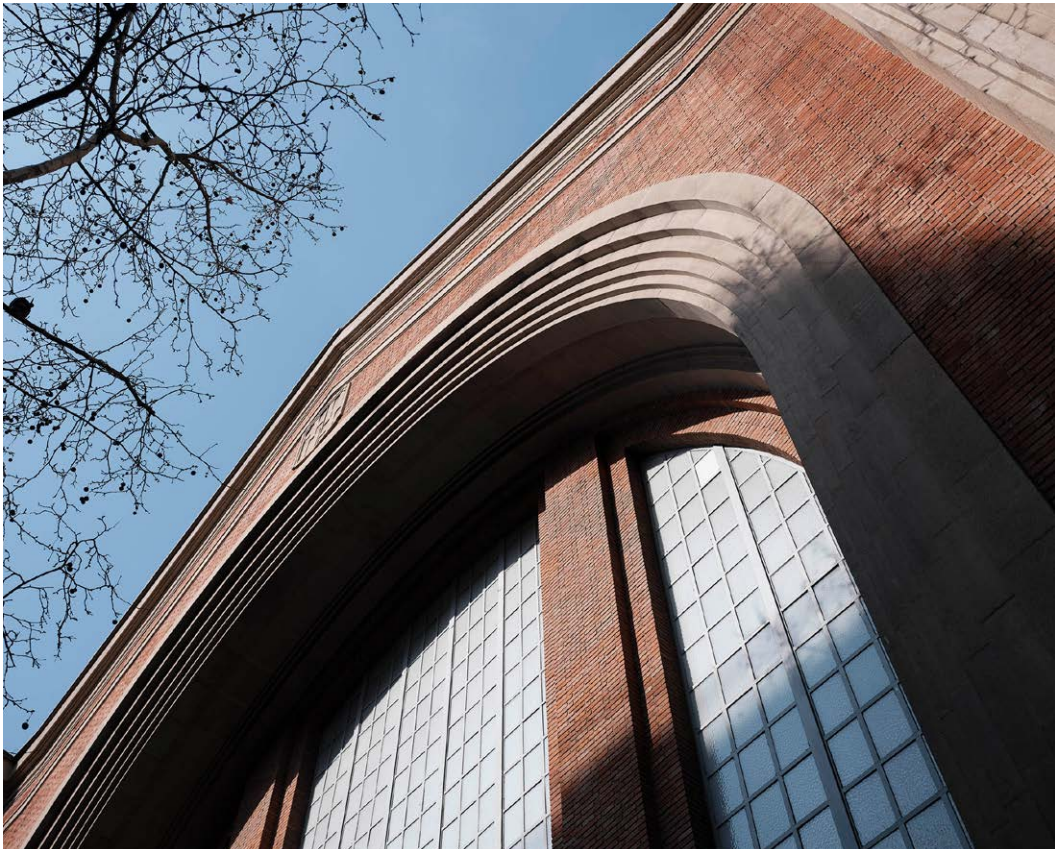
## Figures for the home delivery service

Regarding centralised orders through the home delivery service; the delivery is contracted by the traders' associations through entities dedicated to the integration and personal promotion of people with special needs or at risk of social exclusion, so that development of this service has a clear social interest. Specifically, the cooperative group Taller Escola Barcelona (TEB), the Les Corts Association for Labour Insertion (ALCIL) of the CHM Group and the Foundation Pare Manel, all collaborate with these services.

- Between March and June 2020, 24,481 home delivery services were carried out.

*Within the framework of the Digitalisation Plan of the Markets, the IMMB is launching a common marketplace to the entire network of municipal markets.*

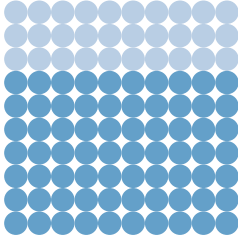
**By way of conclusion, the following figures summarise the rating by the citizens who take advantage of this service offered by the 43 municipal markets of Barcelona:**



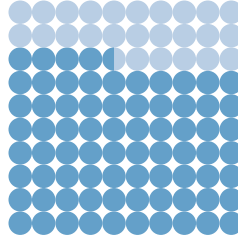
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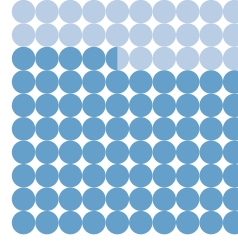
60.9% of the population purchase in the markets.



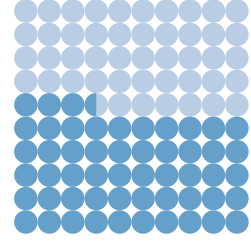
96.6% value the quality of the product as an important criteria when doing the shopping.



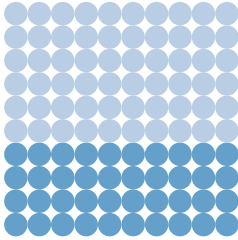
74.4% of the population value the proximity of the product.



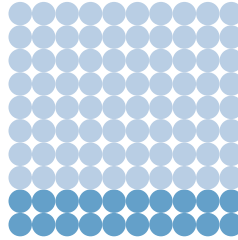
53.6% value the ecological products.



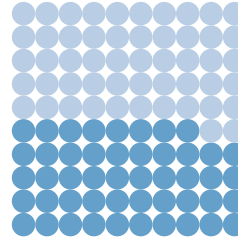
40.1% mention distance as a reason for not doing their shopping there.



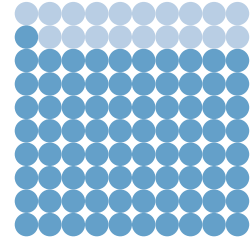
19.9% mention price as a reason for not doing their shopping there.



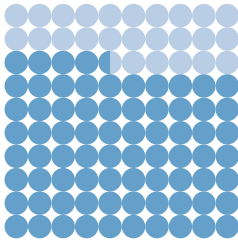
> 48% of the customers are between 35 and 64 years old.



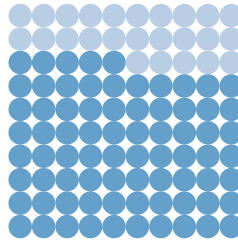
81.2% of the customers are quite or very satisfied.



32% of the market share of fresh products in the city.



7.5 is the average rating of the users.



### Population data:

— Institut d'Estadística de Catalunya  
<https://www.idescat.cat/emex/?id=080193>

### Valuation data and degree of satisfaction with the service of the Markets of Barcelona (Department of Opinion Studies, Municipal Data Office):

— Survey of Municipal Services 2020  
<https://dades.ajuntament.barcelona.cat/enquesta-serveis-municipals/>

### Data on shopping habits in general and purchasing in the municipal markets:

— Omnibus municipal Survey, June 2020 (1st wave)  
— Omnibus municipal Survey, October 2020 (3rd wave)  
— Omnibus municipal Survey, December 2020 (4th wave)  
<https://bcnroc.ajuntament.barcelona.cat/jspui/handle/11703/99648>