

## **Consumer Lifestyles in Spain**

Market Direction | 2022-07-26 | 79 pages | Euromonitor

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### **Report description:**

Consumer Lifestyles offers valuable insights into key consumer attitudes and current thinking, and their impact on purchasing and consumption habits; quantifying behaviours, preferences and motivations and aligning them with broader trends in Spain.

Euromonitor's Consumer Lifestyles in Spain report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Consumer Overview market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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## Consumer landscape in Spain 2022

### Life priorities

Prioritising time with partners and children higher than global average

Over 40% of Gen Z rate spending time with friends most important

Curated experiences are highly sought after by Spanish consumers

Curated experiences appeal most to younger generations

Consumers like to try new and innovative products and services

All generations want to try new products but will research them thoroughly first

### Home life

High percentage of respondents regularly connect virtually while at home

Millennials and Gen X most committed to exercising at home, next to video gaming

Energy efficiency high up on list of desirable home features

### Eating habits

High levels of home cooking in Spain reduce reliance on ready meals

Health and nutritional benefits most important for Spanish consumers

Flexitarian eating habits spread across all generations

Evening/post-dinner snacks more popular at the weekend

Nearly half of Gen Z eat snacks while watching TV/streaming

### Working life

Job security is an important consideration in Spain

Work-life balance less of a concern for Gen Z in a difficult jobs market

Job security more important for older generations

Having flexible hours at work far exceeds other future expectations

Millennials and Gen Z expect to have more flexible working hours in future

### Leisure habits

Spaniards regularly socialise with friends in person and online

Shopping is a major leisure trend in Spain

Millennials are the most active cinema-goers

Younger generations more frequent international travellers

Holiday-makers look for city breaks above nature and outdoor activities

Baby Boomers most interested in city breaks

### Health and Wellness

Health supplements/vitamins most frequently consumed by women

A quarter of Spaniards walk almost every day for exercise

Nearly half of Millennials run/jog for exercise every week

Mediation and herbal remedy use higher than global average

60% of Baby Boomers use herbal remedies

### Sustainable living

Climate change concerns lead to actions to have a more positive impact on the environment

All generations focusing on having a more positive impact on the planet

Spanish consumers more actively practising more green behaviours than global average

Baby Boomers focus sustainable packing, repairing items and using energy efficient products

Consumers more likely to buy from brands that support their values

Gen Z prefer to buy from brands that share their social and political beliefs

### Shopping habits

Consumer focus on buying fewer, but higher quality products

Baby Boomers more interested in purchasing locally-sourced products

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Shoppers not as influenced by their social media network and rely on friends and family  
All generations mostly influenced by their friends and family  
Subscriptions seen as a good way to save money  
Baby Boomers subscribe to save money  
In-store shoppers most motivated by seeing and trying before buying  
Baby Boomers more motivated to see and try than other generations  
Shoppers are motivated by the immediacy of online shopping  
Older generations more likely to shop online for the satisfaction of immediate purchase  
Spending habits  
Gen Z focus on increasing spending on their education and on experiences  
Younger cohorts have stronger intentions of saving money over the next 12 months  
Technology  
Spaniards' preference for communicating online is lower than global average  
Millennials are most actively engaged with managing data sharing and privacy settings  
Smartphone ownership exceeds global average  
Spanish consumers show higher than average uptake of smartwatches and earphones  
Health-related and medical sites not adopted at levels seen globally  
Millennials most avid social networkers

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