

Consumer values and behaviour in Spain

Market Direction | 2022-07-26 | 59 pages | Euromonitor

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Report description:

This report visually explores everyday habits and behaviours that reflect consumers' beliefs and values, linking behavioural trends with purchase and consumption habits in Spain.

Euromonitor's Consumer values and behaviour 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 Values 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Scope

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Consumer values and behaviour in Spain

Spanish consumers do not have as much confidence in their long-term investments

Middle generations have greater interest in trying new products and services

Younger generations are more willing to spend money to save time

Only 40% of Spanish consumers feel they will be better off financially in the future

Expectation that more activities will shift to in-person is lower than global average

Gen Z more optimistic about their future than other generations

Positive outlook on more community engagement, but lower than global average

Spanish consumers are concerned about the future impact of climate change

Gen Z expect to be more engaged with their community than other generations

Gen Z and Millennials work at home more frequently

Energy efficient homes highly sought-after in Spain

A place to step outside most valued by Spanish households

Many Spanish households enjoy home cooking

Fewer barriers to home cooking than global average

Finding time to cook an issue for all generations except Baby Boomers

All generations highly focused on healthy ingredients in the food and drinks they consume

Gen X most attracted to a job which offers a good work-life balance

Job security a priority in an uncertain economic environment

Gen Z feel under most constant pressure to get things done

All generations regularly socialise with friends online

Shopping is a major leisure activity in Spain

Millennials more likely to make regular trips to the cinema

High percentage of Spaniards enjoy walking/hiking for exercise

Millennials ahead of other generations in regular running, cycling and yoga

Meditation most popular stress reduction activity for Gen Z

Over 70% of respondents in Spain are worried about climate change

Spanish consumers are more active in green behaviours than the global average

Baby Boomers more focused on sustainable packaging, repairs and energy efficiency

Consumers more likely to buy from brands that support their values

Cost-conscious shoppers focus on finding bargains and buying less, but better quality

Baby Boomers more interested in shopping in locally-owned stores

Consumers avoid unnecessary purchases and buy used or private label/low-cost products

Gen Z most willing to participate in the circular economy

Purchases using a smartphone low in comparison to other channels

Boomers much less likely to purchase products on their smartphone

Spanish consumers less willing to cut back on spending on travel on holidays

Younger generations more likely to increase their spending ahead of older cohorts

Over a third of consumers expect to decrease their overall spending

Spanish consumers less comfortable with communicating online than global counterparts

Over 40% of Gen Z will share their data to receive offers or deals

Consumers actively engage with companies on social media

Millennials most likely to share a purchase they made with their social network

High frequency of use of mobile banking services among Spanish consumers

Millennials more like to regularly compare prices in store than other generations

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