

## **Megatrends in Spain**

Market Direction | 2022-07-26 | 58 pages | Euromonitor

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### **Report description:**

This Megatrends report highlights long-term trends resulting from shifts in consumer values and behaviour. It provides a summary of each of Euromonitor International's eight focus megatrends and insights as to how each trend has manifested in Spain.

Euromonitor's Megatrends 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 Megatrends 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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The drivers shaping consumer behaviour

Megatrends framework

Businesses harness megatrends to renovate, innovate and disrupt

Digital living

Spanish Millennials are the most tech-savvy cohort

Spaniards are actively engaged with managing data sharing and privacy settings

All generations show distrust in targeted advertising, with Baby Boomers leading

Spaniards are less influenced by companies' online presence than the global average

Spanish consumers expect more everyday activities to shift to online platforms

Experience more

Sports and e-sports converge as Spain's Real Madrid expands to livestreaming

Real world experiences are valued much more among all Spanish generations

Socialising is the most important leisure activity for Spaniards

Holiday-makers look for short trips to foreign cities and new cultural experiences

Younger generations yearn for in-person connection

Middle class reset

Spanish consumers are cautious about their spending and are looking for bargains

Donating or sharing items is less common among Spanish consumers

Spaniards are less likely to buy used items or visit discount stores than the global average

Premiumisation

Ferrero enters premium chocolate bar market in Spain

Curated experiences are more important to younger generations

Millennials particularly like to extensively research the products they consume

Spanish consumers are willing to pay more for high-quality and healthy products

Shifting market frontiers

Spanish Natac Group expands to Singapore to provide for its Asia Pacific customers

Spaniards like to experience other cultures, but do not intend to work abroad

Older generations are more attached to locally-owned stores and products

Shopping reinvented

Zara and Stradivarius to present their latest store concepts in Madrid's Plaza de Espana

Smartphones as purchasing channel are less popular among Spanish consumers

Following/liking is the strongest form of digital engagement with companies

Younger generations are more committed to digital company engagement

Sustainable living

Sustainability going a step further with Compo's Organic & Recycled product range

Spaniards are more concerned about the climate change compared to the global average

Spanish consumers are conscious about plastics dangers and trying to reduce its use

Consumers are more interested in brands that support their values

Biodegradable packaging is gaining traction

Wellness

Spanish brand Zara offers its first male sportswear collection

Spanish consumers exercise and eat healthy food to maintain wellness

Meditation is the most popular activity to support mental wellbeing

Millennials tend to use mobile apps to track their health more than other cohorts

Consumers remain highly cautious about health and safety when outdoors

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