

Megatrends in Spain

Market Direction | 2023-10-05 | 76 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 10 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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Scope

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The drivers shaping consumer behaviour
Megatrends framework
Businesses harness megatrends to renovate, innovate and disrupt
Convenience
Just Eat diversifies into grocery delivery
Tech is being used to simplify everyday tasks
Consumers seek more flexibility in all areas of life
Shoppers want to be able to see before they buy
Convenience drives e-commerce demand
Millennials are most likely to see cooking as a chore
Digital living
Vermut offers socially isolated retirees a new lease of life
Video gaming is a favourite pastime among young Spaniards
Consumers are protective of their personal data
Millennials are most likely to stay anonymous online
Friends and family remain the most trusted information source
Consumers expect more web-based activity post-pandemic
Diversity and inclusion
Inditex pledges to significantly increase number of employees with disabilities
Baby Boomers show strong support for charitable causes
Millennials want to change the world for the better
Most Spaniards feel comfortable expressing their identity
Brand trust is most important to Baby Boomers
Experience more
Mango's new concept provides a fun, digital experience for teenage shoppers
Consumers enjoy socialising both on- and offline
Spaniards have a particular fondness for city breaks
Consumers still prefer real world over online experiences
Personalisation
New personal nutrition app uses gut microbiota to make diet recommendations
The younger generations are the most enthusiastic about virtual activities
Most Spaniards enjoy tailored experiences
Premiumisation
Nanta launches new line of premium dog food based on marine protein
Generation X are most likely to be looking for ways to simplify their lives
Generation Z are the least concerned about the future
Health, quality and comfort are prized attributes
Pursuit of value
Carrefour introduces 30 items for EUR30 money-saving offer in Spain
Baby Boomers are the most frugal cohort
Shoppers are worried about the rising cost of living
Spaniards are embracing the circular economy
Shoppers seek ways to make their money go further
Shopper reinvented
InPost expands reach through partnership with Repsol service stations
Brand trust is important to younger generations
In-store shopping is still the preferred channel for most categories

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S-commerce gains traction as part of the omnichannel shopping experience
Millennials interact most with brands online
Sustainable living
SingularGreen launches sustainable shade cloth
Spaniards are highly concerned about global warming
Mindful consumption is on the rise
Reducing plastic use tops the list of green activities
Spaniards are keen to make their voices heard
Recyclable packaging is considered the most sustainable
Wellness
Yoigo adds dentistry to its telemedicine service, enhancing healthcare accessibility
Meditation and massage are the main antidotes to stress
Spaniards take a keen interest in healthy eating
Consumers remain wary of health and safety in post-pandemic era
Leverage the power of megatrends to shape your strategy today

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