

Megatrends in Spain

Market Direction | 2024-10-01 | 78 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

Businesses harness megatrends to renovate, innovate and disrupt

The drivers shaping consumer behaviour

Megatrends framework

Emerging technologies and busy lifestyles to shape consumer preferences in Spain

Convenience

Spanish home services marketplace Webel is set for further expansion

Spaniards seek ways to make life easier

Employees strive for a better work-life balance

Baby Boomers have a strong preference for seeing products in-store

Consumers like the flexibility and choice of online shopping

Spaniards are looking for ways to cut down on cooking time

Digital living

AI-powered virtual influencer Alba Renai moves into TV presenting

Food delivery takes off amid growth in third-party delivery services

Consumers pay greater attention to data privacy

Millennials are the most protective of their personal data

Spaniards have more faith in personal recommendations than in brand messages

Consumers expect a greater amount of online activity in future

Diversity and inclusion

J&B launches inclusion campaign to make hospitality accessible for people with disabilities

Spaniards are less engaged in sharing their opinions on social media

Political and social activism is highest among Millennials

Spaniards embrace diversity and inclusivity

Consumers pay more attention to brand values

Experience more

EA ventures beyond gaming with launch of social app for sports fans

Spain's experience economy continues to thrive

Holidaymakers want safe and relaxing destinations

Millennials seek personalised and engaging experiences

Personalisation

Spotify launches Spanish version of its personalised 'AI DJ' feature

Young consumers want to develop their online personas

Millennials are the most individualistic cohort

Premiumisation

Spain sees the launch of its first premium fresh mushroom brand

Consumers, especially from older generations, value quality over quantity

Millennials feel the most financially secure

Consumers want foods that are both healthy and tasty

Pursuit of value

Mercadona cuts prices of 1,000 products in a bid to attract price-sensitive consumers

Baby Boomers are the thriftiest shoppers

Consumers continue to worry about inflation

Consumers embrace the circular economy

Spaniards will keep looking for ways to stretch their budgets

Shopper reinvented

Ham retailer Enrique Tomas launches vending machines at Barcelona airport

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Most consumers are looking for tailored experiences
In-store shopping is still preferable for physical items
S-commerce is emerging as a viable shopping channel
Young consumers are engaging with brands via social media
Sustainable living
Urbaser and Recycleye announce the launch of Spain's first AI waste-picking robot
Consumers are eager to adopt greener lifestyles
Mindful consumption is on the rise
Cutting down on plastics and food waste are top of the agenda for Spaniards
Consumers take a keen interest in politics
Biodegradability is considered the most important packaging feature
Wellness
Just Loading responds to increased interest in sports nutrition with innovative ingredients
Mindfulness techniques are considered important for mental wellness
Spaniards are keen to raise their fitness levels
Safety is an important consideration when outside the home
Leverage the power of megatrends to shape your strategy today

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