

## **Womenswear in Spain**

Market Direction | 2024-11-22 | 29 pages | Euromonitor

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### **Report description:**

Like other categories in footwear and apparel, sales of womenswear in Spain were impacted by high interest rates and inflation in 2024. Consequently, an increasing number of local consumers sought to acquire the latest trends at the most affordable prices. Downgrading emerged as the key driver of sales in 2024, significantly influencing both retail volume and current value growth in the category. Many Spanish women turned to less expensive mass ranges from players such as Primark or Shein in ord...

Euromonitor International's Womenswear in Spain report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Women's Nightwear, Women's Outerwear, Women's Swimwear, Women's Underwear.

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

Why buy this report?

- \* Get a detailed picture of the Womenswear 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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##### 2024 DEVELOPMENTS

Weaker performance for womenswear in Spain in 2024, as women cut back on discretionary spending  
Fast-fashion brands remain popular with younger consumers in particular, despite concerns about sustainability  
Zara retains top category position amid fierce competition in 2024

##### PROSPECTS AND OPPORTUNITIES

Sluggish performance predicted for womenswear in the years ahead  
New ways to promote sustainability are likely to emerge as players seek to differentiate and vie for share  
Shift in focus could present opportunities for players in womenswear

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