

Consumer Appliances in Spain

Market Direction | 2024-12-13 | 135 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €2675.00
- Multiple User License (1 Site) €5350.00
- Multiple User License (Global) €8025.00

Report description:

The decline in the construction and real estate market has significantly impacted the demand for major appliances in Spain. According to the Instituto Nacional de Estadística (INE), real estate transactions dropped significantly in the first quarter of 2024, with mortgages experiencing an even greater decline. This trend similarly affected residential development, with it particularly impacting volume sales of built-in major appliances. However, the growth of premium and high-end residential pro...

Euromonitor International's Consumer Appliances 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, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, format trends or distribution issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Major Appliances, Small Appliances.

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 Appliances 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.

Table of Contents:

Consumer Appliances in Spain

Euromonitor International

December 2024

List Of Contents And Tables

CONSUMER APPLIANCES IN SPAIN

EXECUTIVE SUMMARY

Consumer appliances in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer appliances?

MARKET INDICATORS

Table 1 Household Penetration of Selected Total Stock Consumer Appliances by Category 2019-2025

Table 2 Replacement Cycles of Consumer Appliances by Category 2019-2025

MARKET DATA

Table 3 Sales of Consumer Appliances by Category: Volume 2019-2024

Table 4 Sales of Consumer Appliances by Category: Value 2019-2024

Table 5 Sales of Consumer Appliances by Category: % Volume Growth 2019-2024

Table 6 Sales of Consumer Appliances by Category: % Value Growth 2019-2024

Table 7 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2019-2024

Table 8 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2019-2024

Table 9 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2019-2024

Table 10 □Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2019-2024

Table 11 □Sales of Small Appliances by Category: Volume 2019-2024

Table 12 □Sales of Small Appliances by Category: Value 2019-2024

Table 13 □Sales of Small Appliances by Category: % Volume Growth 2019-2024

Table 14 □Sales of Small Appliances by Category: % Value Growth 2019-2024

Table 15 □NBO Company Shares of Major Appliances: % Volume 2020-2024

Table 16 □LBN Brand Shares of Major Appliances: % Volume 2021-2024

Table 17 □NBO Company Shares of Small Appliances: % Volume 2020-2024

Table 18 □LBN Brand Shares of Small Appliances: % Volume 2021-2024

Table 19 □Distribution of Major Appliances by Format: % Volume 2019-2024

Table 20 □Distribution of Small Appliances by Format: % Volume 2019-2024

Table 21 □Forecast Sales of Consumer Appliances by Category: Volume 2024-2029

Table 22 □Forecast Sales of Consumer Appliances by Category: Value 2024-2029

Table 23 □Forecast Sales of Consumer Appliances by Category: % Volume Growth 2024-2029

Table 24 □Forecast Sales of Consumer Appliances by Category: % Value Growth 2024-2029

Table 25 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2024-2029

Table 26 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2024-2029

Table 27 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2024-2029

Table 28 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2024-2029

Table 29 □Forecast Sales of Small Appliances by Category: Volume 2024-2029

Table 30 □Forecast Sales of Small Appliances by Category: Value 2024-2029

Table 31 □Forecast Sales of Small Appliances by Category: % Volume Growth 2024-2029

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 32 □Forecast Sales of Small Appliances by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

REFRIGERATION APPLIANCES IN SPAIN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sales decline as the housing market stalls

Electric wine coolers/chillers experiences a resurgence in demand

Competitive landscape remains stable

PROSPECTS AND OPPORTUNITIES

Demand expected to bounce back

Innovation will be focused on capacity and energy efficiency

Offline retailers expected to remain dominant

CATEGORY DATA

Table 33 Sales of Refrigeration Appliances by Category: Volume 2019-2024

Table 34 Sales of Refrigeration Appliances by Category: Value 2019-2024

Table 35 Sales of Refrigeration Appliances by Category: % Volume Growth 2019-2024

Table 36 Sales of Refrigeration Appliances by Category: % Value Growth 2019-2024

Table 37 Sales of Freezers by Format: % Volume 2019-2024

Table 38 Sales of Freezers by Volume Capacity: % Volume 2019-2024

Table 39 Sales of Fridge Freezers by Format: % Volume 2019-2024

Table 40 Sales of Fridge Freezers by Volume Capacity: % Volume 2019-2024

Table 41 Sales of Fridge Freezers by Smart Appliances: % Volume 2020-2024

Table 42 □Sales of Fridges by Volume Capacity: % Volume 2019-2024

Table 43 □NBO Company Shares of Refrigeration Appliances: % Volume 2020-2024

Table 44 □LBN Brand Shares of Refrigeration Appliances: % Volume 2021-2024

Table 45 □NBO Company Shares of Built-in Fridge Freezers: % Volume 2020-2024

Table 46 □NBO Company Shares of Freestanding Fridge Freezers: % Volume 2020-2024

Table 47 □NBO Company Shares of Built-in Fridges: % Volume 2020-2024

Table 48 □NBO Company Shares of Freestanding Fridges: % Volume 2020-2024

Table 49 □Distribution of Refrigeration Appliances by Format: % Volume 2019-2024

Table 50 □Production of Refrigeration Appliances: Total Volume 2019-2024

Table 51 □Forecast Sales of Refrigeration Appliances by Category: Volume 2024-2029

Table 52 □Forecast Sales of Refrigeration Appliances by Category: Value 2024-2029

Table 53 □Forecast Sales of Refrigeration Appliances by Category: % Volume Growth 2024-2029

Table 54 □Forecast Sales of Refrigeration Appliances by Category: % Value Growth 2024-2029

HOME LAUNDRY APPLIANCES IN SPAIN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Slow down in the real estate market negatively impacts demand for home laundry appliances

Competitive landscape remains stable

Innovation remains a key sales driver in 2024

PROSPECTS AND OPPORTUNITIES

Demand is expected to bounce back as the Spanish housing market shows the first signs of recovery

New players likely to enter the market and provide competition to the established leaders

Energy efficiency and durability expected to drive innovation in the category over the forecast period

CATEGORY DATA

Table 55 Sales of Home Laundry Appliances by Category: Volume 2019-2024
Table 56 Sales of Home Laundry Appliances by Category: Value 2019-2024
Table 57 Sales of Home Laundry Appliances by Category: % Volume Growth 2019-2024
Table 58 Sales of Home Laundry Appliances by Category: % Value Growth 2019-2024
Table 59 Sales of Automatic Washer Dryers by Smart Appliances: % Volume 2019-2024
Table 60 Sales of Automatic Washing Machines by Format: % Volume 2019-2024
Table 61 Sales of Automatic Washing Machines by Volume Capacity: % Volume 2019-2024
Table 62 Sales of Automatic Washing Machines by Smart Appliances: % Volume 2020-2024
Table 63 NBO Company Shares of Home Laundry Appliances: % Volume 2020-2024
Table 64 LBN Brand Shares of Home Laundry Appliances: % Volume 2021-2024
Table 65 Distribution of Home Laundry Appliances by Format: % Volume 2019-2024
Table 66 Production of Home Laundry Appliances: Total Volume 2019-2024
Table 67 Forecast Sales of Home Laundry Appliances by Category: Volume 2024-2029
Table 68 Forecast Sales of Home Laundry Appliances by Category: Value 2024-2029
Table 69 Forecast Sales of Home Laundry Appliances by Category: % Volume Growth 2024-2029
Table 70 Forecast Sales of Home Laundry Appliances by Category: % Value Growth 2024-2029

DISHWASHERS IN SPAIN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sales of dishwashers continue to decline in 2024 but the category continues to show potential

New launches and innovations generating interest in the category

Competition heating up but rankings remain stable

PROSPECTS AND OPPORTUNITIES

Dishwashers set to return to growth from 2025

Energy efficiency and water saving modes will be a focus of innovation and demand

Distribution likely to be shaped by a growing focus on omnichannel strategies

CATEGORY DATA

Table 71 Sales of Dishwashers by Category: Volume 2019-2024
Table 72 Sales of Dishwashers by Category: Value 2019-2024
Table 73 Sales of Dishwashers by Category: % Volume Growth 2019-2024
Table 74 Sales of Dishwashers by Category: % Value Growth 2019-2024
Table 75 Sales of Dishwashers by Format: % Volume 2019-2024
Table 76 Sales of Dishwashers by Smart Appliances: % Volume 2020-2024
Table 77 NBO Company Shares of Dishwashers: % Volume 2020-2024
Table 78 LBN Brand Shares of Dishwashers: % Volume 2021-2024
Table 79 Distribution of Dishwashers by Format: % Volume 2019-2024
Table 80 Production of Dishwashers: Total Volume 2019-2024
Table 81 Forecast Sales of Dishwashers by Category: Volume 2024-2029
Table 82 Forecast Sales of Dishwashers by Category: Value 2024-2029
Table 83 Forecast Sales of Dishwashers by Category: % Volume Growth 2024-2029
Table 84 Forecast Sales of Dishwashers by Category: % Value Growth 2024-2029

LARGE COOKING APPLIANCES IN SPAIN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Built-in large cooking appliances remain the preferred option

Investment in innovation being funnelled into built-in large cooking appliances

Consolidation in the competitive landscape

PROSPECTS AND OPPORTUNITIES

Brighter outlook for large cooking appliances with an expected improvement in the housing market on the horizon

Ovens will continue incorporating more cooking features

Physical stores likely to remain dominant despite the growth of e-commerce

CATEGORY DATA

Table 85 Sales of Large Cooking Appliances by Category: Volume 2019-2024

Table 86 Sales of Large Cooking Appliances by Category: Value 2019-2024

Table 87 Sales of Large Cooking Appliances by Category: % Volume Growth 2019-2024

Table 88 Sales of Large Cooking Appliances by Category: % Value Growth 2019-2024

Table 89 Sales of Built-in Hobs by Format: % Volume 2019-2024

Table 90 Sales of Ovens by Smart Appliances: % Volume 2020-2024

Table 91 NBO Company Shares of Large Cooking Appliances: % Volume 2020-2024

Table 92 LBN Brand Shares of Large Cooking Appliances: % Volume 2021-2024

Table 93 NBO Company Shares of Built-in Hobs: % Volume 2020-2024

Table 94 NBO Company Shares of Ovens: % Volume 2020-2024

Table 95 NBO Company Shares of Cooker Hoods: % Volume 2020-2024

Table 96 NBO Company Shares of Built-in Cooker Hoods: % Volume 2020-2024

Table 97 NBO Company Shares of Freestanding Cooker Hoods: % Volume 2020-2024

Table 98 NBO Company Shares of Cookers: % Volume 2020-2024

Table 99 NBO Company Shares of Range Cookers: % Volume 2020-2024

Table 100 Distribution of Large Cooking Appliances by Format: % Volume 2019-2024

Table 101 Production of Large Cooking Appliances: Total Volume 2019-2024

Table 102 Forecast Sales of Large Cooking Appliances by Category: Volume 2024-2029

Table 103 Forecast Sales of Large Cooking Appliances by Category: Value 2024-2029

Table 104 Forecast Sales of Large Cooking Appliances by Category: % Volume Growth 2024-2029

Table 105 Forecast Sales of Large Cooking Appliances by Category: % Value Growth 2024-2029

MICROWAVES IN SPAIN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Microwaves bounce back thanks to their affordability and convenience

Combination microwaves continue to dominate the category as consumers demand multifunctional appliances

Competition remains fierce as new and existing players continue to invest in innovation and new product development

PROSPECTS AND OPPORTUNITIES

Change in consumer habits might affect volumes

Built-in microwaves expected to outperform freestanding models

E-commerce is expected to see stronger growth over the forecast period backed by the success of Amazon and other e-commerce marketplaces

CATEGORY DATA

Table 106 Sales of Microwaves by Category: Volume 2019-2024

Table 107 Sales of Microwaves by Category: Value 2019-2024

Table 108 Sales of Microwaves by Category: % Volume Growth 2019-2024

Table 109 Sales of Microwaves by Category: % Value Growth 2019-2024

Table 110 Sales of Microwaves by Smart Appliances: % Volume 2020-2024

Table 111 NBO Company Shares of Microwaves: % Volume 2020-2024

Table 112 LBN Brand Shares of Microwaves: % Volume 2021-2024

Table 113 Distribution of Microwaves by Format: % Volume 2019-2024

Table 114 Production of Microwaves: Total Volume 2019-2024

Table 115 □Forecast Sales of Microwaves by Category: Volume 2024-2029

Table 116 □Forecast Sales of Microwaves by Category: Value 2024-2029

Table 117 □Forecast Sales of Microwaves by Category: % Volume Growth 2024-2029

Table 118 □Forecast Sales of Microwaves by Category: % Value Growth 2024-2029

FOOD PREPARATION APPLIANCES IN SPAIN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Another tough year for food preparation appliances as consumers remain budget conscious

Blenders the focus of innovation but food processors still seen to have potential

New players provide competition to the established category leaders

PROSPECTS AND OPPORTUNITIES

Cordless products in vogue while effective marketing strategies could help players reach a wider audience

Food preparation appliances to become more specialised

E-commerce set for a return to growth backed by key players such as Amazon

CATEGORY DATA

Table 119 Sales of Food Preparation Appliances by Category: Volume 2019-2024

Table 120 Sales of Food Preparation Appliances by Category: Value 2019-2024

Table 121 Sales of Food Preparation Appliances by Category: % Volume Growth 2019-2024

Table 122 Sales of Food Preparation Appliances by Category: % Value Growth 2019-2024

Table 123 NBO Company Shares of Food Preparation Appliances: % Volume 2020-2024

Table 124 LBN Brand Shares of Food Preparation Appliances: % Volume 2021-2024

Table 125 Distribution of Food Preparation Appliances by Format: % Volume 2019-2024

Table 126 Forecast Sales of Food Preparation Appliances by Category: Volume 2024-2029

Table 127 Forecast Sales of Food Preparation Appliances by Category: Value 2024-2029

Table 128 □Forecast Sales of Food Preparation Appliances by Category: % Volume Growth 2024-2029

Table 129 □Forecast Sales of Food Preparation Appliances by Category: % Value Growth 2024-2029

SMALL COOKING APPLIANCES IN SPAIN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Demand for air fryers stabilises but the category remains full of potential

Coffee machines get more premium as demand surges

Competitive landscape remains stable but new players bring renewed energy and fresh ideas to the market

PROSPECTS AND OPPORTUNITIES

Demand for coffee machines will remain strong

Online sales are expected to continue growing but offline retailers will remain dominant

Healthy living and environmental concerns likely to inspire innovation

CATEGORY DATA

Table 130 Sales of Small Cooking Appliances by Category: Volume 2019-2024

Table 131 Sales of Small Cooking Appliances by Category: Value 2019-2024

Table 132 Sales of Small Cooking Appliances by Category: % Volume Growth 2019-2024

Table 133 Sales of Small Cooking Appliances by Category: % Value Growth 2019-2024

Table 134 Sales of Freestanding Hobs by Format: % Volume 2019-2024

Table 135 NBO Company Shares of Small Cooking Appliances: % Volume 2020-2024

Table 136 LBN Brand Shares of Small Cooking Appliances: % Volume 2021-2024

Table 137 Distribution of Small Cooking Appliances by Format: % Volume 2019-2024

Table 138 Forecast Sales of Small Cooking Appliances by Category: Volume 2024-2029

Table 139 □Forecast Sales of Small Cooking Appliances by Category: Value 2024-2029

Table 140 □Forecast Sales of Small Cooking Appliances by Category: % Volume Growth 2024-2029

Table 141 □Forecast Sales of Small Cooking Appliances by Category: % Value Growth 2024-2029

VACUUM CLEANERS IN SPAIN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Decline in demand is offset by premiumisation in the category

Stick vacuum cleaners on the rise thanks to investment in new product development and innovation

Cecotec extends its lead as competition intensifies in vacuum cleaners

PROSPECTS AND OPPORTUNITIES

Distribution landscape expected to continue evolving bringing more options to the consumer

Stick vacuum cleaners set to outperform the other categories

Innovation set to play a central role in the future growth and development of vacuum cleaners

CATEGORY DATA

Table 142 Sales of Vacuum Cleaners by Category: Volume 2019-2024

Table 143 Sales of Vacuum Cleaners by Category: Value 2019-2024

Table 144 Sales of Vacuum Cleaners by Category: % Volume Growth 2019-2024

Table 145 Sales of Vacuum Cleaners by Category: % Value Growth 2019-2024

Table 146 Sales of Robotic Vacuum Cleaners by Smart Appliances: % Volume 2020-2024

Table 147 NBO Company Shares of Vacuum Cleaners: % Volume 2020-2024

Table 148 LBN Brand Shares of Vacuum Cleaners: % Volume 2021-2024

Table 149 Distribution of Vacuum Cleaners by Format: % Volume 2019-2024

Table 150 Forecast Sales of Vacuum Cleaners by Category: Volume 2024-2029

Table 151 □Forecast Sales of Vacuum Cleaners by Category: Value 2024-2029

Table 152 □Forecast Sales of Vacuum Cleaners by Category: % Volume Growth 2024-2029

Table 153 □Forecast Sales of Vacuum Cleaners by Category: % Value Growth 2024-2029

PERSONAL CARE APPLIANCES IN SPAIN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Mixed performances seen across personal care appliances

The desire for professional hair care results at home is driving premiumisation

High-end brands continue gaining traction

PROSPECTS AND OPPORTUNITIES

Hair care appliances will likely remain the focus of innovation

Mixed outlook for personal care appliances

Premium brands are expected to continue gaining share

CATEGORY DATA

Table 154 Sales of Personal Care Appliances by Category: Volume 2019-2024

Table 155 Sales of Personal Care Appliances by Category: Value 2019-2024

Table 156 Sales of Personal Care Appliances by Category: % Volume Growth 2019-2024

Table 157 Sales of Personal Care Appliances by Category: % Value Growth 2019-2024

Table 158 Sales of Body Shavers by Format: % Volume 2019-2024

Table 159 Sales of Hair Care Appliances by Format: % Volume 2019-2024

Table 160 NBO Company Shares of Personal Care Appliances 2020-2024

Table 161 LBN Brand Shares of Personal Care Appliances 2021-2024

Table 162 Distribution of Personal Care Appliances by Format: % Volume 2019-2024

Table 163 □Forecast Sales of Personal Care Appliances by Category: Volume 2024-2029

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 164 □Forecast Sales of Personal Care Appliances by Category: Value 2024-2029

Table 165 □Forecast Sales of Personal Care Appliances by Category: % Volume Growth 2024-2029

Table 166 □Forecast Sales of Personal Care Appliances by Category: % Value Growth 2024-2029

AIR TREATMENT PRODUCTS IN SPAIN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Competition heats up as demand for air treatment products grows

Affordable price points drive demand for cooling fans

Demand for second-hand air treatment products is on the rise

PROSPECTS AND OPPORTUNITIES

Offline channels will continue to dominate sales but the internet still offers potential for sales and marketing

Rising temperatures expected to extend the seasonality for air treatment products

Energy efficiency will drive the future development of the category

CATEGORY DATA

Table 167 Sales of Air Treatment Products by Category: Volume 2019-2024

Table 168 Sales of Air Treatment Products by Category: Value 2019-2024

Table 169 Sales of Air Treatment Products by Category: % Volume Growth 2019-2024

Table 170 Sales of Air Treatment Products by Category: % Value Growth 2019-2024

Table 171 Sales of Air Conditioners by Smart Appliances: % Volume 2020-2024

Table 172 NBO Company Shares of Air Treatment Products: % Volume 2020-2024

Table 173 LBN Brand Shares of Air Treatment Products: % Volume 2021-2024

Table 174 Distribution of Air Treatment Products by Format: % Volume 2019-2024

Table 175 Production of Air Conditioners: Total Volume 2019-2024

Table 176 □Forecast Sales of Air Treatment Products by Category: Volume 2024-2029

Table 177 □Forecast Sales of Air Treatment Products by Category: Value 2024-2029

Table 178 □Forecast Sales of Air Treatment Products by Category: % Volume Growth 2024-2029

Table 179 □Forecast Sales of Air Treatment Products by Category: % Value Growth 2024-2029

Consumer Appliances in Spain

Market Direction | 2024-12-13 | 135 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€2675.00
	Multiple User License (1 Site)	€5350.00
	Multiple User License (Global)	€8025.00
	VAT	
	Total	

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-12
	Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com