

Spain: Consumer Profile

Market Direction | 2024-10-29 | 45 pages | Euromonitor

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Report description:

By 2040, Spain's consumer landscape will see couples without children households being the norm, as birth rates decline and the ageing population increases. Consumers seek bargains, with private label offerings growing in appeal. Unemployment remains a major concern, especially among younger generations, while accumulated wealth means those 65+ enjoy far greater expenditure potential. Despite critique of over tourism, Palm de Mallorca continues to see the highest per capita expenditure.

Euromonitor's Spain: Consumer Profile 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 Economy 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.

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Scope

Key findings

Key drivers affecting consumers in Spain in 2023

How developments today shape the consumers of tomorrow

Female obesity rare in Spain and thanks to healthy habits it is set to be lower in the future

Opportunities for growth

Spaniards desire proximity to public transport and energy efficiency in housing more than global average

Key findings of consumer survey

For household essentials, Baby Boomers and Gen X more focused on price than other cohorts

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