

## **Direct Selling in Spain**

Market Direction | 2025-02-27 | 36 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

### **Report description:**

Direct selling saw sales rise in Spain in 2024. According to the Spanish Association of Direct Selling, only around 30% of Spaniards purchase products via direct selling. The regions where direct selling has the highest penetration rate are Andalusia, Madrid and Catalonia. The limited penetration rate offers the possibility for the further expansion, although sales continue to decline. Direct selling companies have invested in innovative tools to communicate with potential customers and market t...

Euromonitor International's Direct Selling in Spain report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Appliances and Electronics Direct Selling, Drinks and Tobacco Direct Selling, Fashion Direct Selling, Foods Direct Selling, Health and Beauty Direct Selling, Home Products Direct Selling, Other Products Direct Selling.

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

Why buy this report?

- \* Get a detailed picture of the Direct Selling 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,

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

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:**

Direct Selling in Spain  
Euromonitor International  
February 2025

List Of Contents And Tables

DIRECT SELLING IN SPAIN  
KEY DATA FINDINGS  
2024 DEVELOPMENTS  
Positive sales growth for direct selling in 2024  
Health and beauty remains largest segment  
Social media channels have substituted face-to-face contacts  
PROSPECTS AND OPPORTUNITIES  
Direct selling faces challenges for forecast period  
Digitalisation trends set to accelerate  
Continued economic period should support the creation of new sales force  
CHANNEL DATA  
Table 1 Direct Selling by Product: Value 2019-2024  
Table 2 Direct Selling by Product: % Value Growth 2019-2024  
Table 3 Direct Selling GBO Company Shares: % Value 2020-2024  
Table 4 Direct Selling GBN Brand Shares: % Value 2021-2024  
Table 5 Direct Selling Forecasts by Product: Value 2024-2029  
Table 6 Direct Selling Forecasts by Product: % Value Growth 2024-2029  
RETAIL IN SPAIN  
EXECUTIVE SUMMARY  
Retail in 2024: The big picture  
Online sales continue to grow, but consumers still value offline retail  
Sustainability-focused development  
What next for retail?  
OPERATING ENVIRONMENT  
Informal retail  
Opening hours for physical retail  
Summary 1      Standard Opening Hours by Channel Type 2024  
Seasonality  
Christmas  
January sales  
Summer sales  
MARKET DATA  
Table 7 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2019-2024  
Table 8 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2019-2024  
Table 9 Sales in Retail Offline by Channel: Value 2019-2024  
Table 10 Sales in Retail Offline by Channel: % Value Growth 2019-2024

Table 11	Retail Offline Outlets by Channel: Units 2019-2024
Table 12	Retail Offline Outlets by Channel: % Unit Growth 2019-2024
Table 13	Sales in Retail E-Commerce by Product: Value 2019-2024
Table 14	Sales in Retail E-Commerce by Product: % Value Growth 2019-2024
Table 15	Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024
Table 16	□Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024
Table 17	□Sales in Grocery Retailers by Channel: Value 2019-2024
Table 18	□Sales in Grocery Retailers by Channel: % Value Growth 2019-2024
Table 19	□Grocery Retailers Outlets by Channel: Units 2019-2024
Table 20	□Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024
Table 21	□Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024
Table 22	□Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024
Table 23	□Sales in Non-Grocery Retailers by Channel: Value 2019-2024
Table 24	□Sales in Non-Grocery Retailers by Channel: % Value Growth 2019-2024
Table 25	□Non-Grocery Retailers Outlets by Channel: Units 2019-2024
Table 26	□Non-Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024
Table 27	□Retail GBO Company Shares: % Value 2020-2024
Table 28	□Retail GBN Brand Shares: % Value 2021-2024
Table 29	□Retail Offline GBO Company Shares: % Value 2020-2024
Table 30	□Retail Offline GBN Brand Shares: % Value 2021-2024
Table 31	□Retail Offline LBN Brand Shares: Outlets 2021-2024
Table 32	□Retail E-Commerce GBO Company Shares: % Value 2020-2024
Table 33	□Retail E-Commerce GBN Brand Shares: % Value 2021-2024
Table 34	□Grocery Retailers GBO Company Shares: % Value 2020-2024
Table 35	□Grocery Retailers GBN Brand Shares: % Value 2021-2024
Table 36	□Grocery Retailers LBN Brand Shares: Outlets 2021-2024
Table 37	□Non-Grocery Retailers GBO Company Shares: % Value 2020-2024
Table 38	□Non-Grocery Retailers GBN Brand Shares: % Value 2021-2024
Table 39	□Non-Grocery Retailers LBN Brand Shares: Outlets 2021-2024
Table 40	□Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2024-2029
Table 41	□Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2024-2029
Table 42	□Forecast Sales in Retail Offline by Channel: Value 2024-2029
Table 43	□Forecast Sales in Retail Offline by Channel: % Value Growth 2024-2029
Table 44	□Forecast Retail Offline Outlets by Channel: Units 2024-2029
Table 45	□Forecast Retail Offline Outlets by Channel: % Unit Growth 2024-2029
Table 46	□Forecast Sales in Retail E-Commerce by Product: Value 2024-2029
Table 47	□Forecast Sales in Retail E-Commerce by Product: % Value Growth 2024-2029
Table 48	□Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029
Table 49	□Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
Table 50	□Forecast Sales in Grocery Retailers by Channel: Value 2024-2029
Table 51	□Forecast Sales in Grocery Retailers by Channel: % Value Growth 2024-2029
Table 52	□Forecast Grocery Retailers Outlets by Channel: Units 2024-2029
Table 53	□Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029
Table 54	□Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029
Table 55	□Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
Table 56	□Forecast Sales in Non-Grocery Retailers by Channel: Value 2024-2029
Table 57	□Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2024-2029

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 58 □Forecast Non-Grocery Retailers Outlets by Channel: Units 2024-2029

Table 59 □Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029

DISCLAIMER

SOURCES

Summary 2 Research Sources

## Direct Selling in Spain

Market Direction | 2025-02-27 | 36 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](mailto:support@scotts-international.com)

### ORDER FORM:

Select license	License	Price
	Single User Licence	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact [support@scotts-international.com](mailto: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*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-13"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)