



Euromonitor
International

Consumer Lifestyles in Spain

June 2025

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Scope

CONSUMER LANDSCAPE

Consumer landscape in Spain 2025

PERSONAL TRAITS AND VALUES

Personal traits and values

Consumers in Spain feel concerned that the cost of everyday items is going up

Time with parents – most prioritised by Gen Z

Consumers feel confident in displaying their true identity with friends and family

Gen X feel it is important to experience cultures other than their own

Younger generations are looking forward to a brighter future

Personal traits and values survey highlights

HOME LIFE AND LEISURE TIME

Home life and leisure time

Hobbies – popular home activity among millennial generational cohorts

Consumers in Spain like engaging in personal interactions with friends

Minimalistic design – home feature most desired by Gen Z

Urban or inner-city location – external feature most desired by baby boomers

Spaniards seek to maximise the benefits while minimising the cost when travelling

Home life and leisure time survey highlights

EATING AND DIETARY HABITS

Eating and dietary habits

Consumers look for healthy ingredients in food and beverages

Younger generations more likely to claim they do not have time to cook

Younger generations eat more snacks during the holidays or seasonal celebrations

Baby boomers look for healthy ingredients in food and beverages

Consumers are ready to pay more for products with health and nutritional properties

Eating and dietary habits survey highlights

WORKING LIFE

Working life

Employee health and safety remains a high priority for all generations

Spaniards want employment that provides time for both personal and work life

Older generations want to contribute to the growth of a flourishing company

Consumers expect to have flexible start and finish times in the future

Working life survey highlights

HEALTH AND WELLNESS

Health and wellness

Spaniards participate in walking or hiking

Yoga most popular stress-reduction measure among baby boomers

Health and nutritional properties the most influential product feature

Younger consumers use apps to track health or fitness

Health and wellness survey highlights

SHOPPING AND SPENDING

Shopping and spending

Spaniards love searching for discounts

Younger generations regularly buy themselves treats

Older generations seek products with easy-to-understand labels

Older generations make an effort to buy from locally-owned stores
Consumers often sell used or second-hand items
Millennials regularly write reviews for products or services
Consumers in Spain highly trust friends and family recommendations
Consumers in Spain expect to spend more on travel and holidays
Gen X are concerned about their current monetary status
Shopping and spending survey highlights

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