



Consumer Values and Behaviour in Spain

June 2025

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CONSUMER VALUES AND BEHAVIOURS IN SPAIN

Scope

HIGHLIGHTS

Consumer values and behaviour in Spain

PERSONAL TRAITS AND VALUES

Spanish consumers have complex ideals, preferences and concerns

Older generations believe society embraces and validates their sense of self

Consumers like to try new products and services

Younger generations prioritize investing their money in activities over material possessions

Consumers anticipate that their level of happiness will increase in the future

Gen Z expect to work more than they do now

HOME LIFE

At home, consumers connect with friends or family virtually

Safe location remains the most desired home feature

COOKING AND EATING HABITS

Consumers in Spain prefer to cook or bake dish for themselves

Spaniards say that another member of the family usually prepares meals for them

Older generations have no desire to prepare their own meals

Consumers look for healthy ingredients in food and beverages

WORKING LIFE

Millennials expect to be work close to their home

Consumers primarily desire to have a job security

Spaniards say they maintain a clear separation between their professional and personal life

LEISURE

Consumers connect with friends through digital means

Younger generations prefer socialising with friends in person

Spaniards prioritise getting the most value for money when travelling

Older generations expect secure location options when on vacation

HEALTH AND WELLNESS

Consumers in Spain engage in walking or hiking

Younger generations engage in exercises that involve lifting weights to build strength

Consumers are interested in massages to improve wellbeing

SUSTAINABLE LIVING

Spaniards are worried about climate change

Consumers actively engaged in adopting more sustainable behaviors

Spaniards motivated to utilize packaging that is environmentally sustainable

Consumers in Spain use social and political media to share their views

SHOPPING

Consumers in Spain love searching for discounts

Older generations like to visit shopping malls

Spaniards frequently search for affordable and store-brand items

Baby Boomers search for products that feature labels that are straightforward

Consumers subscribe to streaming platforms on the internet

SPENDING

Spaniards expect to increase spending on travel/holidays
Gen Z set to increase spending on clothing and footwear the most
Consumers show apprehension regarding their current financial condition
Baby Boomers say they have sufficient funds easily accessible to handle any unforeseen crisis
Gen Z consumers focused on saving more money in future

TECHNOLOGY

Consumers in Spain are proactive in managing data sharing and privacy settings
Older generations say it is important to share data to receive individualised offers
Consumers use communication or messaging apps
Older generations regularly check or refresh profiles on social media platforms
Younger generations frequently make online purchases
Spaniards follow or like companies' social media feed or posts
Millennials provide feedback on products or services to companies via social media posts

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