



Megatrends in Spain

October 2024

Table of Contents

Scope

INTRODUCTION: MEGATRENDS FRAMEWORK

Businesses harness megatrends to renovate, innovate and disrupt

The drivers shaping consumer behaviour

Megatrends framework

CROSS-TREND COMPARISON: SPAIN

Emerging technologies and busy lifestyles to shape consumer preferences in Spain

CONVENIENCE

Convenience

Spanish home services marketplace Webel is set for further expansion

Spaniards seek ways to make life easier

Employees strive for a better work-life balance

Baby Boomers have a strong preference for seeing products in-store

Consumers like the flexibility and choice of online shopping

Spaniards are looking for ways to cut down on cooking time

DIGITAL LIVING

Digital living

AI-powered virtual influencer Alba Renai moves into TV presenting

Food delivery takes off amid growth in third-party delivery services

Consumers pay greater attention to data privacy

Millennials are the most protective of their personal data

Spaniards have more faith in personal recommendations than in brand messages

Consumers expect a greater amount of online activity in future

DIVERSITY AND INCLUSION

Diversity and inclusion

J&B launches inclusion campaign to make hospitality accessible for people with disabilities

Spaniards are less engaged in sharing their opinions on social media

Political and social activism is highest among Millennials

Spaniards embrace diversity and inclusivity

Consumers pay more attention to brand values

EXPERIENCE MORE

Experience more

EA ventures beyond gaming with launch of social app for sports fans

Spain's experience economy continues to thrive

Holidaymakers want safe and relaxing destinations

Millennials seek personalised and engaging experiences

PERSONALISATION

Personalisation

Spotify launches Spanish version of its personalised "AI DJ" feature

Young consumers want to develop their online personas

Millennials are the most individualistic cohort

PREMIUMISATION

Premiumisation

Spain sees the launch of its first premium fresh mushroom brand

Consumers, especially from older generations, value quality over quantity

Millennials feel the most financially secure

Consumers want foods that are both healthy and tasty

PURSUIT OF VALUE

Pursuit of value

Mercadona cuts prices of 1,000 products in a bid to attract price-sensitive consumers

Baby Boomers are the thriftiest shoppers

Consumers continue to worry about inflation

Consumers embrace the circular economy

Spaniards will keep looking for ways to stretch their budgets

SHOPPER REINVENTED

Shopper reinvented

Ham retailer Enrique Tomás launches vending machines at Barcelona airport

Most consumers are looking for tailored experiences

In-store shopping is still preferable for physical items

S-commerce is emerging as a viable shopping channel

Young consumers are engaging with brands via social media

SUSTAINABLE LIVING

Sustainable living

Urbaser and Recycleye announce the launch of Spain's first AI waste-picking robot

Consumers are eager to adopt greener lifestyles

Mindful consumption is on the rise

Cutting down on plastics and food waste are top of the agenda for Spaniards

Consumers take a keen interest in politics

Biodegradability is considered the most important packaging feature

WELLNESS

Wellness

Just Loading responds to increased interest in sports nutrition with innovative ingredients

Mindfulness techniques are considered important for mental wellness

Spaniards are keen to raise their fitness levels

Safety is an important consideration when outside the home

APPENDIX

Leverage the power of megatrends to shape your strategy today

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