



**Euromonitor
International**

Home Products Specialists in Spain

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Negative performance in 2024 for home furnishing stores amid overall category growth
Jysk continues to expand, while Leroy Merlin maintains leadership
Home improvement and gardening stores record flat performance, with e-commerce faring better than store-based retail

PROSPECTS AND OPPORTUNITIES

Demand for homewares and home furnishing products to remain relatively low
Pet shops and superstores will fare well as overall competitive landscape becomes more consolidated
Growth in e-commerce channel with players investing more in online presence

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Retail in Spain - Industry Overview

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Online sales continue to grow, but consumers still value offline retail
Sustainability-focused development
What next for retail?

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