



Spain: Consumer Profile

October 2024

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Key drivers affecting consumers in Spain in 2023

How developments today shape the consumers of tomorrow

POPULATION AND SOCIETY

Today 2023: Spaniards delay major life milestones as first child born at 30+ years

Today: Migration and longer life expectancy keep population growth positive

Female obesity rare in Spain and thanks to healthy habits it is set to be lower in the future

Tomorrow 2040: The eldest age groups to grow fastest, while the youngest set to decline

Tomorrow: With the increase in median age, Gen X will remain the most powerful cohort

Tomorrow: Labour shortage set to emerge as a key challenge in Spain

Opportunities for growth

Case study: Honest Greens/HG - affordable, healthy fast food, with a loyalty programme

HOUSEHOLDS AND HOMES

Today 2023: Single households low as young adult's delay living alone

Today: Couples without children the fastest growing household due to delayed childbirth

Spaniards desire proximity to public transport and energy efficiency in housing more than global average

Tomorrow: Majority of households expected to be child-free by 2040

Tomorrow: Females are gaining greater influence in Spanish households

Tomorrow: Single person households least connected owing to limited expenditure capacity

Opportunities for growth

Case study: Cooperative supermarket chain Coviran supports participation of rural women

INCOME AND EXPENDITURE

Today 2023: Spain has the highest unemployment rate in the EU with youth hit the hardest

Today: Cost-of-living concerns have made Spaniards restrict their expenditure

Today: Only a fraction of Spaniards planning to spend more over the next year

Tomorrow 2040: Seniors expected to see the fastest growth of income

Tomorrow: Legal framework will help to narrow the gender pay gap

Tomorrow: Major tourism boost for consumer expenditure in Palma de Mallorca

Opportunities for growth

Case study: Lidl Spain teams with famous chef to show "savings start in the kitchen"

LIFESTYLES

Key findings of consumer survey

For household essentials, Baby Boomers and Gen X more focused on price than other cohorts

Today: Cash-strapped Spaniards seek bargains and private label products

Today: Gen X and Baby Boomers keen to reduce plastic use and food waste

Today: Economic struggles mean only a small portion of Spaniards able to save regularly

Today: Job security Spaniards' top priority as short-term and seasonal contracts common

Opportunities for growth

Case study: Personalised cycling subscription option for those wanting to reduce car use

CONCLUSION

Key findings

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