

# Consumer Values and Behaviour in Spain

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## CONSUMER VALUES AND BEHAVIOUR IN SPAIN

### Scope

### HIGHLIGHTS

Consumer values and behaviour in Spain

### PERSONAL TRAITS AND VALUES

Consumers have complex ideals, preferences and concerns  
Younger generations are less concerned with external appearances  
Consumers seek out new products and services that are tailored to their tastes  
Younger generations want to be engaged with brands  
Consumers generally have a positive outlook on life  
Younger generations feel they will have less time but be better off financially

### HOME LIFE

Home-based activities continue to grow in popularity, especially among younger cohorts  
Access to outside space or green spaces nearby is an important home feature

### COOKING AND EATING HABITS

Consumers prefer home-cooked food, but foodservice demand is strong  
Lack of time is one of the biggest barriers to preparing and cooking food at home  
Younger cohorts are less likely to spend time preparing food for themselves  
Seeking food and drinks with health benefits is of high importance to all generations

### WORKING LIFE

Younger generations more focused on setting working hours that better suit their lifestyle  
Earnings and job security remain high priorities  
New focus on upskilling for better job opportunities or promotions

### LEISURE

Consumers continue to value regular leisure shopping trips  
All generations regularly socialise with friends on and offline  
Although value is an important consideration, being able to relax and unwind is key  
A high percentage of all generations just want to be able to relax when on vacation

### HEALTH AND WELLNESS

Consumers maintain regular exercise habits to improve their health  
Gap in some types of exercise habits narrowing among the generations  
A growing number of consumers focus on activities that will enhance their wellbeing

### SUSTAINABLE LIVING

Heightened awareness leads to greater focus on personal environmental impact  
Consumers actively working towards greener and more sustainable practices  
Consumers motivated to use energy-efficient products as energy costs impact spending  
Consumers continue to lean towards brands that share their ethos

### SHOPPING

Price-conscious consumers like to find bargains but are still focused on quality  
All generations like to hunt for bargains, but still enjoy shopping locally and visiting malls  
Consumers turning to cheaper alternatives, but many still enjoy niche and branded products  
Consumers of all ages continue to embrace the circular economy  
Streaming services remain popular as consumers want to keep up with their favourite shows

### SPENDING

Consumers intend to increase spending on products that improve their health and wellbeing  
Younger cohorts less cautious about curbing their spending over the next 12 months  
High percentage of consumers are concerned about managing their budgets  
Younger cohorts less likely to be able to save and rely on financial support or borrowings  
All generations have low expectations of increasing their overall spending

## TECHNOLOGY

Privacy and managing data sharing are key concerns for consumers  
Younger consumers more likely to share their data to receive offers  
Frequency of online interactions grows as digital experiences improve  
Online banking, messaging and use of streaming service crosses all generations  
Consumers want to interact with brands and companies online  
Younger consumers still more likely to buy something via a social media platform

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