



**Euromonitor  
International**

# Footwear in Spain

February 2026

Table of Contents

## Footwear in Spain - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Growth despite challenging economic environment

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

#### INDUSTRY PERFORMANCE

Price sensitivity shapes demand

Chart 3 - Tough Times Dampening Sales

Women's footwear dominates sales, driven by fashion trends

Influencer collaborations boost sales in a price-sensitive market

#### WHAT'S NEXT?

Consumers prioritise affordability and sustainability in their purchasing decisions

Women's footwear to maintain as brands adapt to changing consumer needs

Sustainability and local production gain traction as consumer awareness increases

#### COMPETITIVE LANDSCAPE

Private label leads and local players gain ground

Shifting market dynamics and emerging opportunities

#### CHANNELS

Non-grocery retailers drive offline footwear sales in Spain

E-commerce gains traction with TikTok Shop launch

Rise of challengers affects retail channel mix

#### COUNTRY REPORTS DISCLAIMER

## Apparel and Footwear in Spain - Industry Overview

### EXECUTIVE SUMMARY

Growth potential despite challenges

### KEY DATA FINDINGS

Chart 4 - Key Trends 2025

Chart 5 - Analyst Insight

#### INDUSTRY PERFORMANCE

Shein and other low-price players gain market share

Chart 6 - Cheaper Players Gaining Ground.

Apparel remains the largest category despite slow growth

Footwear drives dynamic growth with cautious optimism

#### WHAT'S NEXT?

Shein and dupe trends drive market polarisation

Dress-down looks to continue shaping sales

Sustainability and digital marketing to shape future

#### COMPETITIVE LANDSCAPE

Influencers and new players reshape competitive landscape

Emerging players and digital strategies to drive future growth

Chart 7 - Small Players Gaining Popularity

## CHANNELS

TikTok Shop launch boosts retail e-commerce

Shein and local outdoor markets see growth

Rise of challengers influences development of distribution landscape

Chart 8 - Social Media Shaping Brand Performance

## ECONOMIC CONTEXT

Chart 9 - Real GDP Growth and Inflation 2020-2030

Chart 10 - PEST Analysis in Spain 2025

## CONSUMER CONTEXT

Chart 11 - Key Insights on Consumers in Spain 2025

Chart 12 - Consumer Landscape in Spain 2025

## COUNTRY REPORTS DISCLAIMER

## SOURCES

Summary 1 - Research Sources

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/footwear-in-spain/report](https://www.euromonitor.com/footwear-in-spain/report).