Euromonitor International

Households: Spain

September 2025

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HEADLINES

PROSPECTS

Extended households set for most rapid growth, due to an ageing population and economic pressures
Urbanisation to increase, with Palma de Mallorca leading growth
Household income growth slows, despite economic gains and job improvements
Spain is a leader in Western Europe in digital device ownership, but rural connectivity lags
Housing completions see highest growth in the region, despite increasing prices

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