Euromonitor International

Consumer Valaues and Behaviour in Spain

September 2026

Table of Contents

Scope

HIGHLIGHTS

Consumer values and behaviour in Spain

PERSONAL TRAITS AND VALUES

Consumers are concerned by the escalating expenses associated with everyday goods
Over half of Millennials believe their decisions and actions can make a difference
Consumers like to try new products and services
Gen X and Millennials like to research products and services before they buy
Consumers in Spain expect they will be happier than they are now
Younger generations expect they will be better off financially

HOME LIFE

While at home, consumers in Spain connect with friends or family virtually

COOKING AND EATING HABITS

Spaniards prefer to cook or bake a dish themselves
Over 20% of consumers say they are unable to cook due to busy schedules
Gen Z say that the flavor of meals prepared at restaurants is superior to homemade dishes
50% of consumers in Spain look for healthy ingredients in food and beverages

WORKING LIFE

Gen Z want the option to perform job duties from home
Consumers in Spain primarily desire to guarantee a sense of safety in career
Spaniards say they uphold a division between their job and private life

LEISURE

Consumers in Spain enjoy socialising with friends online
Younger generations are more likely to engage in digital classes
Consumers' top travel priority is value for money
Baby Boomers expect safe destination options when travelling

HEALTH AND WELLNESS

Consumers walk or hike for exercise
Gen Z are most likely to join in team-based physical activities
Consumers are interested in meditation to improve wellbeing

SUSTAINABLE LIVING

Spaniards are concerned about the climate change
Consumers actively engage in adopting more sustainable behaviors
Consumers in Spain motivated to employ eco-friendly materials for packaging
Spaniards select brands that align with their social and political values

SHOPPING

Consumers in Spain like to find bargains
Older generations likes to buy a fewer items, of higher quality
Almost 30% of consumers try and live a minimalist lifestyle
Older generations are more likely to look for private label and low cost products
Spaniards subscribe to online platforms for streaming media

SPENDING

Consumers in Spain plan to increase spending on travel and education
Younger generations foresee increasing spending on education the most

Over 25% of consumers are concerned about their current financial situation
Younger generations use credit cards or overdrafts to cover expenses
Younger generations plan to save over the next 12 months

TECHNOLOGY

Consumers in Spain proactively oversee the sharing of data and privacy preferences
Baby Boomers state that tailored promotions utilising their search are intrusive
Consumers use communication and messaging apps daily
Generation Z update and visit social media sites daily
Millennials are most likely to buy items and services online
Consumers follow or like companies' social media feed or posts
Younger generations share or retweet products to show support

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/consumer-valaues-and-behaviour-in-spain/report.