



Euromonitor  
International

# General Merchandise Stores in Spain

May 2026

Table of Contents

## General Merchandise Stores in Spain - Category analysis

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Variety Stores Leverage Proximity and Affordability to Post the Fastest Growth in 2025

#### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for General Merchandise Stores

#### INDUSTRY PERFORMANCE

Variety Stores Leverage Proximity and Affordability to Post the Fastest Growth in 2025

El Corte Inglés Reinvents the Retail Experience with Immersive Spaces as Ale-Hop Eyes an International Profile

Chart 2 - El Corte Inglés Remodels Flagship Stores

Chart 3 - Value Sales 2020-2030

Chart 4 - Value Sales by Category 2025

#### WHAT'S NEXT?

Variety Stores to Make Gains through Expanded and Affordable Product Ranges

Chart 5 - Analyst Insight for General Merchandise Stores

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

#### COMPETITIVE LANDSCAPE

El Corte Inglés Defends Its Dominance as Ale-Hop Gains Momentum

Chart 8 - Ale-Hop Eyes International Expansion

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

#### ECONOMIC CONTEXT

Chart 11 - Economic Context for General Merchandise Stores

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

#### CONSUMER CONTEXT

Chart 14 - Consumer Context for General Merchandise Stores

Chart 15 - Population 2020-2030

Chart 16 - Population by Generation 2025

#### COUNTRY REPORTS DISCLAIMER

[Retail in Spain - Industry Overview](#)

#### EXECUTIVE SUMMARY

Dia'S New Private Label Focus Lifts Value-Driven Retailing

#### KEY DATA INSIGHTS

#### KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Retail

#### INDUSTRY PERFORMANCE

Dia'S New Private Label Focus Lifts Value-Driven Retailing

Primor'S Immersive Flagship Embodies Reconceptualisation of the Physical Space Trend

Chart 18 - Primor Opens New Flagship Store in Barcelona

Chart 19 - Value Sales 2020-2030

Chart 20 - Value Sales by Category 2025

## WHAT'S NEXT?

Retail E-Commerce Benefits From an Omnichannel Approach and Logistics Integration

Chart 21 - Analyst Insight for Retail

Retailers Drive Faster, Sustainable Delivery

Chart 22 - Forecast Value Sales 2020-2030

Chart 23 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Mercadona Maintains Leadership through Targeted Investments

Significant Innovation in Retail Concepts in 2025

Chart 24 - Big Fish Autonomous Store Concept

Chart 25 - Carrefour Introduces Clubia, a Conversational Ai Assistant

Chart 26 - Company Shares 2025

Chart 27 - Brand Shares 2025

## OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Summary 1 - Standard Opening Hours by Channel Type 2025

Seasonality

Christmas

January Sales

Summer Sales

## ECONOMIC CONTEXT

Chart 28 - Economic Context for Retail

Chart 29 - Real Gdp Growth 2020-2030

Chart 30 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 31 - Consumer Context for Retail

Chart 32 - Population 2020-2030

Chart 33 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

### 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/general-merchandise-stores-in-spain/report](http://www.euromonitor.com/general-merchandise-stores-in-spain/report).