

Consumer Values and Behaviour in Spain

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Abstracts

This report visually explores everyday habits and behaviours which reflect consumers' beliefs and values, linking behavioural trends with purchase and consumption habits.

Euromonitor's Consumer Values and Behaviour in Spain report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Consumer Values market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in

London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Scope

Consumer values and behaviour in Spain

Spaniards are concerned that the costs of everyday items are going up

Baby boomers are most comfortable with their identity and expressing it as such

Spanish consumers are eager to explore new products and brands

Millennials lead the pack in terms of exploring new brands and experiences

Compared to the global average, Spanish consumers are less optimistic about the future

A major future concern for Gen Z is that they will be working more than they do now

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

Safe location is the most appreciated home feature among Spanish households

All generations of Spaniards prefer to cook or bake dishes themselves

Spanish consumers are much less motivated to go to restaurants because of convenience

Not having time to cook is the top barrier to cooking at home for Gen X consumers

Focusing on healthy ingredients is the major dietary prerequisite for Spaniards

Gen Z are most concerned about maintaining a work-life balance

Job security remains number one job priority in Spain

Spaniards say they maintain a clear separation between their professional and personal lives

Consumers in Spain more frequently interact with friends virtually instead of face to face

Socialising online and in real time are top of the list in terms of leisure activities

Consumers' top travel motivation - maximising benefits while minimising costs

Younger consumers are less concerned about budgets compared to seasoned travellers

Less strenuous exercise such as weekly walking or hiking is the most popular training routine

Over half of all Spaniards indicated walking or hiking at least weekly for exercise

Meditation the most popular stress-reduction or mental wellbeing activity

Spaniards are worried about climate change

Consumers are actively pursuing environmentally-conscious lifestyles

Consumers in Spain are motivated to use more energy-efficient products

Baby boomers are taking the lead in activism around political and social challenges

Spanish consumers are always on the hunt for a good deal

Baby boomers are strongest supporters of locally-sourced goods and services

Consumers consistently look for private label and lower-priced products

Baby boomers are open to no name brands with no thrills and easy-to-read labelling

Spanish consumers are drawn to online platforms for streaming content

Spanish consumers are focused on reducing spending on experiences in the future

Millennials have the greatest intention to increase their spending

Consumers in Spain express a worry over the country's current economic state

Gen Z are forced to rely on financial support from friends and family

Younger generations expect to increase overall spending

Spanish consumers proactively oversee the sharing of data and privacy preferences

Millennials are most adept at using technology for online activities

Consumers in Spain employ a range of messaging or communication apps

Older generations are most actively using online communication apps

Gen Z are spending the most time online for a range of activities

Spanish consumers are less likely to engage with companies online compared to global average

Gen Z are most active in their engagement online with companies

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