

# Department Stores in Spain

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## Abstracts

Selling everything from apparel and footwear to food, homewares, toys and books, El Corte Inglés ('the English cut' – it was originally a tailor's shop whose origins stretch back to the 19th century) is the only notable department store chain in Spain, accounting for almost all retail value sales in this category. El Corte Inglés is synonymous with the term 'department store' in the minds of local consumers. It is a significant spender on TV advertising, with slick campaigns to mark the arrival...

Euromonitor International's Department Stores in Spain report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

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

### Why buy this report?

Get a detailed picture of the Department Stores 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.

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El Corte Ingls steps up its effort to woo international tourists

El Corte Ingls will pay more attention to food

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