

Cafés/Bars in Spain

February 2024

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Cafés/Bars in Spain - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Strong recovery of bars/pubs in Spain thanks to a return to dining out and socialising in 2023

Fierce competition from full-service restaurants and limited-service restaurants leads bars/pubs to seek new ways of attracting customers

Enrique Tomás looking for new opportunities in travel locations

PROSPECTS AND OPPORTUNITIES

Independent bars/pubs are expected to face ongoing challenges due to changes in consumer behaviour

Reinvention and expansion likely as players look to bounce back from the pandemic

More consumers will order home delivery and takeaway online in the years ahead

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DISCLAIMER

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