

# Consumer Lifestyles in Spain

June 2024

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Scope

## CONSUMER LANDSCAPE

Consumer landscape in Spain 2024

## PERSONAL TRAITS AND VALUES

Personal traits and values

Consumers in Spain are concerned about rising unit prices of essential goods

Older generations all place emphasis on time spent with spouse or partner

Spanish consumers feel comfortable expressing their identity with friends and family

Spaniards enjoy exploring and finding new product offerings

Gen Z consumers most optimistic about the future

Personal traits and values survey highlights

## HOME LIFE AND LEISURE TIME

Home life and leisure time

Domestic chores the most frequent activity for Spanish households

Consumers in Spain prefer socialising with friends in person

Gen Z the only generation not concerned about energy-efficient homes

Older generations much prefer homes with green spaces

Spanish travellers seek value for money

Home life and leisure time survey highlights

## EATING AND DIETARY HABITS

Eating and dietary habits

Gen X most actively monitor their food intake to manage weight

Gen X cite lack of time as their main hindrance to preparing meals at home

Younger generations more likely to seek out snacks that are convenient while on the go

Older generations look for healthy ingredients in food and beverages

Baby boomers most likely to pay more for food with health and nutritional properties

Eating and dietary habits survey highlights

## WORKING LIFE

Working life

Spanish employees want to be empowered to express their own identities in the workplace

Spaniards desire a strong work-life balance

Gen X place the highest priority on job security

Spanish workers expect flexible working hours above working from home

Working life survey highlights

## HEALTH AND WELLNESS

Health and wellness

Spaniards enjoy hiking or walking for exercise, at least a few times a week

Spaniards turn to physical activity to alleviate stress

Spaniards consider health and nutritional properties the most influential product feature

Younger generations more frequently visit health-related or medical sites

Health and wellness survey highlights

## SHOPPING AND SPENDING

Shopping and spending

Gen Z active in their pursuit of finding the best discounted goods

Gen X has the highest preference for quality over quantity

Baby boomers have a higher affinity for niche and exclusive brands

Younger generations more likely to repair, not replace, broken items

Millennials more willing to purchase second-hand or previously owned goods

Gen Z are the most active generation in engaging and interacting with companies online

Spanish consumers trust recommendations from friends and family the most

Spanish consumers expect to spend more on education

Gen X more concerned about their financial situation than other generations are

Shopping and spending survey highlights

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