



Spain Cities Review

October 2023

Table of Contents

HEADLINES

URBAN CONSUMER

Madrid – the most populous city in Spain – remains an attractive destination for migrants
High internet connectivity makes cities in Spain ready for adopting smart city solutions

CONSUMER FINANCE

Consumers in Madrid to benefit from the highest disposable income in Spain
Palma de Mallorca to sustain top per capita spending, driven by tourism

ECONOMY

Madrid to maintain its status as the largest contributor to Spain's economy by 2027
Palma de Mallorca ranks as the most motorised city in Spain in 2022

CITY SCORECARD

Summary 1 - City Scorecard by Pillar 2022

POPULATION

Chart 1 - Population in 2022 and Population Growth 2022-2027

Chart 2 - Population by Age by City 2022

Chart 3 - Average Household Size by City 2022

Chart 4 - Population Density and Net Migration 2022

Summary 2 - City Scorecard in Population Pillar 2022

CONSUMER EXPENDITURE

Chart 5 - Total Consumer Expenditure in Spain by City 2022

Chart 6 - Consumer Expenditure per Capita and Consumer Expenditure Growth 2022-2027

Chart 7 - City Affordability, Consumer Expenditure on Housing and Transportation 2022

Chart 8 - Discretionary vs Necessity Consumer Expenditure 2022

Summary 3 - City Scorecard in Consumer Expenditure Pillar 2022

DIGITAL CONSUMER

Chart 9 - Share of Households with Internet and Broadband Internet Access 2022

Chart 10 - Possession of Digital Devices by City 2022

Summary 4 - City Scorecard in Digital Consumer Pillar 2022

INCOME AND WEALTH

Chart 11 - Disposable Income per Capita and Disposable Income Growth 2022-2027

Chart 12 - Number of Households by Disposable Income Band 2022

Chart 13 - Number of Households with Disposable Income Over USD150,000 2022-2027

Chart 14 - Household Possession of Kitchen Durables by City 2022

Chart 15 - Household Possession of Entertainment Electronics by City 2022

Chart 16 - Household Possession of Other Durables by City 2022

Chart 17 - Number of Passenger Cars and Motorcycles per Household 2022

Chart 18 - Possession of Transport Vehicles by City 2022

Summary 5 - City Scorecard in Wealth Pillar 2022

ECONOMY

Chart 19 - GDP per Capita in 2022 and Real GDP Growth by City 2022-2027

Summary 6 - City Scorecard in Economy Pillar 2022

LABOUR

Chart 20 - Economically Active Population in 2022 and Employed Population Growth by City 2017-2022

Chart 21 - Labour Force Participation Rate and Unemployment by City 2022

Chart 22 - Labour Productivity Value and Productivity Growth by City 2017-2022

Summary 7 - City Scorecard in Labour Pillar 2022

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/spain-cities-review/report.