



# Consumer Values and Behaviour in Spain

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Scope

## HIGHLIGHTS

Consumer values and behaviour in Spain

## PERSONAL TRAITS AND VALUES

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

## HOME LIFE

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

Safe location is the most appreciated home feature among Spanish households

## COOKING AND EATING HABITS

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

## WORKING LIFE

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

## LEISURE

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

## HEALTH AND WELLNESS

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

## SUSTAINABLE LIVING

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

## SHOPPING

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

## SPENDING

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

## TECHNOLOGY

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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