



Euromonitor  
International

# Bath and Shower in Spain

June 2026

Table of Contents

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Bath and Shower Summary

### INDUSTRY PERFORMANCE

Social Media Influence Drives Sales Growth Despite Economic Headwinds

Body Wash/Shower Gel Leads Value Sales Supported by Consumer Habits

Social Media Influencers Propel Mercadona'S Shower Gel to Bestseller Status

Chart 1 - Value Sales 2020-2030

Chart 2 - Volume Sales 2020-2030

Chart 3 - Value Sales by Category 2025

### WHAT'S NEXT?

Economic Constraints Expected to Shape Modest Growth Amid Rising Consumer Expenditure

Body Wash/Shower Gel Expected to Remain Largest and Best Performing, While Body Gel Gains Traction in Beauty Routines

Retailers Anticipated to Leverage Social Media and Sustainability to Meet Evolving Consumer Needs

Chart 4 - Forecast Value Sales 2020-2030

Chart 5 - Forecast Value Sales by Category 2025-2030

### COMPETITIVE LANDSCAPE

Mercadona'S Social Media Engagement Fuels Growing Market Leadership, While Private Label Gains Traction

Incremental Innovation Creates New Growth Avenues

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

### CHANNELS

Supermarkets Maintains Leadership as Consumers Prioritise Saving and Product Experience

Discounters Accelerate Growth by Attracting Price-Sensitive Shoppers with Private Label Ranges

Retail E-Commerce Faces Limitations but Is Poised for Growth with New Social Commerce Platforms

Chart 8 - Retail Channels 2020-2025

### ECONOMIC CONTEXT

Chart 9 - Economic Context for Bath and Shower

Chart 10 - Real Gdp Growth 2020-2030

Chart 11 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 12 - Consumer Context for Bath and Shower

Chart 13 - Population 2020-2030

Chart 14 - Consumer Expenditure 2020-2030

Chart 15 - Population by Generation 2025

### COUNTRY REPORTS DISCLAIMER

[Beauty and Personal Care in Spain - Industry Overview](#)

## EXECUTIVE SUMMARY

2025 Developments

## KEY DATA INSIGHTS

## KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Beauty and Personal Care

## INDUSTRY PERFORMANCE

Economic Pressures Shape Cautious Consumer Behaviour and Sales Growth Moderation

Mass and Premium Segments Respond Differently to Evolving Consumer Demands

Social Media and Uniqueness Drive Trends and Consumer Choices Amid Economic Caution

Chart 17 - Value Sales 2020-2030

Chart 18 - Volume Sales 2020-2030

Chart 19 - Value Sales by Category 2025

## WHAT'S NEXT?

Economic Pressures Expected to Shape Cautious Spending but Steady Value Growth

Fragrances Set to Remain Largest and Best Performing, Driven by Social Media Influence on Consumer Preferences

Chart 20 - Analyst Insight for Beauty and Personal Care

Social Media and Dupes Anticipated to Reshape Consumer Choices and Brand Strategies

Chart 21 - Forecast Value Sales 2020-2030

Chart 22 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

L'Oréal and Mercadona Drive Market Concentration through Innovation and Private Label Growth

Chart 23 - Company Shares 2025

Chart 24 - Brand Shares 2025

## CHANNELS

Supermarkets and Beauty Specialists Retain Lead, Driven by Private Label Growth and the Increasing Number of Niche Brands

Retail E-Commerce Expands Rapidly as Consumers Embrace Digital Beauty Shopping

Chart 25 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 26 - Economic Context for Beauty and Personal Care

Chart 27 - Real Gdp Growth 2020-2030

Chart 28 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 29 - Consumer Context for Beauty and Personal Care

Chart 30 - Population 2020-2030

Chart 31 - Consumer Expenditure 2020-2030

Chart 32 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

### 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/bath-and-shower-in-spain/report](http://www.euromonitor.com/bath-and-shower-in-spain/report).