



Euromonitor
International

Cafés/Bars in Spain

March 2026

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Cafés/Bars in Spain - Category analysis

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2025 DEVELOPMENTS

Spain's café and bar culture adapts to modern tastes and experiences

INDUSTRY PERFORMANCE

Cafés/bars record value growth despite declining outlet numbers in Spain in 2025

Rising consumer demand for specialty beverages drives growth in Spain's cafés and bars

Delivery and drive-through formats drive growth and convenience in Spain's cafés and bars

WHAT'S NEXT?

Economic growth and tourism are set to support value sales in Spain's cafés/bars

Health and wellness trends are set to drive menu innovation in Spain's cafés/bars

Sustainability and customisation are set to drive innovation in Spain's cafés and bars

COMPETITIVE LANDSCAPE

Euromontadito SL maintains its leadership through seasonal appeal and expansion in Spain

Dynamic growth in cafés is driven by emerging players and strategic expansion

Independent café/bars drive growth through local ingredients and authentic flavours

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Easing inflation, tourism and digital innovation support growth in consumer foodservice in 2025

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Stabilising inflation, strong tourism and economic recovery support growth in 2025

Digital platforms and loyalty integration accelerate the expansion of delivery in Spain

Experiential formats and event-based dining strengthen consumer engagement

WHAT'S NEXT?

Tourism, easing inflation and rising mobility are set to support foodservice growth in Spain

Health and functional nutrition are expected to reshape menu strategies

Sustainability strategies will be transforming operations and menu development

COMPETITIVE LANDSCAPE

Leading global chains strengthen positions through expansion, digitalisation and convenience-led formats

Experiential dining drives dynamic growth for Hard Rock Café in Spain

Network expansion and flagship investments reinforce Starbucks' leadership in specialist coffee shops

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