



Euromonitor  
International

# Apparel and Footwear Specialists in Spain

May 2026

Table of Contents

## Apparel and Footwear Specialists in Spain - Category analysis

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Apparel and Footwear Specialists Summary

### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Apparel and Footwear Specialists

### INDUSTRY PERFORMANCE

Shift to E-Commerce and Omnichannel Approaches and Pre-Loved Items

Specialist Retailers Are Turning to Ai to Gain a Competitive Edge

Chart 2 - Zara Introduces Rfid-Based Tags

Chart 3 - Value Sales 2020-2030

### WHAT'S NEXT?

Shein and Temu Disrupt Traditional Retailers with Low-Cost Online Offers

Chart 4 - Analyst Insight for Apparel and Footwear Specialists

Retailers Prioritise Sustainable and Second-Hand Fashion to Meet Eco-Conscious Demand

Chart 5 - Forecast Value Sales 2020-2030

### COMPETITIVE LANDSCAPE

Zara Advances with Logistics Innovation and Designer Collaborations

Chart 6 - Mango Stylist Ai-Powered Fashion Assistant

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

### ECONOMIC CONTEXT

Chart 9 - Economic Context for Apparel and Footwear Specialists

Chart 10 - Real Gdp Growth 2020-2030

Chart 11 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 12 - Consumer Context for Apparel and Footwear Specialists

Chart 13 - Population 2020-2030

Chart 14 - Population by Generation 2025

### COUNTRY REPORTS DISCLAIMER

## Retail in Spain - Industry Overview

### EXECUTIVE SUMMARY

2025 Developments

### KEY DATA INSIGHTS

### KEY INDUSTRY TRENDS

Chart 15 - Key Industry Trends for Retail

### INDUSTRY PERFORMANCE

Dia'S New Private Label Focus Lifts Value-Driven Retailing

Primor'S Immersive Flagship Embodies Reconceptualisation of the Physical Space Trend

Chart 16 - Primor Opens New Flagship Store in Barcelona

Chart 17 - Value Sales 2020-2030

Chart 18 - Value Sales by Category 2025

## WHAT'S NEXT?

Retail E-Commerce Benefits From an Omnichannel Approach and Logistics Integration

Chart 19 - Analyst Insight for Retail

Retailers Drive Faster, Sustainable Delivery

Chart 20 - Forecast Value Sales 2020-2030

Chart 21 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Mercadona Maintains Leadership through Targeted Investments

Significant Innovation in Retail Concepts in 2025

Chart 22 - Big Fish Autonomous Store Concept

Chart 23 - Carrefour Introduces Clubia, a Conversational Ai Assistant

Chart 24 - Company Shares 2025

Chart 25 - Brand Shares 2025

## OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Summary 1 - Standard Opening Hours by Channel Type 2025

Seasonality

Christmas

January Sales

Summer Sales

## ECONOMIC CONTEXT

Chart 26 - Economic Context for Retail

Chart 27 - Real Gdp Growth 2020-2030

Chart 28 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 29 - Consumer Context for Retail

Chart 30 - Population 2020-2030

Chart 31 - 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/apparel-and-footwear-specialists-in-spain/report](http://www.euromonitor.com/apparel-and-footwear-specialists-in-spain/report).