



Euromonitor
International

Experiential Luxury in Spain

October 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

- Luxury travellers help drive growth in experiential hospitality offerings
- Meliá Hotels gains leadership through ongoing investments
- Growing demand for immersive luxury experiences

PROSPECTS AND OPPORTUNITIES

- Luxury hotels set to drive future growth of experiential luxury in Spain
- Luxury hospitality industry experiences cautious optimism and diversification
- Luxury operators to adopt eco-friendly practices for sustainable travel

CATEGORY DATA

- Table 1 - Sales of Experiential Luxury by Category: Value 2020-2025
- Table 2 - Sales of Experiential Luxury by Category: % Value Growth 2020-2025
- Table 3 - NBO Company Shares of Experiential Luxury: % Value 2020-2024
- Table 4 - LBN Brand Shares of Experiential Luxury: % Value 2021-2024
- Table 5 - Forecast Sales of Experiential Luxury by Category: Value 2025-2030
- Table 6 - Forecast Sales of Experiential Luxury by Category: % Value Growth 2025-2030

Luxury Goods in Spain - Industry Overview

EXECUTIVE SUMMARY

- Luxury goods in 2025: The big picture
- 2025 key trends
- Competitive landscape
- Retail developments
- What next for luxury goods?

MARKET DATA

- Table 7 - Sales of Luxury Goods by Category: Value 2020-2025
- Table 8 - Sales of Luxury Goods by Category: % Value Growth 2020-2025
- Table 9 - Inbound Receipts for Luxury Goods by Country of Origin: Value 2020-2025
- Table 10 - NBO Company Shares of Luxury Goods: % Value 2020-2024
- Table 11 - LBN Brand Shares of Luxury Goods: % Value 2021-2024
- Table 12 - Distribution of Luxury Goods by Format and Category: % Value 2025
- Table 13 - Forecast Sales of Luxury Goods by Category: Value 2025-2030
- Table 14 - Forecast Sales of Luxury Goods by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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/experiential-luxury-in-spain/report.