



**Euromonitor
International**

General Merchandise Stores in Spain

May 2026

Table of Contents

General Merchandise Stores in Spain - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

General Merchandise Stores Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for General Merchandise Stores

INDUSTRY PERFORMANCE

Variety Stores Leverage Proximity and Affordability to Post the Fastest Growth in 2025

El Corte Inglés Reinvents the Retail Experience with Immersive Spaces as Ale-Hop Eyes an International Profile

Chart 2 - El Corte Inglés Remodels Flagship Stores

Chart 3 - Value Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Variety Stores to Make Gains through Expanded and Affordable Product Ranges

Chart 5 - Analyst Insight for General Merchandise Stores

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

El Corte Inglés Defends Its Dominance as Ale-Hop Gains Momentum

Chart 8 - Ale-Hop Eyes International Expansion

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for General Merchandise Stores

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for General Merchandise Stores

Chart 15 - Population 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Retail in Spain - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - 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 18 - Primor Opens New Flagship Store in Barcelona

Chart 19 - Value Sales 2020-2030

Chart 20 - Value Sales by Category 2025

WHAT'S NEXT?

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

Chart 21 - Analyst Insight for Retail

Retailers Drive Faster, Sustainable Delivery

Chart 22 - Forecast Value Sales 2020-2030

Chart 23 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Mercadona Maintains Leadership through Targeted Investments

Significant Innovation in Retail Concepts in 2025

Chart 24 - Big Fish Autonomous Store Concept

Chart 25 - Carrefour Introduces Clubia, a Conversational Ai Assistant

Chart 26 - Company Shares 2025

Chart 27 - 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 28 - Economic Context for Retail

Chart 29 - Real Gdp Growth 2020-2030

Chart 30 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 31 - Consumer Context for Retail

Chart 32 - Population 2020-2030

Chart 33 - Population by Generation 2025

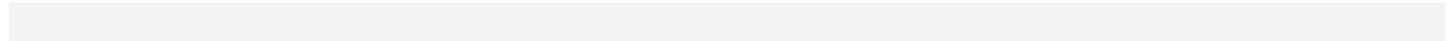
COUNTRY REPORTS DISCLAIMER

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/general-merchandise-stores-in-spain/report.