



Euromonitor
International

Personal Care Appliances in Spain

February 2026

Table of Contents

Personal Care Appliances in Spain - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Robust growth and premiumisation drive category expansion

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Influencer endorsements of multifunctional stylers drive hair care appliance sales

Dyson exemplifies advanced features and compact design with its new launch

New entrants leverage sophisticated engineering, driving premiumisation

Chart 2 - Dreame Elevates Hair Styling in Spain with Premium-Focused Innovations

WHAT'S NEXT?

Premium, tech-enabled skin care products set to drive sales growth

Smart, personalised styling tools expected to drive hair care appliances

Cordless and portable solutions anticipated to remain a key trend

Chart 3 - Analyst Insight

COMPETITIVE LANDSCAPE

Incumbents maintain lead, while Shark emerges as a dynamic challenger

Shark enters hair care appliances by leveraging premiumisation

Chart 4 - Shark Elevates Its Flagship Styler with Limited-Edition Designs

CHANNELS

Electronics and appliances specialists dominates, while digital platforms gain traction

COUNTRY REPORTS DISCLAIMER

Consumer Appliances in Spain - Industry Overview

EXECUTIVE SUMMARY

Housing market rebound and home renovations boost consumer appliances sales

KEY DATA FINDINGS

Chart 5 - Key Trends 2025

INDUSTRY PERFORMANCE

Housing rebound and demand for energy-efficient products boost appliance sales

Home laundry appliances experiences strong growth, while Electrolux exemplifies AI innovation

Chart 6 - AEG ProAssist: Spain's First Fully Assisted Kitchen Suite

Bosch drives sustainability with AI-powered climate control

Chart 7 - Bosch Climate CL3200i – AI-Driven Comfort and Pure Air in One Unit

WHAT'S NEXT?

Manufacturers are expected to prioritise sustainability and energy efficiency

Heat pumps set to experience strong growth, driven by energy efficiency and AI integration

Chart 8 - Analyst Insight

Premiumisation is set to drive sales in small appliances

Chart 9 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

While major players retail their lead, challengers gain traction

Direct-to-consumer strategies and innovation shape landscape

Chart 10 - Cecotec Opens First DTC Shopping Shop in Cáceres

CHANNELS

Offline retailers remain dominant despite e-commerce growth

ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030

Chart 12 - PEST Analysis in Spain 2025

CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in Spain 2025

Chart 14 - Consumer Landscape in Spain 2025

COUNTRY REPORTS 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/personal-care-appliances-in-spain/report.