

Luxury Goods in Spain

October 2025

Table of Contents

Luxury Goods in Spain

EXECUTIVE SUMMARY

Luxury goods in 2025: The big picture

2025 key trends

Competitive landscape

Retail developments

What next for luxury goods?

MARKET DATA

- Table 1 Sales of Luxury Goods by Category: Value 2020-2025
- Table 2 Sales of Luxury Goods by Category: % Value Growth 2020-2025
- Table 3 Inbound Receipts for Luxury Goods by Country of Origin: Value 2020-2025
- Table 4 NBO Company Shares of Luxury Goods: % Value 2020-2024
- Table 5 LBN Brand Shares of Luxury Goods: % Value 2021-2024
- Table 6 Distribution of Luxury Goods by Format and Category: % Value 2025
- Table 7 Forecast Sales of Luxury Goods by Category: Value 2025-2030
- Table 8 Forecast Sales of Luxury Goods by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Experiential Luxury in Spain

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 9 Sales of Experiential Luxury by Category: Value 2020-2025
- Table 10 Sales of Experiential Luxury by Category: % Value Growth 2020-2025
- Table 11 NBO Company Shares of Experiential Luxury: % Value 2020-2024
- Table 12 LBN Brand Shares of Experiential Luxury: % Value 2021-2024
- Table 13 Forecast Sales of Experiential Luxury by Category: Value 2025-2030
- Table 14 Forecast Sales of Experiential Luxury by Category: % Value Growth 2025-2030

Fine Wines/Champagne and Spirits in Spain

KEY DATA FINDINGS

2025 DEVELOPMENTS

Resilient performance as consumers look to indulge with premium beverages
Highly fragmented competitive landscape dominated by smaller players
Local producers look to export markets to increase reach

PROSPECTS AND OPPORTUNITIES

Premiumisation and wellness trends to drive future development Luxury brands to adopt sustainability and mindful drinking strategies Rising demand for premium drinks to drive off-trade sales growth

CATEGORY DATA

- Table 15 Sales of Fine Wines/Champagne and Spirits by Category: Value 2020-2025
- Table 16 Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2020-2025
- Table 17 NBO Company Shares of Fine Wines/Champagne and Spirits: % Value 2020-2024
- Table 18 LBN Brand Shares of Fine Wines/Champagne and Spirits: % Value 2021-2024
- Table 19 Distribution of Fine Wines/Champagne and Spirits by Format: % Value 2020-2025
- Table 20 Forecast Sales of Fine Wines/Champagne and Spirits by Category: Value 2025-2030
- Table 21 Forecast Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2025-2030

Premium and Luxury Cars in Spain

KEY DATA FINDINGS

2025 DEVELOPMENTS

Luxury car buyers drive demand for sustainable electric vehicles

Mercedes-Benz and BMW retain dominance of consolidated competitive landscape

Advanced technology and prestige influence consumers' purchasing decisions

PROSPECTS AND OPPORTUNITIES

Affluent consumers to drive demand for premium sustainable vehicles Luxury car brands set to focus on electrification and personalisation trends Rising demand for smart tech and customisation

CATEGORY DATA

- Table 22 Sales of Premium and Luxury Cars: Value 2020-2025
- Table 23 Sales of Premium and Luxury Cars: % Value Growth 2020-2025
- Table 24 NBO Company Shares of Premium and Luxury Cars: % Value 2020-2024
- Table 25 LBN Brand Shares of Premium and Luxury Cars: % Value 2021-2024
- Table 26 Forecast Sales of Premium and Luxury Cars: Value 2025-2030
- Table 27 Forecast Sales of Premium and Luxury Cars: % Value Growth 2025-2030

Personal Luxury in Spain

KEY DATA FINDINGS

2025 DEVELOPMENTS

Designer apparel and footwear (ready-to-wear)

Luxury eyewear

Luxury jewellery

Luxury leather goods

Luxury wearables electronics

Luxury timepieces

Luxury writing instruments and stationery

Super premium beauty and personal care

PROSPECTS AND OPPORTUNITIES

Sustainable luxury goods to drive consumer demand and brand differentiation Luxury brands to focus on craftmanship while adopting transparency initiatives Luxury retailers to drive growth through innovation and personalisation

CATEGORY DATA

- Table 28 Sales of Personal Luxury by Category: Value 2020-2025
- Table 29 Sales of Personal Luxury by Category: % Value Growth 2020-2025
- Table 30 NBO Company Shares of Personal Luxury: % Value 2020-2024
- Table 31 LBN Brand Shares of Personal Luxury: % Value 2021-2024
- Table 32 Distribution of Personal Luxury by Format: % Value 2020-2025
- Table 33 Forecast Sales of Personal Luxury by Category: Value 2025-2030
- Table 34 Forecast Sales of Personal Luxury by Category: % Value Growth 2025-2030

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/luxury-goods-in-spain/report.