



Baby and Child-Specific Products in Spain

June 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Baby and Child-Specific Products Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Baby and Child-Specific Products

INDUSTRY PERFORMANCE

Spanish Parents Adapt Spending Amid Birth Rate Decline and Economic Pressures

Baby Wipes Lead Value Sales, While Baby and Child-Specific Sun Care Shows Strong Growth Momentum

Informed Older Mothers Drive Demand for Enriched, Chemical-Free Baby Products

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Spanish Birth Rate Decline and Evolving Child Demographics Anticipated to Shape Sales

Baby Wipes Set to Continue Leading Value, While Sun Care Leads Growth Trajectory

Innovative Natural Products and Older Child Focus Expected to Drive Business Strategies

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Mercadona and Carrefour Strengthen Their Positions through Competitive Pricing and Strong Brand Recognition

Chart 7 - Analyst Insight for Baby and Child-Specific Products

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Supermarkets and Pharmacies Maintain Leading Distribution Roles Supported by Key Product Categories

Retail E-Commerce Grows Steadily, Driven by Convenience and Expanding Product Range

Chart 10 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Baby and Child-Specific Products

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Baby and Child-Specific Products

Chart 15 - Population 2020-2030

Chart 16 - Consumer Expenditure 2020-2030

Chart 17 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in Spain - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Economic Pressures Shape Cautious Consumer Behaviour and Sales Growth Moderation

Mass and Premium Segments Respond Differently to Evolving Consumer Demands

Social Media and Uniqueness Drive Trends and Consumer Choices Amid Economic Caution

Chart 19 - Value Sales 2020-2030

Chart 20 - Volume Sales 2020-2030

Chart 21 - Value Sales by Category 2025

WHAT'S NEXT?

Economic Pressures Expected to Shape Cautious Spending but Steady Value Growth

Fragrances Set to Remain Largest and Best Performing, Driven by Social Media Influence on Consumer Preferences

Chart 22 - Analyst Insight for Beauty and Personal Care

Social Media and Dupes Anticipated to Reshape Consumer Choices and Brand Strategies

Chart 23 - Forecast Value Sales 2020-2030

Chart 24 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'Oréal and Mercadona Drive Market Concentration through Innovation and Private Label Growth

Chart 25 - Company Shares 2025

Chart 26 - Brand Shares 2025

CHANNELS

Supermarkets and Beauty Specialists Retain Lead, Driven by Private Label Growth and the Increasing Number of Niche Brands

Retail E-Commerce Expands Rapidly as Consumers Embrace Digital Beauty Shopping

Chart 27 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 28 - Economic Context for Beauty and Personal Care

Chart 29 - Real Gdp Growth 2020-2030

Chart 30 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 31 - Consumer Context for Beauty and Personal Care

Chart 32 - Population 2020-2030

Chart 33 - Consumer Expenditure 2020-2030

Chart 34 - 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/baby-and-child-specific-products-in-spain/report.