



Apparel Accessories in Spain

February 2026

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Low prices result in shift to affordable options

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Belts remains the largest category

Weather conditions impact sales of certain accessories

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Influencers and e-commerce drive sales of fashion items

Belts to maintain largest share despite modest growth

Social media and sustainability to shape future trends

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Zara España SA and other key players maintain strength through strategic collaborations

No significant mergers or acquisitions expected to impact market

CHANNELS

Shein and TikTok Shop drive e-commerce growth

Retail e-commerce plays significant role

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