



Menswear in Spain

February 2026

Table of Contents

Menswear in Spain - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Cautious spending environment

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Conservative spending habits limit menswear growth

Men's outerwear is the largest category

Market polarisation drives value sales growth

Chart 3 - Socio-Economic Framework Limiting Sales

WHAT'S NEXT?

Fast fashion and sustainability drive market growth

Men's outerwear to remain largest category

Influencer marketing and sustainability to shape future sales

COMPETITIVE LANDSCAPE

Zara and Primark lead menswear with strong brand presence

Emerging brands and social media drive competition

CHANNELS

Brick-and-mortar stores dominate menswear sales

Stagnant e-commerce growth in menswear

Market polarisation drives sales in physical stores

COUNTRY REPORTS DISCLAIMER

Apparel and Footwear in Spain - Industry Overview

EXECUTIVE SUMMARY

Growth potential despite challenges

KEY DATA FINDINGS

Chart 4 - Key Trends 2025

Chart 5 - Analyst Insight

INDUSTRY PERFORMANCE

Shein and other low-price players gain market share

Chart 6 - Cheaper Players Gaining Ground.

Apparel remains the largest category despite slow growth

Footwear drives dynamic growth with cautious optimism

WHAT'S NEXT?

Shein and dupe trends drive market polarisation

Dress-down looks to continue shaping sales

Sustainability and digital marketing to shape future

COMPETITIVE LANDSCAPE

Influencers and new players reshape competitive landscape

Emerging players and digital strategies to drive future growth

Chart 7 - Small Players Gaining Popularity

CHANNELS

TikTok Shop launch boosts retail e-commerce

Shein and local outdoor markets see growth

Rise of challengers influences development of distribution landscape

Chart 8 - Social Media Shaping Brand Performance

ECONOMIC CONTEXT

Chart 9 - Real GDP Growth and Inflation 2020-2030

Chart 10 - PEST Analysis in Spain 2025

CONSUMER CONTEXT

Chart 11 - Key Insights on Consumers in Spain 2025

Chart 12 - 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/menswear-in-spain/report.