



Euromonitor
International

Households: Spain

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HEADLINES

PROSPECTS

Extended households set for most rapid growth, due to an ageing population and economic pressures

Urbanisation to increase, with Palma de Mallorca leading growth

Household income growth slows, despite economic gains and job improvements

Spain is a leader in Western Europe in digital device ownership, but rural connectivity lags

Housing completions see highest growth in the region, despite increasing prices

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