



Retail E-Commerce in Spain

May 2026

Table of Contents

Retail E-Commerce in Spain - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Temu and Shein Capture Young Spenders While Marketplace E-Commerce Drives Structural Change

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Retail E-Commerce

INDUSTRY PERFORMANCE

Temu and Shein Capture Young Spenders While Marketplace E-Commerce Drives Structural Change

Chart 2 - Shein Offers Superior Mobile User Experience

El Corte Inglés Transforms Store Experience through Digital-First Focus

Chart 3 - Value Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Mobile-First Strategies and Ai Adoption Reshape Consumer Experience

Chart 5 - Analyst Insight for Retail E-Commerce

Marketplace Platforms to Outpace Rivals While Health and Beauty Specialists Gain Momentum

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Amazon Expands Delivery Options as Temu Accelerates with Local Partnerships

Chart 8 - Temu Marketplace Wins Consumers with Attractive Prices

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Retail E-Commerce

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Retail E-Commerce

Chart 15 - Population 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Retail in Spain - Industry Overview

EXECUTIVE SUMMARY

Dia'S New Private Label Focus Lifts Value-Driven Retailing

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Dia'S New Private Label Focus Lifts Value-Driven Retailing

Primor'S Immersive Flagship Embodies Reconceptualisation of the Physical Space Trend

Chart 18 - Primor Opens New Flagship Store in Barcelona

Chart 19 - Value Sales 2020-2030

Chart 20 - Value Sales by Category 2025

WHAT'S NEXT?

Retail E-Commerce Benefits From an Omnichannel Approach and Logistics Integration

Chart 21 - Analyst Insight for Retail

Retailers Drive Faster, Sustainable Delivery

Chart 22 - Forecast Value Sales 2020-2030

Chart 23 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Mercadona Maintains Leadership through Targeted Investments

Significant Innovation in Retail Concepts in 2025

Chart 24 - Big Fish Autonomous Store Concept

Chart 25 - Carrefour Introduces Clubia, a Conversational Ai Assistant

Chart 26 - Company Shares 2025

Chart 27 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Summary 1 - Standard Opening Hours by Channel Type 2025

Seasonality

Christmas

January Sales

Summer Sales

ECONOMIC CONTEXT

Chart 28 - Economic Context for Retail

Chart 29 - Real Gdp Growth 2020-2030

Chart 30 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 31 - Consumer Context for Retail

Chart 32 - Population 2020-2030

Chart 33 - 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/retail-e-commerce-in-spain/report.