2026 Consumer Sentiment Survey

Spain

JUNE 2026

BCG Consumer Sentiment Survey April 2026

11

Countries surveyed: UK, Germany, France, Italy, Spain, Denmark, Sweden, Finland, Norway, Romania, and Poland

~1,800

Respondents per country with a nationally representative sample

12

Product categories surveyed for spending and purchasing behavior

SUMMARY OF RESULTS

Consumer Sentiment in Spain 2026

Pessimism is rising in Spain. Consumers are increasingly pessimistic about politics and the economy, and concerns over inflation and the geopolitical situation have risen. Yet they remain optimistic on a personal level

Spanish consumers are increasing their spending on household essentials such as groceries and home care, primarily driven by price inflation. Spending also remains high among pet owners. At the same time, consumers are cutting back in other categories by reducing volume or actively seeking deals. Fashion and alcohol are the categories most affected

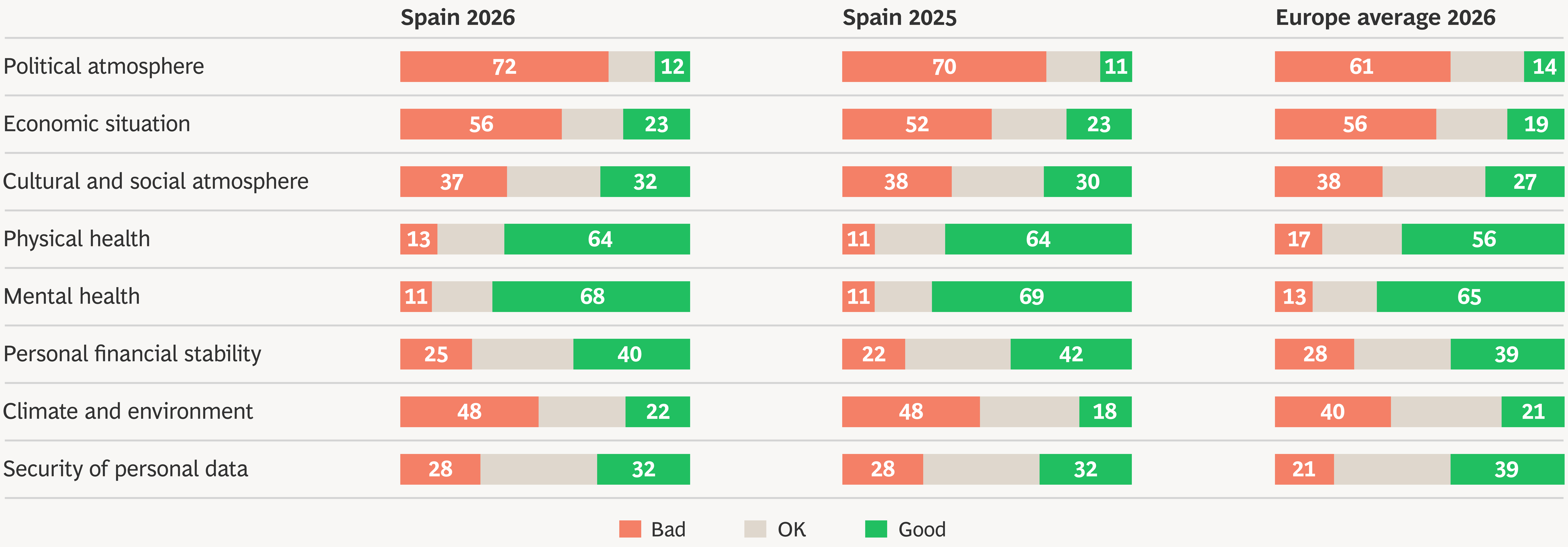
Price sensitivity strongly influences Spanish consumer behavior, with up to 75% of purchase decisions driven by discounts. Additionally, in general more than 1 in 2 consumers report a willingness to switch brands for better offers

Spain shows a low level of online penetration, in comparison to other European countries, particularly in fashion, OTC, and home appliances

Consumers' consideration for sustainability products has remained stable on average. However, **the share of consumers willing to pay a green premium has slightly decreased and remains low**

Spanish consumers are concerned about national issues, but remain optimistic at a personal level, in line with Europe trends

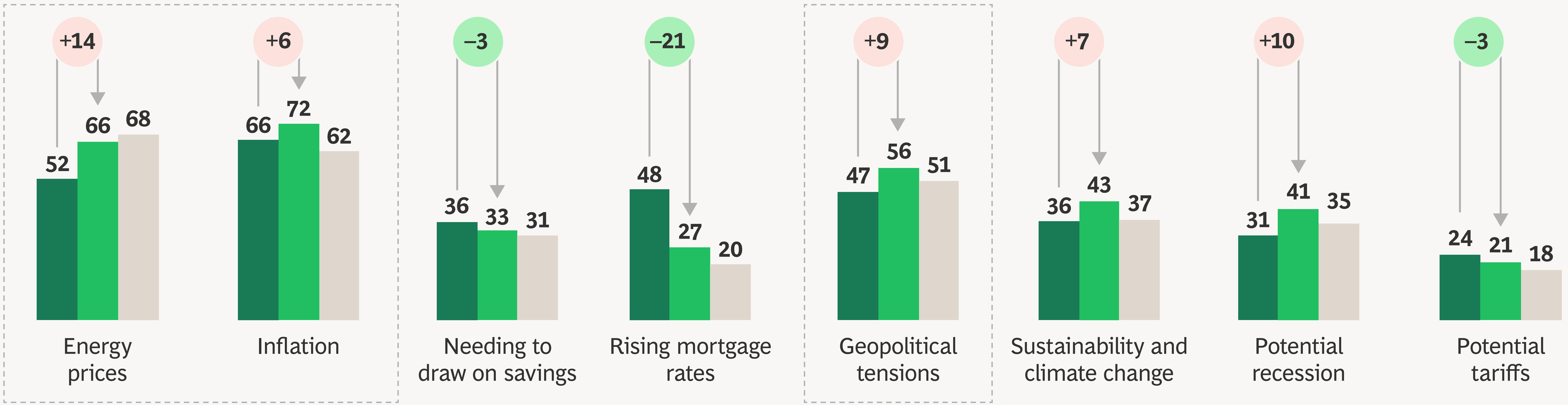
HOW CONSUMERS FEEL ABOUT NATIONAL ISSUES AND THEIR OWN CIRCUMSTANCES (%)



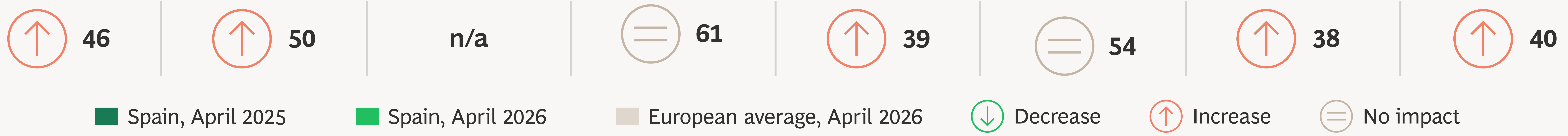
Sources: 2026 BCG European Consumer Sentiment Survey (April 2026) with 20,093 total respondents across 11 countries (~1,800 responses per country); 2025 BCG European Consumer Sentiment Survey.
Question 01: *How do you currently feel about each of the following? (Response options: Very bad, Bad, Neither good nor bad, Good, Very good. Results shown as Bad, OK, and Good.)*

Rising concerns over energy prices, inflation, and geopolitical tensions are translating directly into expected spending increases for Spanish consumers

KEY AREAS OF CONCERN[1] (% OF RESPONDENTS)



MOST EXPECTED IMPACT ON SPENDING[2] (HIGHEST % OF RESPONDENTS)



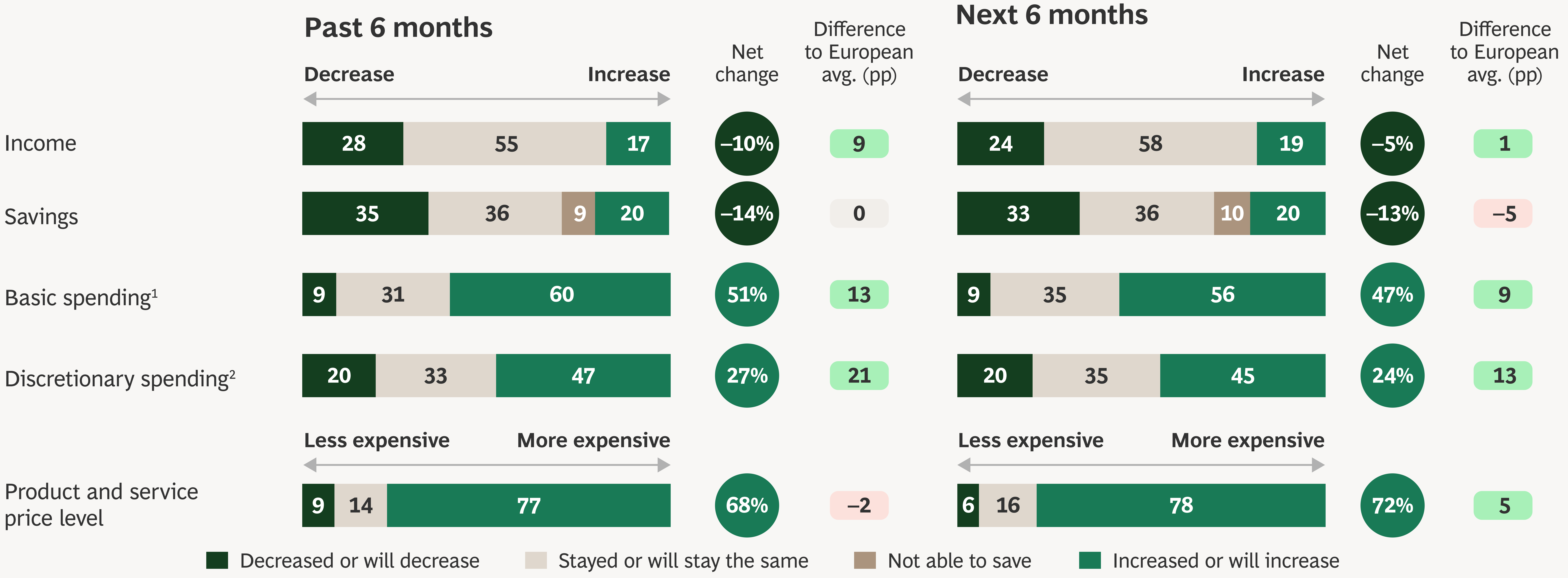
Sources: 2026 BCG European Consumer Sentiment Survey (April 2026) with 20,093 total respondents across 11 countries (~1,800 responses per country); 2025 BCG European Consumer Sentiment Survey.

[1]Question O2: *Which of the following are you currently personally concerned by? Select all that apply. (Multiple selection. Bars show those who selected "yes.")*

[2]Question O3a: *How do you expect the development of the following factors to impact your spending in the next 6 months? (Response options: Increase, Decrease, No impact.)*

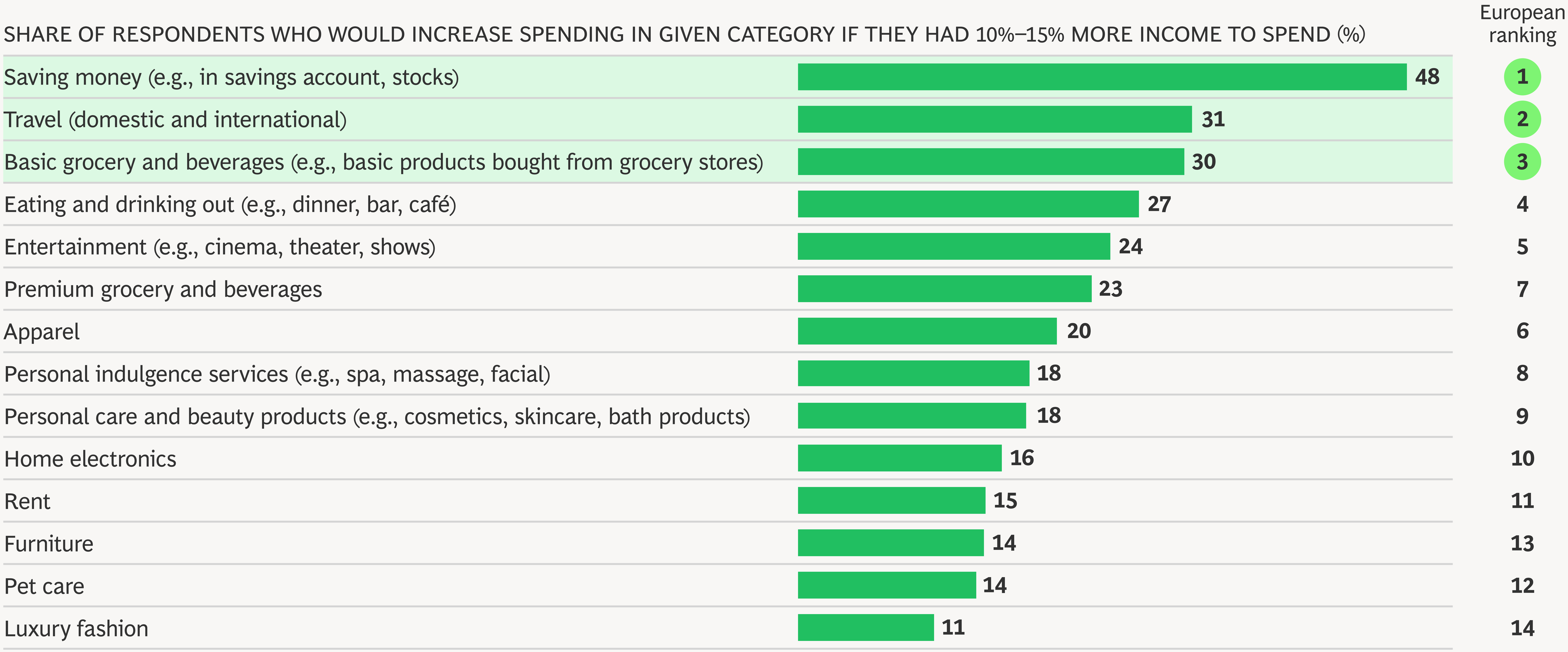
Spanish consumers expect little relief ahead; pricing pressure set to persist while income and savings continue declining

SENTIMENT ON DEVELOPMENT OF OWN FINANCES AND PRICES (%)



Source: 2026 BCG European Consumer Sentiment Survey (April 2026) with 20,093 total respondents across 11 countries; ~1,800 responses per country.
Questions O4–10, O12–13: *Which of these statements best describe your [income/savings/spending/sentiment on pricing] compared to 6 months ago/in the next 6 months?*
[1]e.g., housing, transport, medication, education, basic food. [2]e.g., clothing, dining out, concerts, entertainment.

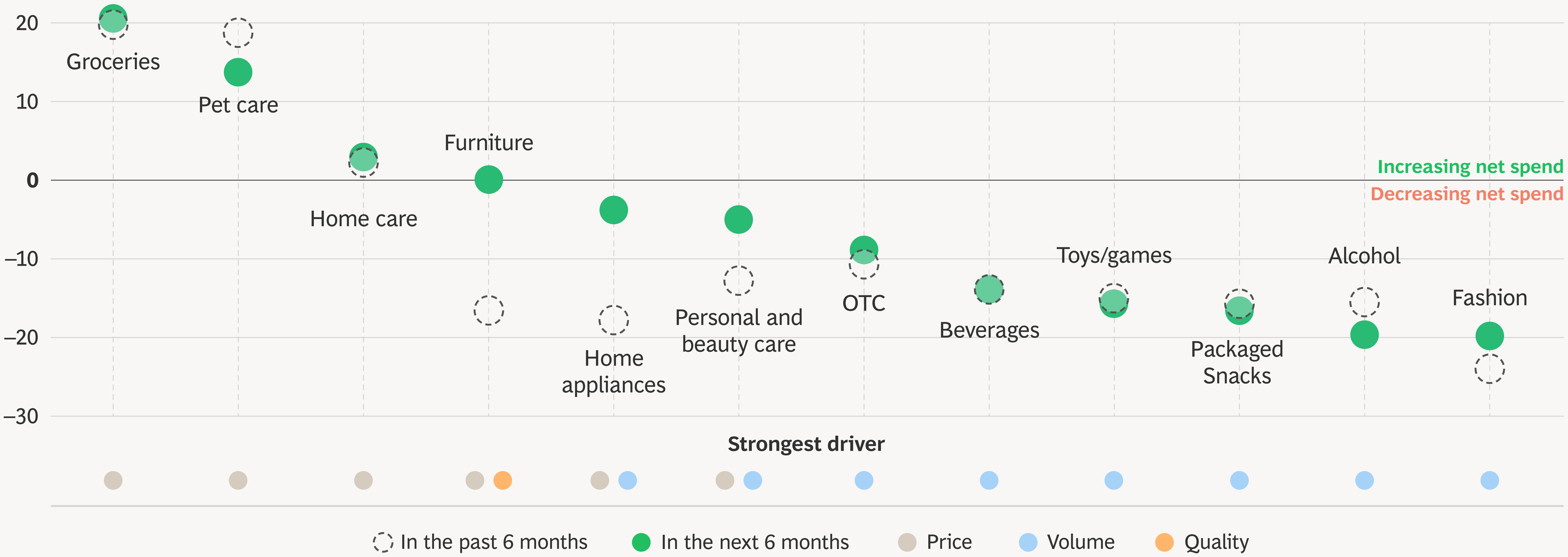
If disposable income were to increase by 10%–15%, almost 50% of Spanish consumers would prioritize allocating the money to boost savings



Source: 2026 BCG European Consumer Sentiment Survey (April 2026) with 20,093 total respondents across 11 countries; ~1,800 responses per country.
Question O16: *If you had 10%–15% more income to spend than what you have today, how would you change your spending behavior in the following categories? [Multiple selection; Response options: Reduce or cut, Keep the same, Increase, Start. Results shown for Increase or Start.)*

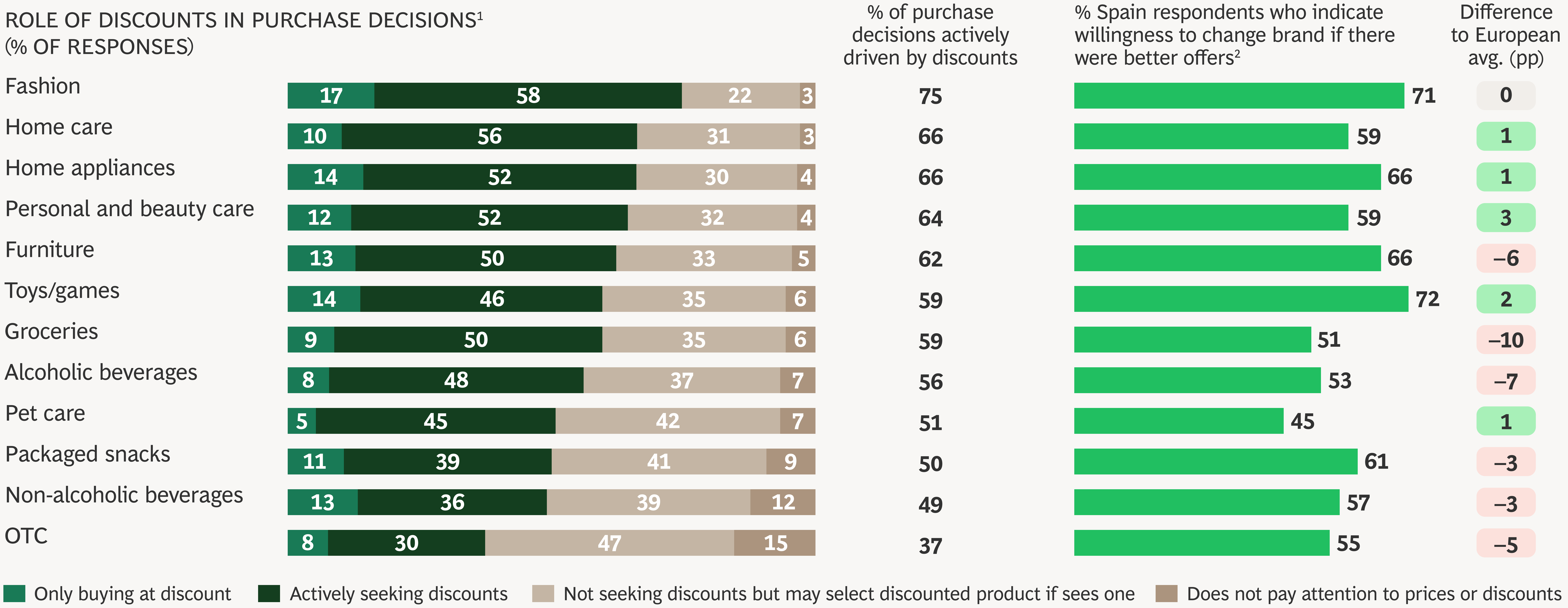
While inflation forces essential spending higher, Spanish consumers are actively buying less in discretionary categories

NET SPENDING CHANGE AMONG CONSUMERS WITHIN CATEGORY (PP)



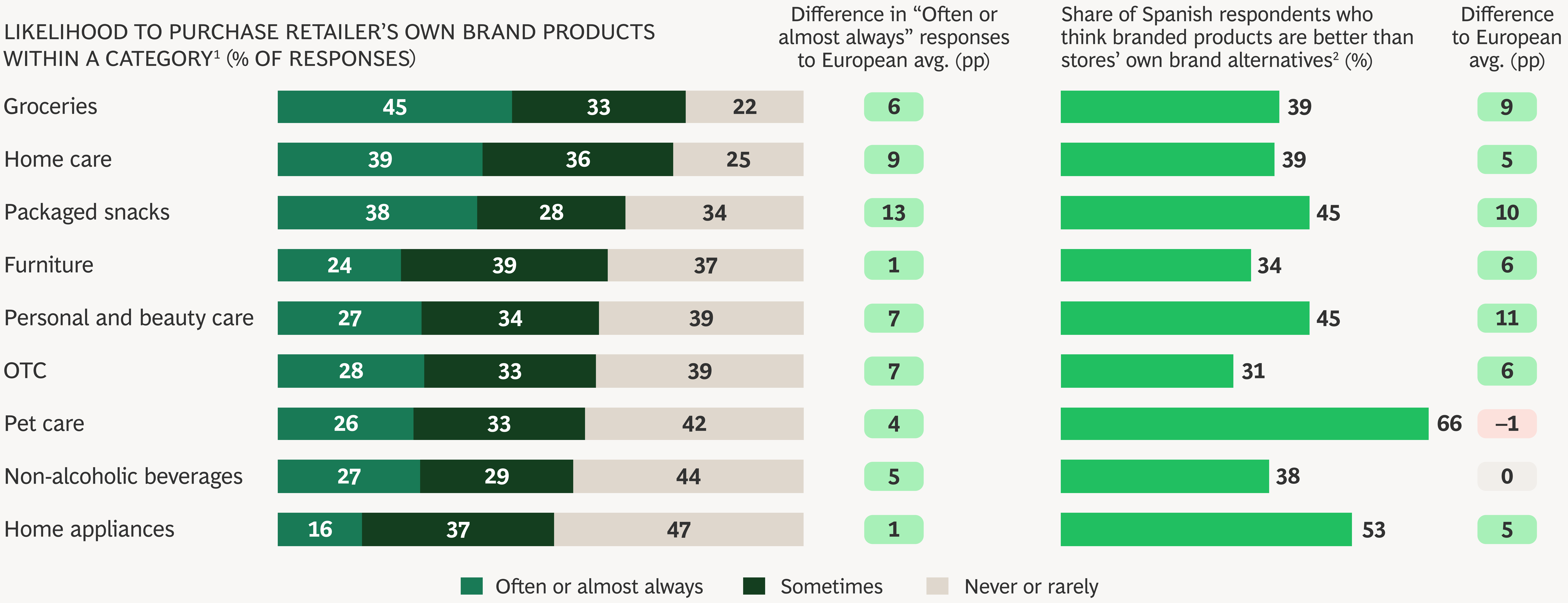
Source: 2026 BCG European Consumer Sentiment Survey (April 2026) with 20,093 total respondents across 11 countries; ~1,800 responses per country.
Note: Net spending is the percentage difference between the share of respondents indicating increased spending and those indicating decreased spending within a category. OTC = Over-the-counter drugs and supplements.
Question C2.1: *In the past six months/one year, how much has your total spending changed compared to six months ago/a year ago?"*
Question C3.1: *How much do you expect your total spending to change in the next six months/year compared to today? (Responses: Less, Neutral, More, Will not buy.)*

In Spain, price outweighs brand loyalty, up to 75% of purchases are discount-driven, and 45%–72% of consumers will switch brands for a better offer



Source: 2026 BCG European Consumer Sentiment Survey (April 2026) with 20,093 total respondents across 11 countries; ~1,800 responses per country.
Note: OTC = Over-the-counter drugs and supplements.
[1]Question C5.4: *Thinking about [category], how would you describe your behavior regarding discounts within [category]?* [2]Question C5.3: *To what extent do you agree with the following statement: "I rarely switch brands for the [category] I buy, even if there were better offers for other brands." (Response options: Agree, Neutral, Disagree.)*

Spanish consumers shop retailers' own brands more often than the average of Europeans, especially within home care and packaged snacks



Source: 2026 BCG European Consumer Sentiment Survey (April 2026) with 20,093 total respondents across 11 countries; ~1,800 responses per country.
Note: OTC = Over-the-counter drugs and supplements.
[1]Question C5.3a: *Thinking about [category], how likely are you to buy unbranded or retailers' own brand items (instead of branded items)?* [2]Question C5.3: *To what extent do you agree with the following statement: "I think branded [category] products are more effective/better in quality and taste than non-branded / stores' own brand alternatives." (Response options: Agree, Neutral, Disagree.)*

Value for money, trusted brand, and ease of use are the top drivers in purchasing decisions in most categories

CHARACTERISTICS THAT INFLUENCED A RECENT PURCHASE (%)	Fashion	Personal care	Home care	OTC	Snacks	Groceries	Alcohol	Beverages	Toys and games	Pet care	Home appliances	Furniture
Good value for money	77	77	77	67	66	68	66	63	65	69	69	64
Trusted brand	59	66	63	61	59	64	61	61	55	67	58	44
Convenience	65	59	61	58	54	55	49	48	55	59	52	55
Functionality	64	61	66	62	42	45	49	44	60	62	61	55
Ease of use	74	65	67	50	50	48	35	42	55	63	62	61
Low price	62	56	66	44	54	59	48	51	51	55	50	53
Availability	57	57	55	54	49	53	50	47	55	61	56	51
Health	39	49	50	55	42	54	30	36	44	73	44	45
Good customer service	55	47	44	42	35	49	36	31	49	58	54	52
Attractive design	60	25	22	24	24	26	21	21	50	30	39	50
Recommendations	33	36	32	43	30	29	31	22	45	51	39	40
Sustainability	36	35	37	38	34	38	29	31	39	43	42	42
Local production	35	37	40	35	40	40	36	33	35	42	33	39

Top 3 KPCs

Bottom 3 KPCs

Source: 2026 BCG European Consumer Sentiment Survey (April 2026) with 20,093 total respondents across 11 countries; ~1,800 responses per country.
Note: KPC = Key purchasing criteria; OTCs = Over-the-counter drugs and supplements.
Question C5.1: *Thinking about your most recent purchase of [category], how important were each of the following in influencing your choice? (Share of responses for "Very important.")*

Online shopping is lower in Spain than other European countries, especially for occasional purchases like appliances and furniture

Online more important for purchasing ← → **Online less important for purchasing**

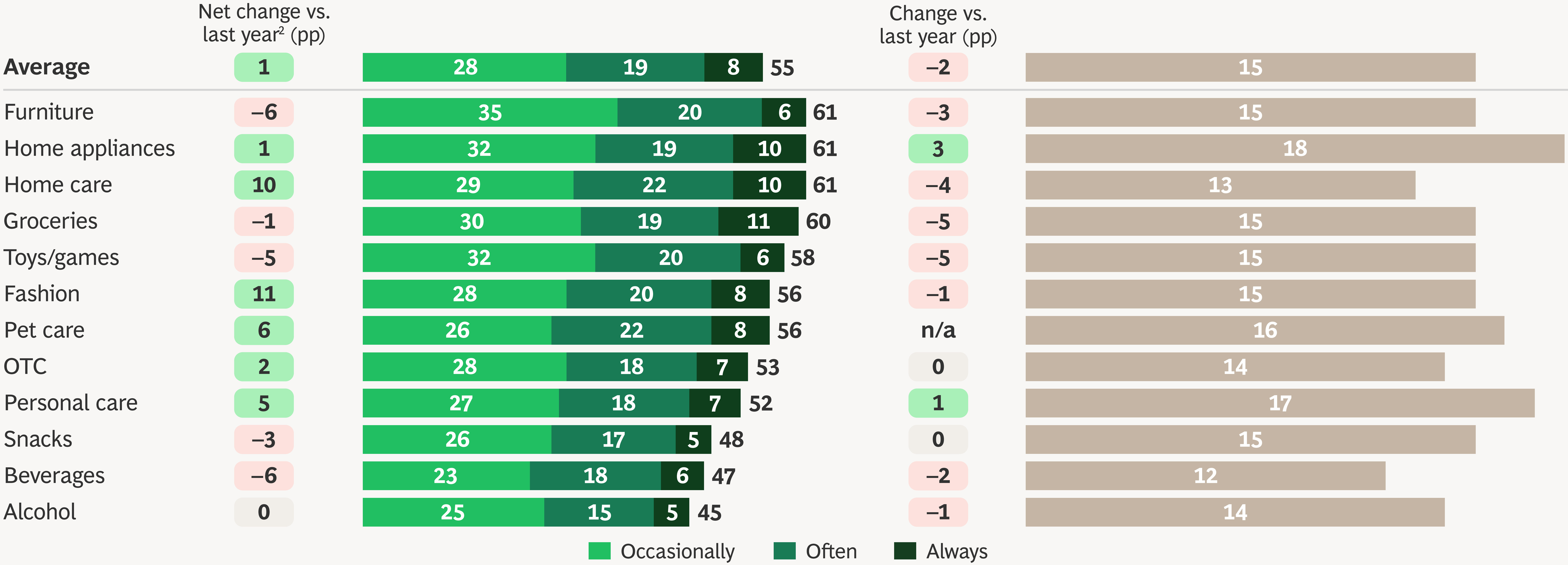
	Toys and games	Pet care	Home appliances	Furniture	Personal care	Fashion	OTC	Alcohol	Beverages	Groceries	Snacks	Home care
CONSUMERS WHO USE ONLINE AS THE MAIN SOURCE OF INSPIRATION[1] (%)	**35**	**27**	**36**	**30**	**25**	**31**	**24**	**15**	**12**	**13**	**12**	**14**
Difference to European avg. (pp)	–3	3	–2	–2	–2	–3	–3	1	1	1	1	–2
CONSUMERS WHO USE ONLINE AS THE MAIN SOURCE OF PURCHASE[2] (%)	**18**	**15**	**15**	**12**	**12**	**10**	**8**	**6**	**6**	**5**	**4**	**3**
Difference to European avg. (pp)	–5	–1	–5	–3	–3	–11	–8	1	1	–2	–1	–4

Source: 2026 BCG European Consumer Sentiment Survey (April 2026) with 20,093 total respondents across 11 countries; ~1,800 responses per country.
Note: OTC= Over-the-counter drugs and supplements.
[1]Question C4.1: *Thinking about when you're deciding to purchase [category], how would you typically browse, research, or look for inspiration on what to buy? (Response options: Mostly online, Mixed, Mostly offline.)* [2]Question C4.3: *Thinking about when it comes to making a purchase of [category], what proportion of your spending is made online/digitally today (instead of buying products from physical stores)? (Response options: Mostly online, Mixed, Mostly offline.)*

Share of Spanish consumers considering sustainability increases while those willing to pay a premium decreases since 2025

CONSUMERS WHO CONSIDER SUSTAINABILITY WHEN MAKING A PURCHASE IN 2026[1] (%)

CONSUMERS WHO ARE WILLING TO PAY MORE FOR A SUSTAINABLE PRODUCT IN 2026[3] (%)



Source: 2026 BCG European Consumer Sentiment Survey (April 2026) with 20,093 total respondents across 11 countries; ~1,800 responses per country.
Note: OTCs = Over-the-counter drugs and supplements.
[1]Question C6.1: *Being completely honest, how often do you think about sustainability when you make decisions regarding the purchase of [category]?* [2]Question C6.2a: *How have your sustainability considerations when purchasing [category] changed over the past year?* [3]Question C6.2: *How much less or more would you be willing to pay in [category] products for sustainable alternatives that minimize your climate impact (vs non-sustainable alternatives)?*

Please contact your local MDP for more information

Adriana de José
Managing Director and Partner
Barcelona, Spain