



Euromonitor  
International

# Direct Selling in Spain

February 2024

Table of Contents

## Direct Selling in Spain - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Direct selling retains an important place in Spanish retail despite reporting losses in 2023

Reduced purchasing power impacts direct selling, but Herbalife continues to benefit from increased focus on health and wellness

Social media playing a key role in the evolution of direct selling

#### PROSPECTS AND OPPORTUNITIES

Direct selling to benefit from loyalty of customers while subscriptions could present new opportunities

Direct selling under pressure to take an omnichannel approach

Economic hardship could encourage more consumers to become direct selling agents

#### CHANNEL DATA

Table 1 - Direct Selling by Product: Value 2018-2023

Table 2 - Direct Selling by Product: % Value Growth 2018-2023

Table 3 - Direct Selling GBO Company Shares: % Value 2019-2023

Table 4 - Direct Selling GBN Brand Shares: % Value 2020-2023

Table 5 - Direct Selling Forecasts by Product: Value 2023-2028

Table 6 - Direct Selling Forecasts by Product: % Value Growth 2023-2028

## Retail in Spain - Industry Overview

### EXECUTIVE SUMMARY

Retail in 2023: The big picture

Sustainability and circular economy

Renewed interest in offline retail

What next for retail?

### OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2023

Seasonality

Christmas

January sales

Summer sales

### MARKET DATA

Table 7 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023

Table 8 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023

Table 9 - Sales in Retail Offline by Channel: Value 2018-2023

Table 10 - Sales in Retail Offline by Channel: % Value Growth 2018-2023

Table 11 - Retail Offline Outlets by Channel: Units 2018-2023

Table 12 - Retail Offline Outlets by Channel: % Unit Growth 2018-2023

Table 13 - Sales in Retail E-Commerce by Product: Value 2018-2023

Table 14 - Sales in Retail E-Commerce by Product: % Value Growth 2018-2023

Table 15 - Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 16 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 17 - Sales in Grocery Retailers by Channel: Value 2018-2023

Table 18 - Sales in Grocery Retailers by Channel: % Value Growth 2018-2023

Table 19 - Grocery Retailers Outlets by Channel: Units 2018-2023

Table 20 - Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 21 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023  
Table 22 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023  
Table 23 - Sales in Non-Grocery Retailers by Channel: Value 2018-2023  
Table 24 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023  
Table 25 - Non-Grocery Retailers Outlets by Channel: Units 2018-2023  
Table 26 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023  
Table 27 - Retail GBO Company Shares: % Value 2019-2023  
Table 28 - Retail GBN Brand Shares: % Value 2020-2023  
Table 29 - Retail Offline GBO Company Shares: % Value 2019-2023  
Table 30 - Retail Offline GBN Brand Shares: % Value 2020-2023  
Table 31 - Retail Offline LBN Brand Shares: Outlets 2020-2023  
Table 32 - Retail E-Commerce GBO Company Shares: % Value 2019-2023  
Table 33 - Retail E-Commerce GBN Brand Shares: % Value 2020-2023  
Table 34 - Grocery Retailers GBO Company Shares: % Value 2019-2023  
Table 35 - Grocery Retailers GBN Brand Shares: % Value 2020-2023  
Table 36 - Grocery Retailers LBN Brand Shares: Outlets 2020-2023  
Table 37 - Non-Grocery Retailers GBO Company Shares: % Value 2019-2023  
Table 38 - Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023  
Table 39 - Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023  
Table 40 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028  
Table 41 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028  
Table 42 - Forecast Sales in Retail Offline by Channel: Value 2023-2028  
Table 43 - Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028  
Table 44 - Forecast Retail Offline Outlets by Channel: Units 2023-2028  
Table 45 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028  
Table 46 - Forecast Sales in Retail E-Commerce by Product: Value 2023-2028  
Table 47 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028  
Table 48 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028  
Table 49 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028  
Table 50 - Forecast Sales in Grocery Retailers by Channel: Value 2023-2028  
Table 51 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028  
Table 52 - Forecast Grocery Retailers Outlets by Channel: Units 2023-2028  
Table 53 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028  
Table 54 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028  
Table 55 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028  
Table 56 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028  
Table 57 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028  
Table 58 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028  
Table 59 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

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## SOURCES

Summary 2 - Research Sources

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