



Euromonitor
International

General Merchandise Stores in Spain

February 2024

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General Merchandise Stores in Spain - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

El Corte Inglés investing in its future as inbound tourism boosts department stores

Pepco expanding its presence in Spain

Chinese family-owned variety stores continue to have an important role in Spain

PROSPECTS AND OPPORTUNITIES

Department stores set for modest gains over the forecast period

Low-priced variety stores such as Ale-Hop and Pepco likely to benefit from challenging economic environment

Digitalisation set to have a growing influence on department stores while foodservice is likely to remain important as part of the experience

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