

# Spain: Consumer Priorities as Recovery Progresses

As consumers in Spain emerge from the stay-at-home period, they say retailers with strong health precautions in place will win their business. Digital will gain importance, and consumers won't be willing to spend too much time in stores. **Here is a closer look.**

## Foodservice

Restaurant staff wearing masks and gloves was the **top-ranked restaurant initiative** that would encourage consumers to eat or drink away from home again.



42%

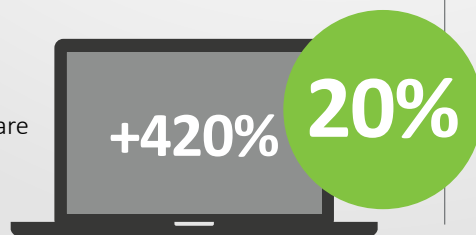


Of the 42% of consumers who used restaurant delivery during lockdown, 53% did so to treat themselves.

Source: The NPD Group/COVID-19 Foodservice Sentiment Study, Spain, May 2020

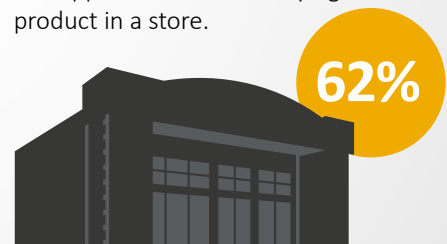
## Beauty

Online beauty sales have grown +420%, led by skincare and hair categories.



## Sports

62% are willing to wait 10 minutes to enter a store to purchase sport footwear and/or sport apparel. 84% of consumers feel apprehensive about trying on a product in a store.



## Toys

37% said they won't take their kids into stores, and an additional 41% will do so at little as possible.



Consumers favor digital initiatives: 20% will feel comfortable with virtual queues, 17% with virtual fitting rooms, and 35% with click & collect.

With businesses and activities reopening in Spain, we can help you understand how consumer behavior has changed so you can shift your business strategy to support recovery and growth.

Source: The NPD Group/COVID-19 Study, Spain, May 2020

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