

SPAIN



Top threads:

Spain fashion retailer rankings 2026

Exploring the top fashion brands in Spain based on
consideration, perceived value and quality



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Foreword



Fashion is more than style, it's a reflection of value, identity, and trust. In the **Spain fashion rankings 2026**, YouGov BrandIndex data reveals how leading brands perform across three critical measures: Consideration, Quality, and Value for money.

Based on responses from more than 6,500 adults in Spain between February 1, 2025 and January 31, 2026, local fast-fashion giant Zara emerges as the most considered fashion brand in Spain, by all generations except Baby Boomers+, who prefer El Corte Inglés.

This report ranks the brands Spaniards are most likely to consider when in-market for clothing, shoes, accessories, or luggage. It also highlights which brands consumers associate with good quality and good value — two perceptions that play a decisive role in purchase decisions.

Beyond the overall rankings, we explore generational and gender differences and profile the audiences behind the top brands, offering a multidimensional view of fashion brand strength in today's market.

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Consideration rankings

Which brands would most Spaniards consider buying?



Top ranked in fashion

Most considered fashion brands 2026

Zara leads as the most considered fashion brand, followed by Decathlon and El Corte Inglés.

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When you are in the market next to buy fashion products, from which of the following would you consider purchasing?

Rank	Fashion brands	Consideration (%)
1	Zara	35.8
2	Decathlon	29.3
3	El Corte Inglés	27.3
4	adidas	26.2
5	Nike	24.7
6	Primark	23.2
7	Mango	20.5
8	H&M	20.3
9	Levi's	19.3
10	Pull & Bear	19.2

YouGov BrandIndex, Feb 1, 2025 – Jan 31, 2026. Spain nat rep n> 6,500. To qualify as top-ranked, brands have held tracked scores for at least 6 months (183 days).

Top ranked in fashion

Most considered by generation

Gen Z

Rank	Fashion brands	Consideration (%)
1	Zara	39.0
2	Pull & Bear	34.0
3	Nike	29.9
4	adidas	27.7
5	Shein	24.7
6	Primark	23.3
7	Stradivarius	22.8
8	Bershka	22.8
9	H&M	22.3
10	El Corte Inglés	21.3

Millennials

Rank	Fashion brands	Consideration (%)
1	Zara	39.0
2	Decathlon	29.5
3	adidas	28.4
4	Nike	27.2
5	Primark	26.4
6	El Corte Inglés	21.8
7	H&M	21.6
8	Shein	20.9
9	Lefties	20.6
10	Mango	20.0

Gen X

Rank	Fashion brands	Consideration (%)
1	Zara	35.3
2	Decathlon	32.6
3	El Corte Inglés	29.5
4	adidas	28.4
5	Nike	25.7
6	Primark	23.0
7	Mango	22.4
8	Springfield	21.8
9	Levi's	21.6
10	H&M	20.8

Baby Boomers+

Rank	Fashion brands	Consideration (%)
1	El Corte Inglés	35.5
2	Decathlon	30.7
3	Zara	29.8
4	Levi's	21.2
5	Primark	19.1
6	adidas	18.2
7	Mango	17.8
8	Cortefiel	17.5
9	Nike	16.4
10	Springfield	16.4

Top ranked in fashion

Most considered by gender

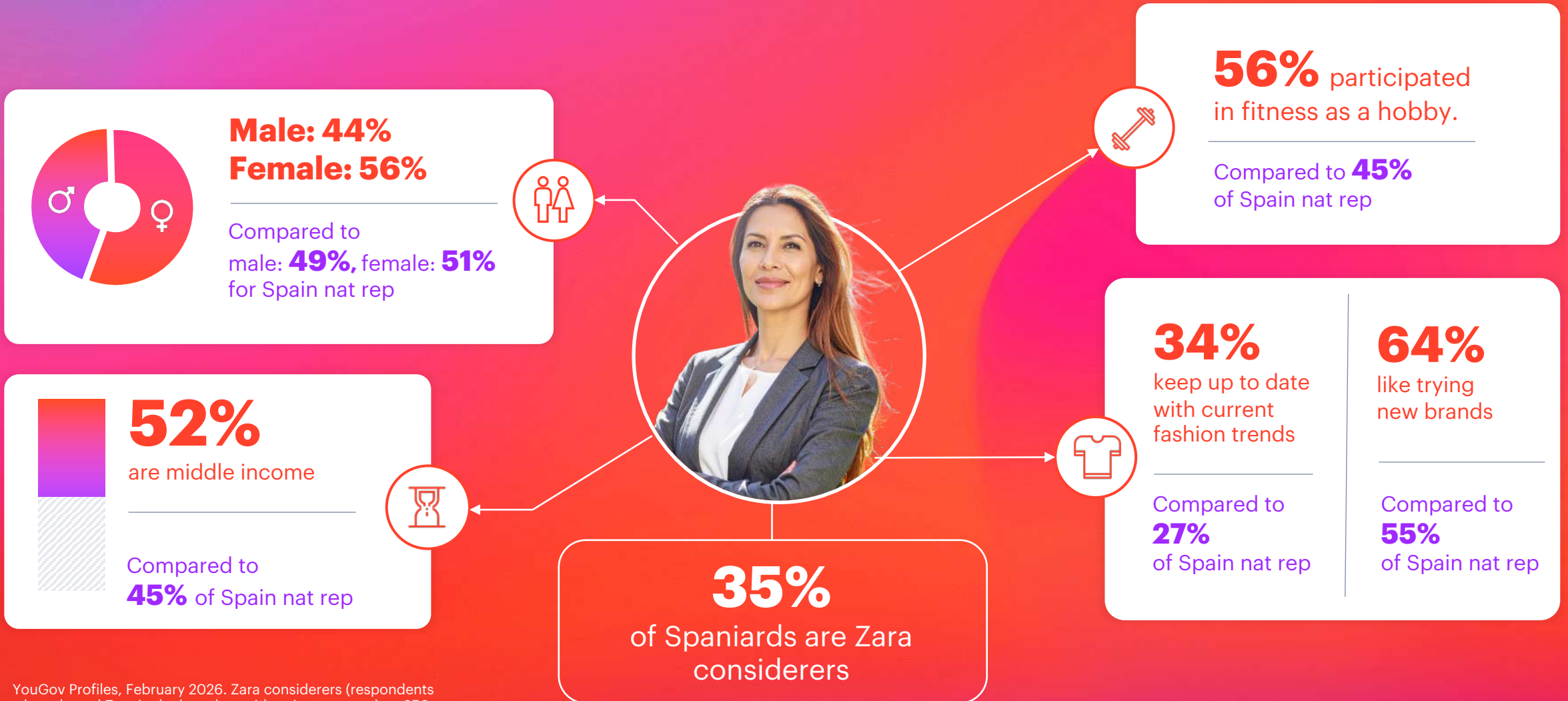
Male

Rank	Fashion brands	Consideration (%)
1	adidas	31.2
2	Decathlon	30.8
3	Nike	29.0
4	Zara	28.1
5	El Corte Inglés	26.1
6	Levi's	23.2
7	Springfield	20.7
8	Primark	20.0
9	Pull & Bear	18.2
10	H&M	16.8

Female

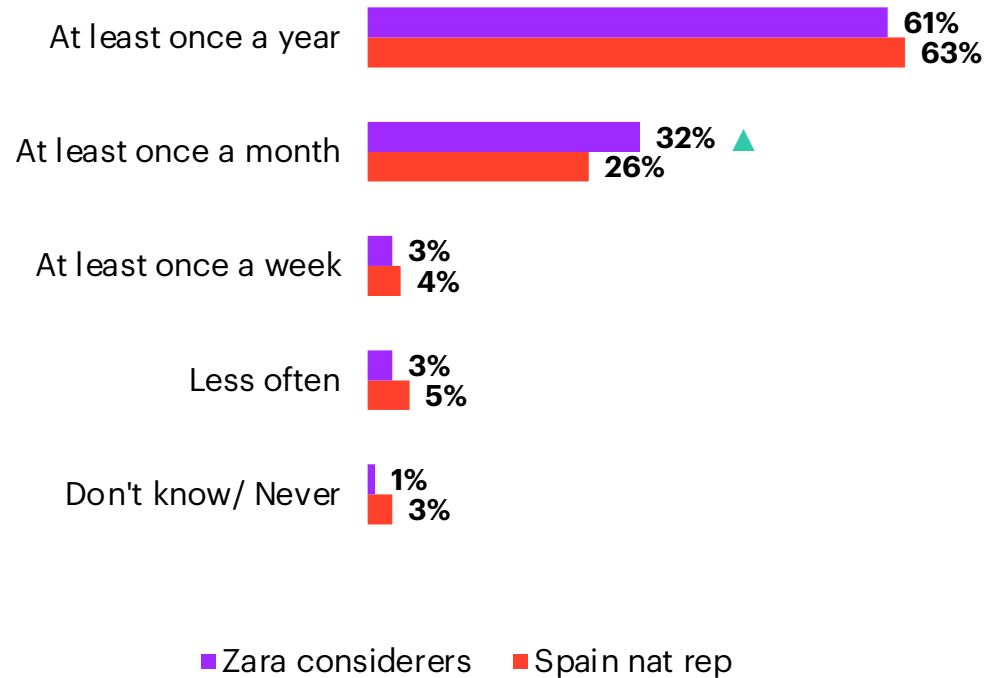
Rank	Fashion brands	Consideration (%)
1	Zara	43.3
2	El Corte Inglés	28.5
3	Mango	28.0
4	Decathlon	27.8
5	Stradivarius	27.1
6	Primark	26.4
7	Shein	25.1
8	H&M	23.7
9	adidas	21.3
10	Nike	20.7

Profile spotlight: Zara considerers



Zara considerers: Shopping frequency and brand affinity

How often, if at all, do you buy fashion products such as trousers, dresses, shirts, jackets? (% of Zara considerers)



Brand affinity –
Zara considerers

BP (hogar)	3.3x
Suzuki	2.8x
Kukident Pro	2.7x
Cetelem	2.7x
Flixbus	2.6x

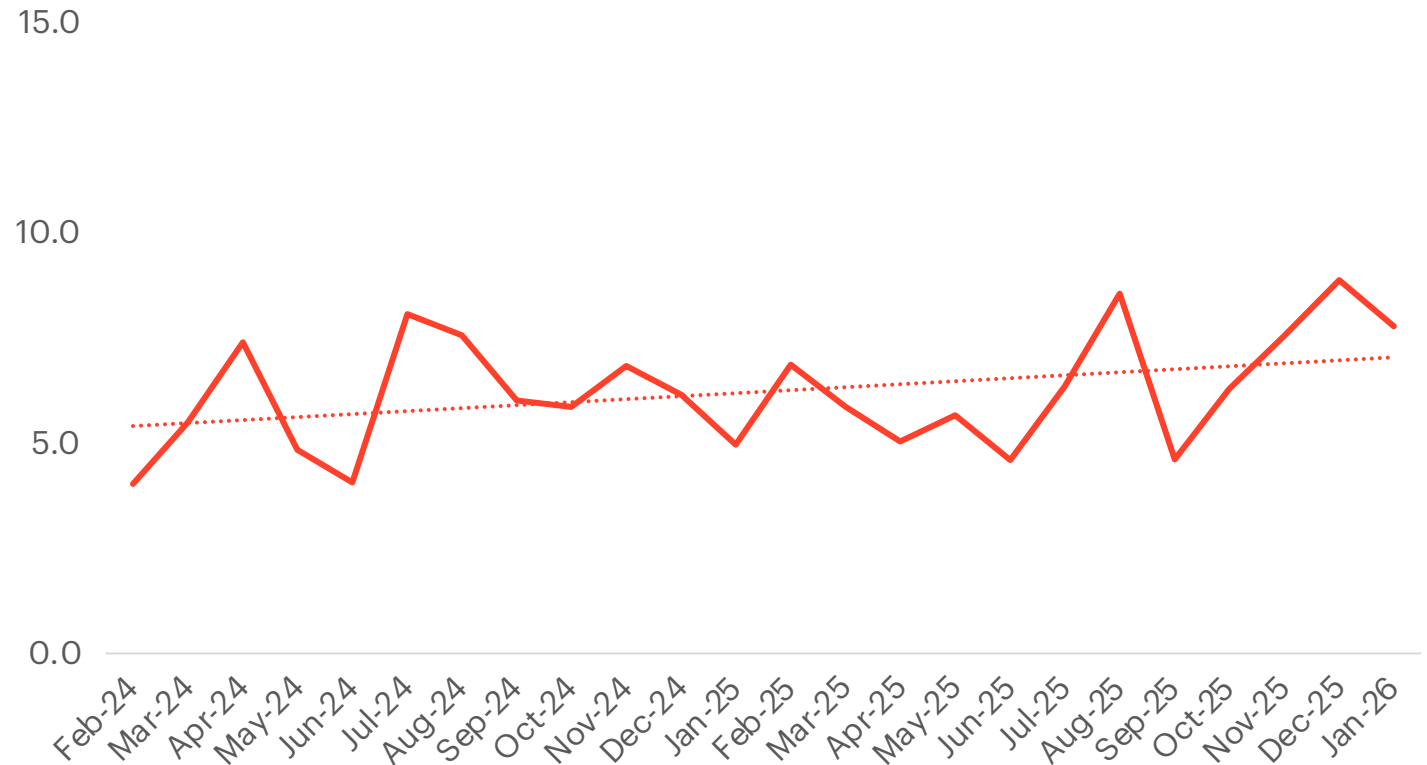
Top ranked in fashion

Most-improved fashion brands based on Consideration

Only two brands recorded positive growth over the last 12 months: Bimba y Lola (+0.5) and Salomon (+0.2)

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Tracking Bimba y Lola year-on-year consideration (%)
(increase of 0.5 points)



YouGov BrandIndex, Feb 1, 2024 – Jan 31, 2026. Spain nat rep: n> 480. Consideration (%) with monthly periodicity. To qualify as top improvers, brands have held tracked scores for at least 18 months (548 days). Question: "When you are in the market next to buy fashion products, from which of the following would you consider purchasing?"

Quality vs. Value

Which brands have the highest
perceived quality and value?



Quality rankings

Best quality fashion brands 2026

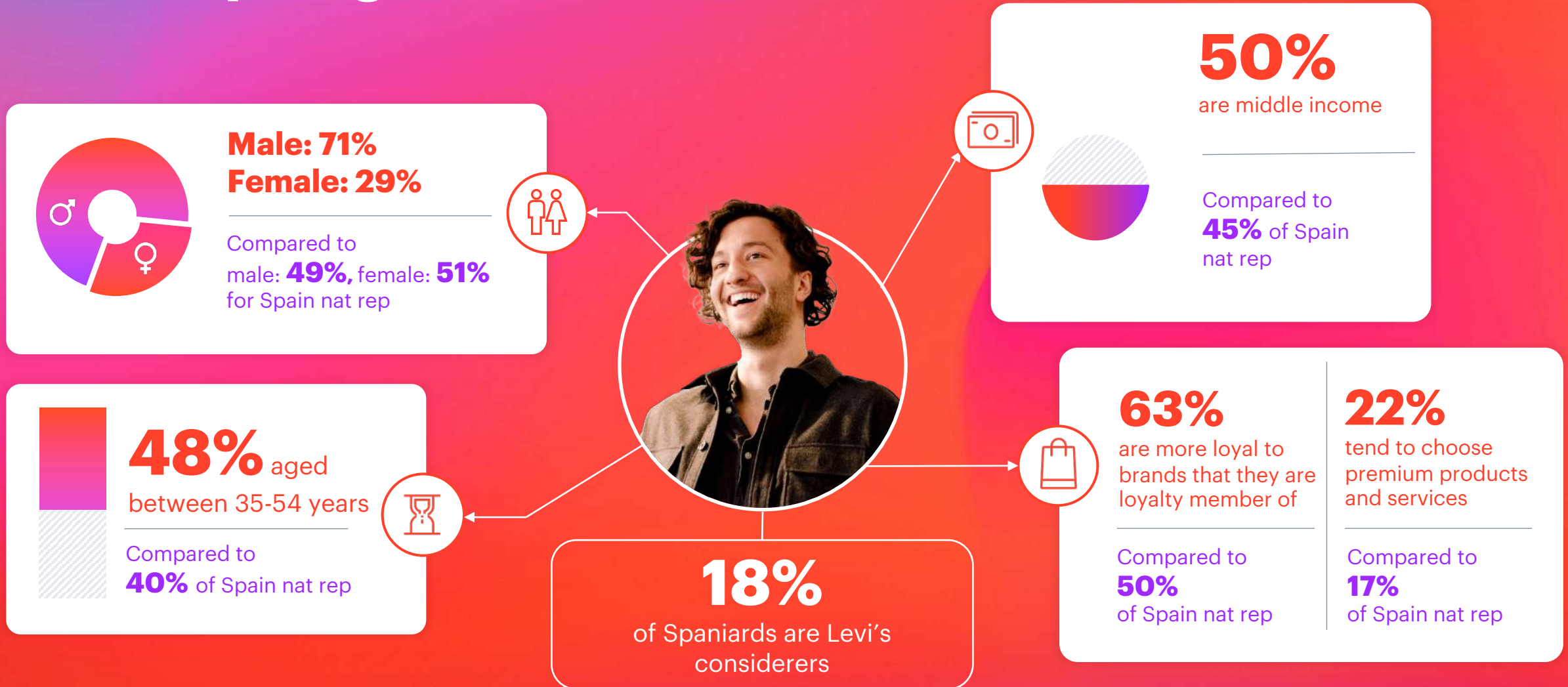
Levi’s leads as the best quality fashion brand, followed by adidas and Nike. Quality is a net measure of perceived quality offered by a brand.

Discover brand tracking

Which of the following brands do you think represents GOOD/POOR QUALITY? (net score)		
Rank	Fashion brands	Quality
1	Levi's	45.5
2	adidas	44.8
3	Nike	44.1
4	El Corte Inglés	42.1
5	Lacoste	40.8
6	Massimo Dutti	39.4
7	Tommy Hilfiger	36.7
8	Adolfo Domínguez	36.4
9	Hugo Boss	34.6
10	Carolina Herrera	34.5

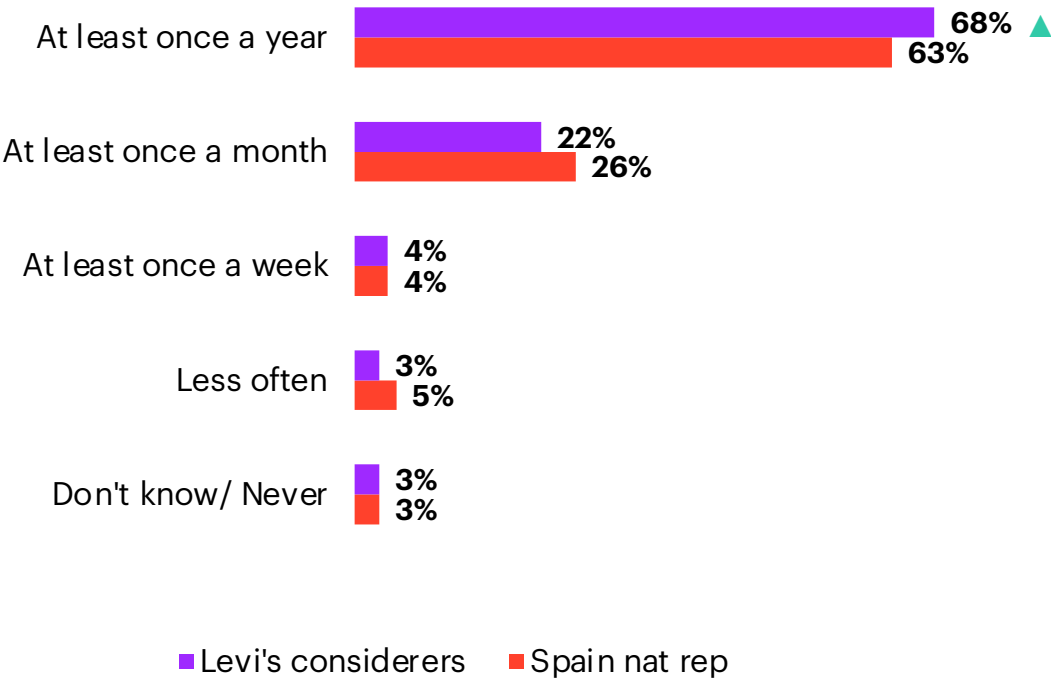
YouGov BrandIndex, Feb 1, 2025 – Jan 31, 2026. Spain nat rep n> 6,500. To qualify as top-ranked, brands have held tracked scores for at least 6 months (183 days).

Profile spotlight: Levi's considerers



Levi's considerers: Shopping frequency and brand affinity

How often, if at all, do you buy fashion products such as trousers, dresses, shirts, jackets? (% of Levi's considerers)



Brand affinity-
Levi's considerer

Fever Tree	5.5x
Sebamed	4.6x
ManoMano	4.1x
Moritz	4.1x
AEGON	4.0x

YouGov Profiles: February 2026 Levi's considerers n> 200 ▲: indicates statistically significant difference compared to Spain net rep. Brand affinity is a measure of how much more likely an audience is to consider a given brand than the general population. Shown are the top five brand affinities for Levi's considerers. Only brands with a minimum overall consideration score of 5% are included in the analysis.

Value rankings

Best value-for-money fashion brands 2026

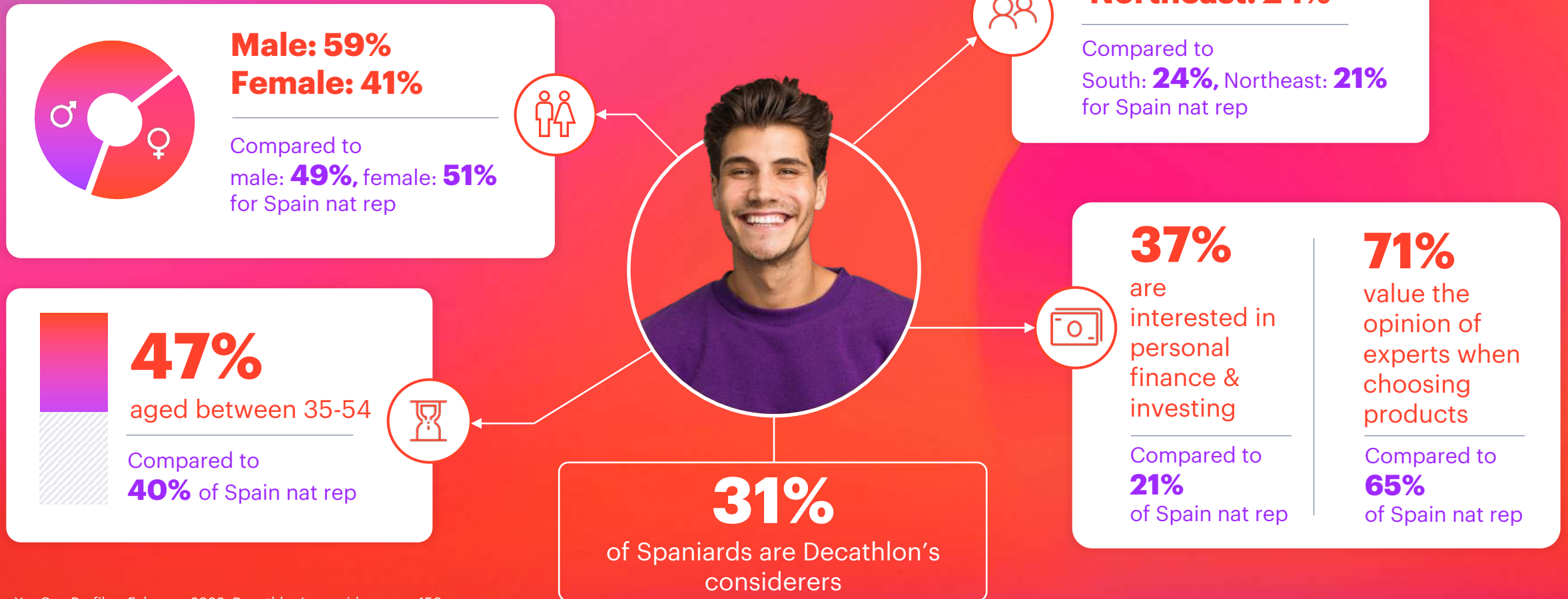
Decathlon offers the best value of any fashion brand, followed by Zara and adidas.

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“Which of the following brands do you think represents GOOD/POOR VALUE FOR MONEY?” (net score)		
Rank	Fashion brands	Value
1	Decathlon	36.3
2	Zara	28.1
3	adidas	21.8
4	H&M	21.5
5	Pull & Bear	19.7
6	Mango	19.5
7	Primark	18.8
8	Nike	18.3
9	Springfield	18.1
10	El Corte Inglés	17.5

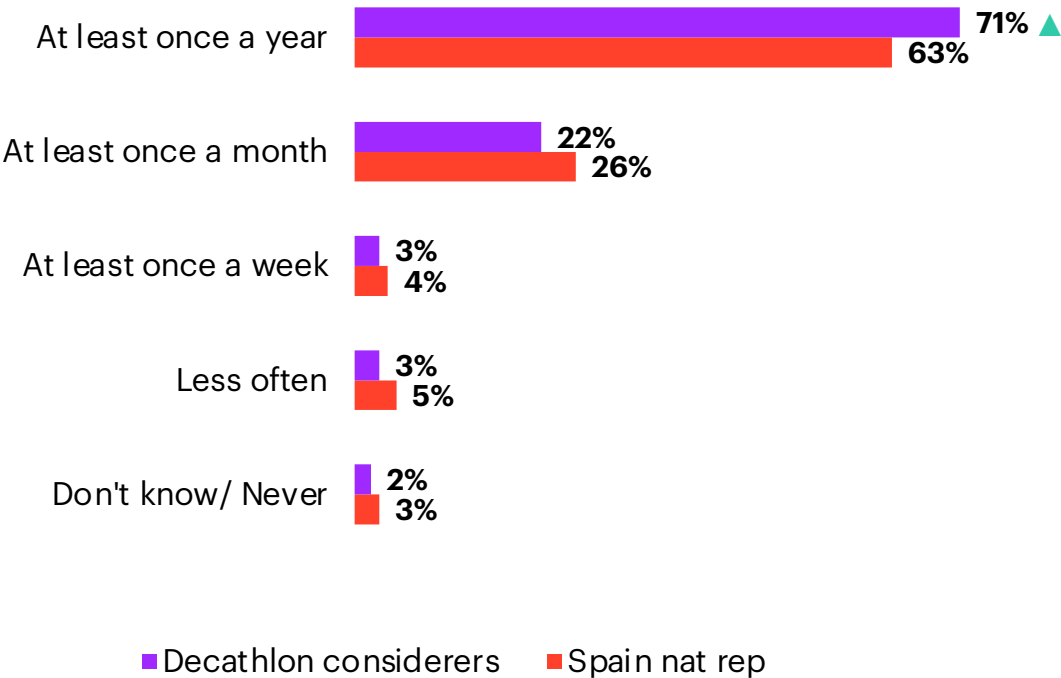
YouGov BrandIndex, Feb 1, 2025 – Jan 31, 2026. Spain nat rep n> 6,600. To qualify as top-ranked, brands have held tracked scores for at least 6 months (183 days).

Profile spotlight: Decathlon's considerers



Decathlon considerers: Shopping frequency and brand affinity

How often, if at all, do you buy fashion products such as trousers, dresses, shirts, jackets? (% of Decathlon’s considerers)



Brand affinity-
Decathlon’s considerer

BP (hogar)	3.9x
Fever Tree	3.8x
DKNY	3.5x
Sebamed	3.3x
Mediaset Infinity	3.1x

YouGov Profiles, February 2026. Decathlon’s considerers n> 350. ▲: indicates statistically significant difference compared to Spain nat rep. Brand affinity is a measure of how much more likely an audience is to consider a given brand than the general population. Shown are the top five brand affinities for Decathlon considerers. Only brands with a minimum overall consideration score of 5% are included in the analysis.

Quality vs Value

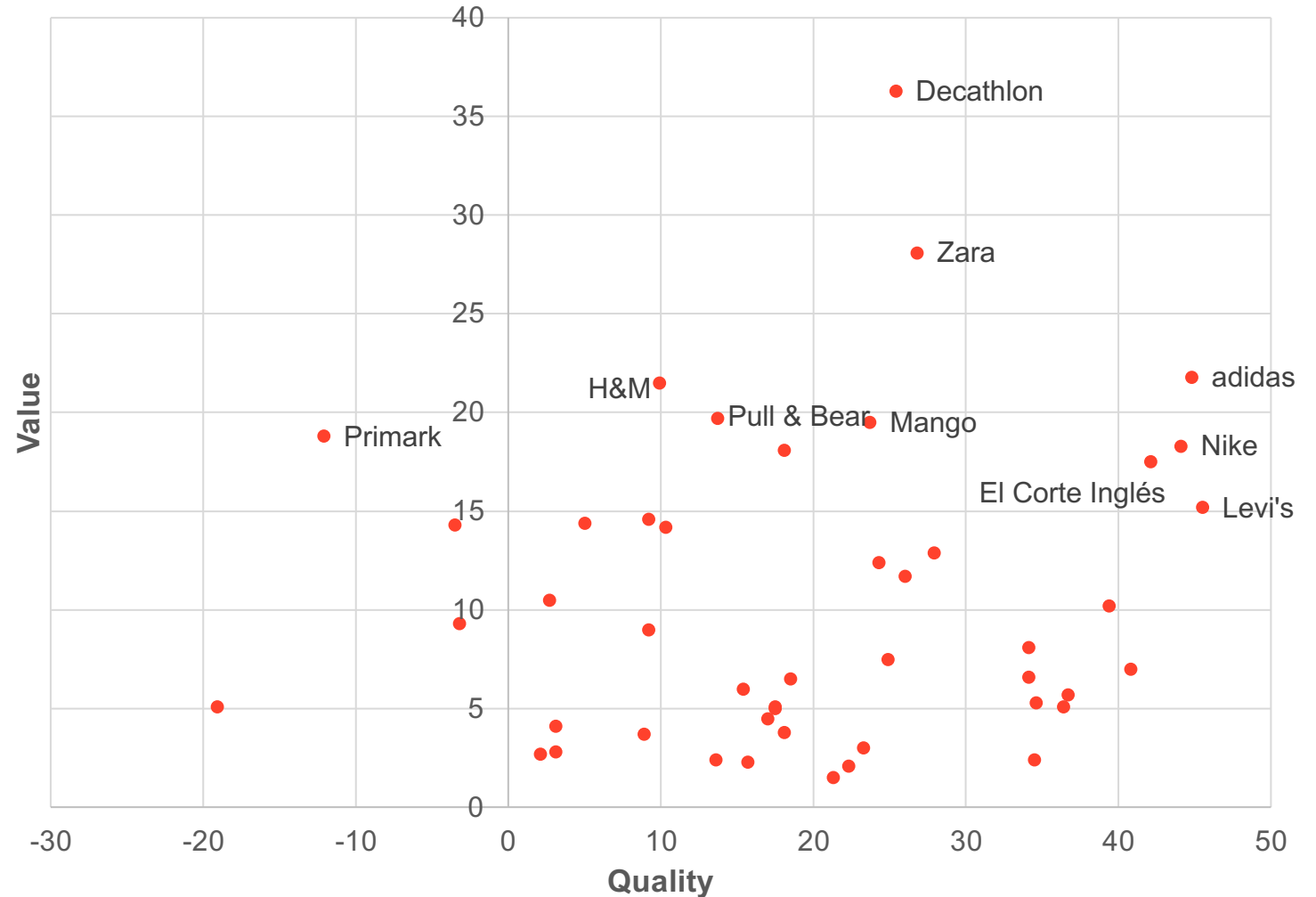
Top brands win on Value *and* Quality, but that's not the only strategy

The most considered brands in Spain are usually strong in both Value and Quality scores, showing these metrics are not always a trade-off.

However, some brands achieve high Consideration despite relatively low (H&M) or even negative (Primark) Quality scores.

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How does a fashion brand's Quality correspond to its Value?



YouGov BrandIndex, Feb 1, 2025 – Jan 31, 2026. Spain nat rep> 6,600. Dots displayed reflect each brand's Net Value and Net Quality. Only a selection of brands included for illustrative purposes– please get in touch for more data.

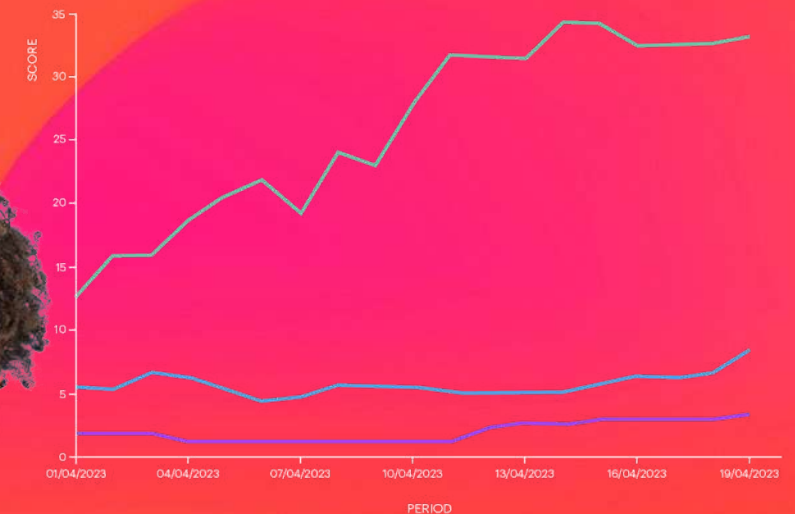
Spotted a competitor in the rankings?

The best brands don't rank by accident. When it comes to brand health, the strongest brands know exactly where they stand.

Keep up with the competition through brand tracking that's tailored to your industry and built to track the metrics that matter. Unlock reliable intelligence from the global leader in daily brand tracking.



Advertising awareness



Your brand Competitor 1 Your brand among Gen Z

Metrics ▾

Advertising awareness

Methodology

The brand tracking in this report have been sourced via YouGov BrandIndex and YouGov Profiles.

- The consideration rankings are based on the nationally representative data, with additional splits across gender and generation. Consideration scores are based on respondents' answers to the following questions: "When you are in the market next to buy fashion products, from which of the following would you consider purchasing?"
- Value scores are based on respondents' answers to the following question: "Which of the following brands do you think represent GOOD VALUE FOR MONEY? By that, we don't mean "cheap," but that the brands offer a customer a lot in return for the price paid/Now which of the following brands do you think represents POOR VALUE FOR MONEY? By that, we don't mean "expensive," but that the brands do not offer a customer much in return for the price paid."
- Quality scores are based on respondents' answers to the following question: "Which of the following brands do you think represents Good Quality/ Now which of the following brands represents Poor Quality?"
- Scores have been rounded to a single decimal place. For improvers, brands are ranked based on their change in scores. In cases where the change in score is the same between two brands, the current scores are used as a secondary metric to determine their ranking.
- A minimum base size of 300 (n) is required. To qualify as top ranked, brands have held tracked scores for at least 6 months (183 days). Throughout the report, unless otherwise noted, each generation is defined as: Gen Z (1997 or later), Millennial (1981-1996), Gen X (1965-1980) and Baby Boomers+ (Pre-1964).
- Audience analyses in this report were powered by YouGov Profiles – an ever-growing source of consumer data, with 2+ million data variables from YouGov's 29+ million global panelists. The data used in this report was accessed via Profiles+ Spain 2026-02-22.
- "Considerers" of a brand are consumers who have selected that brand in response to the question: "When you are in the market next to purchase fashion or apparel product, from which of the following would you consider purchasing?"

Thank you

/Research Reality

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