

Fit For The Future Report 2021

SPAIN STATS



Together we can
vodafone
business

18% of businesses in Spain are FFTF

Increasing business performance

62% of Spanish businesses have a digital roadmap vs 60% of businesses globally (Q13a)

64% of Spanish businesses are prepared to deal with risks vs 58% of businesses globally (Q13)

61% of Spanish businesses are accelerating their digital transformation plans following the pandemic vs 55% of businesses globally (W2N20)

Understanding customers

Spanish businesses state that 77% of their consumers expect to be able to interact with brands anytime, anywhere via digital services (Q22)

69% of Spanish businesses believe their customers want them to act ethically and have a clear stance on social issues (Q22)

15% of Spanish businesses view sustainability as absolutely necessary vs 21% of businesses globally (Q32)

32% of Spanish businesses are set to increase their spend on ESG and CSR in the next year vs 37% of businesses globally (LSE2021Q4)

Hybrid working

85% of Spanish businesses are happy about the faster adoption of new technologies vs 76% of businesses globally (W2N26)

75% of Spanish businesses pleased with the flexibility this creates in where people work vs 73% of businesses globally (W2N26)

78% of Spanish businesses report rising employee expectations in terms of how and where they work. Specifically, around flexibility in terms of where they work (45%), the ability to work with the freedom and

autonomy that best suits them (49%) and flexibility in terms of the hours they work (47%) (NEW2021_7)

66% of Spanish businesses identify at least one aspect of company culture will be more difficult vs 73% of businesses globally (NEW2021_13)

The role of tech

83% of Spanish businesses are optimistic about the role of technology in society vs 86% of businesses globally (NEW2021_16)

78% of Spanish businesses are taking action to deal with an automated world vs 75% of businesses globally (NEW2021_25)

73% of businesses believe technology will be beneficial for job security in five years' time vs 56% of businesses globally (NEW2021_17)

'Fit for the Future' businesses Spain

