

# Soft Drinks in Spain

November 2024

**Table of Contents** 

## Soft Drinks in Spain

## **EXECUTIVE SUMMARY**

Soft drinks in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

## MARKET DATA

- Table 1 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2019-2024
- Table 2 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2019-2024
- Table 3 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2019-2024
- Table 4 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2019-2024
- Table 5 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2024
- Table 6 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2024
- Table 7 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2024
- Table 8 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2024
- Table 9 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2019-2024
- Table 10 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2019-2024
- Table 11 Off-trade Sales of Soft Drinks by Category: Value 2019-2024
- Table 12 Off-trade Sales of Soft Drinks by Category: % Value Growth 2019-2024
- Table 13 Sales of Soft Drinks by Total Fountain On-trade: Volume 2019-2024
- Table 14 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2019-2024
- Table 15 NBO Company Shares of Total Soft Drinks (RTD): % Volume 2020-2024
- Table 16 LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2021-2024
- Table 17 NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2020-2024
- Table 18 LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2021-2024
- Table 19 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2024
- Table 20 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2024
- Table 21 NBO Company Shares of Off-trade Soft Drinks: % Value 2020-2024
- Table 22 LBN Brand Shares of Off-trade Soft Drinks: % Value 2021-2024
- Table 23 Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2019-2024
- Table 24 Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2019-2024
- Table 25 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2019-2024
- Table 26 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2024
- Table 27 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2024-2029
- Table 28 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2024-2029
- Table 29 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2024-2029
- Table 30 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2024-2029
- Table 31 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2024-2029
- Table 32 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2024-2029
- Table 33 Forecast Off-trade Sales of Soft Drinks by Category: Value 2024-2029
- Table 34 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2024-2029
- Table 35 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2024-2029
- Table 36 Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2024-2029

## **APPENDIX**

Fountain sales in Spain

Trends

# DISCLAIMER

## **SOURCES**

Summary 1 - Research Sources

## Bottled Water in Spain

## **KEY DATA FINDINGS**

## 2024 DEVELOPMENTS

Positive situation for bottled water, despite some evidence of stagnation

Droughts do not directly affect the production of bottled water, but still have an impact

Ever more development related to sustainable packaging

## PROSPECTS AND OPPORTUNITIES

Growth expected to continue, driven by carbonated bottled water

Finding opportunities for growth in a mature category

Position of private label expected to endure

## **CATEGORY DATA**

Table 37 - Off-trade Sales of Bottled Water by Category: Volume 2019-2024

Table 38 - Off-trade Sales of Bottled Water by Category: Value 2019-2024

Table 39 - Off-trade Sales of Bottled Water by Category: % Volume Growth 2019-2024

Table 40 - Off-trade Sales of Bottled Water by Category: % Value Growth 2019-2024

Table 41 - NBO Company Shares of Off-trade Bottled Water: % Volume 2020-2024

Table 42 - LBN Brand Shares of Off-trade Bottled Water: % Volume 2021-2024

Table 43 - NBO Company Shares of Off-trade Bottled Water: % Value 2020-2024

Table 44 - LBN Brand Shares of Off-trade Bottled Water: % Value 2021-2024

Table 45 - Forecast Off-trade Sales of Bottled Water by Category: Volume 2024-2029

Table 46 - Forecast Off-trade Sales of Bottled Water by Category: Value 2024-2029

Table 47 - Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2024-2029

Table 48 - Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2024-2029

# Carbonates in Spain

# KEY DATA FINDINGS

# 2024 DEVELOPMENTS

Reduced sugar drives growth in carbonates

Coca-Cola drives innovation during 2024

On-trade performance key for carbonates

# PROSPECTS AND OPPORTUNITIES

Future development to be led by reduced sugar carbonates

Strong competition from other soft drinks categories

Future trajectory of private label lines

## **CATEGORY DATA**

Table 49 - Off-trade vs On-trade Sales of Carbonates: Volume 2019-2024

Table 50 - Off-trade vs On-trade Sales of Carbonates: Value 2019-2024

Table 51 - Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2019-2024

Table 52 - Off-trade vs On-trade Sales of Carbonates: % Value Growth 2019-2024

Table 53 - Off-trade Sales of Carbonates by Category: Volume 2019-2024

Table 54 - Off-trade Sales of Carbonates by Category: Value 2019-2024

Table 55 - Off-trade Sales of Carbonates by Category: % Volume Growth 2019-2024

Table 56 - Off-trade Sales of Carbonates by Category: % Value Growth 2019-2024

- Table 57 Total Sales of Carbonates by Fountain On-trade: Volume 2019-2024
- Table 58 Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2019-2024
- Table 59 NBO Company Shares of Off-trade Carbonates: % Volume 2020-2024
- Table 60 LBN Brand Shares of Off-trade Carbonates: % Volume 2021-2024
- Table 61 NBO Company Shares of Off-trade Carbonates: % Value 2020-2024
- Table 62 LBN Brand Shares of Off-trade Carbonates: % Value 2021-2024
- Table 63 Forecast Off-trade Sales of Carbonates by Category: Volume 2024-2029
- Table 64 Forecast Off-trade Sales of Carbonates by Category: Value 2024-2029
- Table 65 Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2024-2029
- Table 66 Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2024-2029
- Table 67 Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2024-2029
- Table 68 Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2024-2029

## Concentrates in Spain

## **KEY DATA FINDINGS**

## 2024 DEVELOPMENTS

Reduction in off-trade volume sales continues

Liquid concentrates trying to find new consumption occasions amidst strong competition Low private label penetration

## PROSPECTS AND OPPORTUNITIES

Mixed forecast for concentrates

Functional and reduced sugar concentrates could be a way to stem the decline

The situation is unlikely to improve for concentrates

## **CATEGORY DATA**

Concentrates conversions

- Summary 2 Concentrates Conversion Factors for Ready-to-Drink (RTD) Format
- Table 69 Off-trade Sales of Concentrates (RTD) by Category: Volume 2019-2024
- Table 70 Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2019-2024
- Table 71 Off-trade Sales of Concentrates by Category: Value 2019-2024
- Table 72 Off-trade Sales of Concentrates by Category: % Value Growth 2019-2024
- Table 73 LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2021-2024
- Table 74 NBO Company Shares of Off-trade Concentrates: % Value 2020-2024
- Table 75 LBN Brand Shares of Off-trade Concentrates: % Value 2021-2024
- Table 76 NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2024
- Table 77 LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2021-2024
- Table 78 NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2024
- Table 79 LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2021-2024
- Table 80 Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2024-2029
- Table 81 Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2024-2029
- Table 82 Forecast Off-trade Sales of Concentrates by Category: Value 2024-2029
- Table 83 Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2024-2029

# Juice in Spain

## **KEY DATA FINDINGS**

# 2024 DEVELOPMENTS

A slightly better performance for juice in 2024, although decline still expected

Despite the challenging environment, new product development is seen during the year

Juver launches an Al tool to improve the consumer experience

#### PROSPECTS AND OPPORTUNITIES

Various factors will make for a challenging operating environment for juice in the off-trade channel

Value-added products still the way to go for juice

Fairly negative picture for juice during the forecast period

#### **CATEGORY DATA**

Table 84 - Off-trade Sales of Juice by Category: Volume 2019-2024

Table 85 - Off-trade Sales of Juice by Category: Value 2019-2024

Table 86 - Off-trade Sales of Juice by Category: % Volume Growth 2019-2024

Table 87 - Off-trade Sales of Juice by Category: % Value Growth 2019-2024

Table 88 - NBO Company Shares of Off-trade Juice: % Volume 2020-2024

Table 89 - LBN Brand Shares of Off-trade Juice: % Volume 2021-2024

Table 90 - NBO Company Shares of Off-trade Juice: % Value 2020-2024

Table 91 - LBN Brand Shares of Off-trade Juice: % Value 2021-2024

Table 92 - Forecast Off-trade Sales of Juice by Category: Volume 2024-2029

Table 93 - Forecast Off-trade Sales of Juice by Category: Value 2024-2029

Table 94 - Forecast Off-trade Sales of Juice by Category: % Volume Growth 2024-2029

Table 95 - Forecast Off-trade Sales of Juice by Category: % Value Growth 2024-2029

# RTD Coffee in Spain

## **KEY DATA FINDINGS**

## 2024 DEVELOPMENTS

Strong performance of RTD coffee continues in 2024

New product innovation from a variety of players, including in terms of ingredients and flavours

Diversification in pack size to include larger references

# PROSPECTS AND OPPORTUNITIES

Growth expected to continue for RTD coffee in the forecast period

Plenty of new routes for new product development

Possible impact of new EU deforestation law

## **CATEGORY DATA**

Table 96 - Off-trade Sales of RTD Coffee: Volume 2019-2024

Table 97 - Off-trade Sales of RTD Coffee: Value 2019-2024

Table 98 - Off-trade Sales of RTD Coffee: % Volume Growth 2019-2024

Table 99 - Off-trade Sales of RTD Coffee: % Value Growth 2019-2024

Table 100 - NBO Company Shares of Off-trade RTD Coffee: % Volume 2020-2024

Table 101 - LBN Brand Shares of Off-trade RTD Coffee: % Volume 2021-2024

Table 102 - NBO Company Shares of Off-trade RTD Coffee: % Value 2020-2024

Table 103 - LBN Brand Shares of Off-trade RTD Coffee: % Value 2021-2024

Table 104 - Forecast Off-trade Sales of RTD Coffee: Volume 2024-2029

Table 105 - Forecast Off-trade Sales of RTD Coffee: Value 2024-2029

Table 106 - Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2024-2029

Table 107 - Forecast Off-trade Sales of RTD Coffee: % Value Growth 2024-2029

## RTD Tea in Spain

# KEY DATA FINDINGS

# 2024 DEVELOPMENTS

RTD tea continues to see a positive performance

Innovation somewhat slower in 2024

Carbonated RTD tea and kombucha maintains strong growth in 2024

## PROSPECTS AND OPPORTUNITIES

Some perspective needed over the future of kombucha
Reduced sugar still RTD tea set to take share from regular still RTD tea
Bubble tea is trendy, but has limited future growth prospects

## **CATEGORY DATA**

Table 108 - Off-trade Sales of RTD Tea by Category: Volume 2019-2024

Table 109 - Off-trade Sales of RTD Tea by Category: Value 2019-2024

Table 110 - Off-trade Sales of RTD Tea by Category: % Volume Growth 2019-2024

Table 111 - Off-trade Sales of RTD Tea by Category: % Value Growth 2019-2024

Table 112 - Leading Flavours for Off-trade RTD Tea: % Volume 2019-2024

Table 113 - NBO Company Shares of Off-trade RTD Tea: % Volume 2020-2024

Table 114 - LBN Brand Shares of Off-trade RTD Tea: % Volume 2021-2024

Table 115 - NBO Company Shares of Off-trade RTD Tea: % Value 2020-2024

Table 116 - LBN Brand Shares of Off-trade RTD Tea: % Value 2021-2024

Table 117 - Forecast Off-trade Sales of RTD Tea by Category: Volume 2024-2029

Table 118 - Forecast Off-trade Sales of RTD Tea by Category: Value 2024-2029

Table 119 - Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2024-2029

Table 120 - Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2024-2029

# Energy Drinks in Spain

### **KEY DATA FINDINGS**

## 2024 DEVELOPMENTS

Strong performance for energy drinks in 2024

Plenty of new product development which matches consumer demand

Potential for further legislative action regarding energy drinks

## PROSPECTS AND OPPORTUNITIES

Challenge will be to expand the consumer base for energy drinks

Future growth led by reduced sugar and functional varieties

Legislative action could impact the category

# **CATEGORY DATA**

Table 121 - Off-trade Sales of Energy Drinks: Volume 2019-2024

Table 122 - Off-trade Sales of Energy Drinks: Value 2019-2024

Table 123 - Off-trade Sales of Energy Drinks: % Volume Growth 2019-2024

Table 124 - Off-trade Sales of Energy Drinks: % Value Growth 2019-2024

Table 125 - NBO Company Shares of Off-trade Energy Drinks: % Volume 2020-2024

Table 126 - LBN Brand Shares of Off-trade Energy Drinks: % Volume 2021-2024

Table 127 - NBO Company Shares of Off-trade Energy Drinks: % Value 2020-2024

Table 128 - LBN Brand Shares of Off-trade Energy Drinks: % Value 2021-2024

Table 129 - Forecast Off-trade Sales of Energy Drinks: Volume 2024-2029

Table 130 - Forecast Off-trade Sales of Energy Drinks: Value 2024-2029

Table 131 - Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2024-2029

Table 132 - Forecast Off-trade Sales of Energy Drinks: % Value Growth 2024-2029

# Sports Drinks in Spain

## **KEY DATA FINDINGS**

## 2024 DEVELOPMENTS

Sports drinks performs strongly in 2024

Innovation seen during 2024, boosting sales

Private label not as strong as in other soft drinks categories, whilst the impact of Prime may be short-lived

## PROSPECTS AND OPPORTUNITIES

Reduced sugar sports drinks set to perform the best in the forecast period

Competition with energy drinks and functional bottled water

Evolution of different pack sizes could be one element of future innovation

#### **CATEGORY DATA**

Table 133 - Off-trade Sales of Sports Drinks: Volume 2019-2024

Table 134 - Off-trade Sales of Sports Drinks: Value 2019-2024

Table 135 - Off-trade Sales of Sports Drinks: % Volume Growth 2019-2024

Table 136 - Off-trade Sales of Sports Drinks: % Value Growth 2019-2024

Table 137 - NBO Company Shares of Off-trade Sports Drinks: % Volume 2020-2024

Table 138 - LBN Brand Shares of Off-trade Sports Drinks: % Volume 2021-2024

Table 139 - NBO Company Shares of Off-trade Sports Drinks: % Value 2020-2024

Table 140 - LBN Brand Shares of Off-trade Sports Drinks: % Value 2021-2024

Table 141 - Forecast Off-trade Sales of Sports Drinks: Volume 2024-2029

Table 142 - Forecast Off-trade Sales of Sports Drinks: Value 2024-2029

Table 143 - Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2024-2029

Table 144 - Forecast Off-trade Sales of Sports Drinks: % Value Growth 2024-2029

# About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/soft-drinks-in-spain/report.