



Fresh Food in Spain

January 2026

Table of Contents

Fresh Food in Spain

EXECUTIVE SUMMARY

Fresh food volumes struggle as drought and convenience pressures intensify

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Fresh food turns in marginal volume growth thanks partly to price hikes

Challenges persist in form of droughts and processed alternatives

WHAT'S NEXT?

Fresh foods to see only marginal rises in volume sales

Sugar will fall fastest, while tourism helps to sustain foodservice sales

CHANNELS

Supermarkets channel benefits from convenience, proximity and broad array

Retail e-commerce gains pace as players invest in omnichannel approach

MARKET DATA

Table 1 - Total Sales of Fresh Food by Category: Total Volume 2020-2025

Table 2 - Total Sales of Fresh Food by Category: % Total Volume Growth 2020-2025

Table 3 - Retail Sales of Fresh Food by Category: Volume 2020-2025

Table 4 - Retail Sales of Fresh Food by Category: % Volume Growth 2020-2025

Table 5 - Retail Sales of Fresh Food by Category: Value 2020-2025

Table 6 - Retail Sales of Fresh Food by Category: % Value Growth 2020-2025

Table 7 - Retail Sales of Fresh Food by Packaged vs Unpackaged: % Volume 2020-2025

Table 8 - Retail Distribution of Fresh Food by Format: % Volume 2020-2025

Table 9 - Forecast Total Sales of Fresh Food by Category: Total Volume 2025-2030

Table 10 - Forecast Total Sales of Fresh Food by Category: % Total Volume Growth 2025-2030

Table 11 - Forecast Retail Sales of Fresh Food by Category: Volume 2025-2030

Table 12 - Forecast Retail Sales of Fresh Food by Category: % Volume Growth 2025-2030

Table 13 - Forecast Retail Sales of Fresh Food by Category: Value 2025-2030

Table 14 - Forecast Retail Sales of Fresh Food by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

Eggs in Spain

KEY DATA FINDINGS

2025 DEVELOPMENTS

Tourism and protein value keep eggs in growth mode

INDUSTRY PERFORMANCE

Eggs enjoys further rises in 2025

Cost barriers slow shift to cage-free eggs

WHAT'S NEXT?

Animal welfare concerns to increasingly impact consumer choice

AI set to become more prevalent in egg production, as foodservice benefits from innovation

Summary 2 - Major Processors of Eggs 2025

CATEGORY DATA

- Table 15 - Total Sales of Eggs: Total Volume 2020-2025
- Table 16 - Total Sales of Eggs: % Total Volume Growth 2020-2025
- Table 17 - Retail Sales of Eggs: Volume 2020-2025
- Table 18 - Retail Sales of Eggs: % Volume Growth 2020-2025
- Table 19 - Retail Sales of Eggs: Value 2020-2025
- Table 20 - Retail Sales of Eggs: % Value Growth 2020-2025
- Table 21 - Retail Sales of Eggs by Packaged vs Unpackaged: % Volume 2020-2025
- Table 22 - Forecast Total Sales of Eggs: Total Volume 2025-2030
- Table 23 - Forecast Total Sales of Eggs: % Total Volume Growth 2025-2030
- Table 24 - Forecast Retail Sales of Eggs: Volume 2025-2030
- Table 25 - Forecast Retail Sales of Eggs: % Volume Growth 2025-2030
- Table 26 - Forecast Retail Sales of Eggs: Value 2025-2030
- Table 27 - Forecast Retail Sales of Eggs: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Fish and Seafood in Spain

KEY DATA FINDINGS

2025 DEVELOPMENTS

Fish and seafood volumes decline as preparation barriers and pricing deter buyers

INDUSTRY PERFORMANCE

Volume declines as value rises for fish and seafood in 2025

Pescanova loses value share to Profand

WHAT'S NEXT?

Stagnation to set in for forecast period as government strives to support local fishing industry
Producers prioritise sustainability, as new EU regulations may help or hinder category growth potential
Summary 3 - Major Processors of Fish and Seafood 2025

CATEGORY DATA

- Table 28 - Total Sales of Fish and Seafood by Category: Total Volume 2020-2025
- Table 29 - Total Sales of Fish and Seafood by Category: % Total Volume Growth 2020-2025
- Table 30 - Retail Sales of Fish and Seafood by Category: Volume 2020-2025
- Table 31 - Retail Sales of Fish and Seafood by Category: % Volume Growth 2020-2025
- Table 32 - Retail Sales of Fish and Seafood by Category: Value 2020-2025
- Table 33 - Retail Sales of Fish and Seafood by Category: % Value Growth 2020-2025
- Table 34 - Retail Sales of Fish and Seafood by Packaged vs Unpackaged: % Volume 2020-2025
- Table 35 - Forecast Total Sales of Fish and Seafood by Category: Total Volume 2025-2030
- Table 36 - Forecast Total Sales of Fish and Seafood by Category: % Total Volume Growth 2025-2030
- Table 37 - Forecast Retail Sales of Fish and Seafood by Category: Volume 2025-2030
- Table 38 - Forecast Retail Sales of Fish and Seafood by Category: % Volume Growth 2025-2030
- Table 39 - Forecast Retail Sales of Fish and Seafood by Category: Value 2025-2030
- Table 40 - Forecast Retail Sales of Fish and Seafood by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Fruits in Spain

KEY DATA FINDINGS

2025 DEVELOPMENTS

Climate volatility drives fruit decline as policy shifts focus to seasonality

INDUSTRY PERFORMANCE

Droughts drive persistent decline in fruits in Spain
Government works to boost seasonal fruit consumption

WHAT'S NEXT?

Fruit forecast to suffer further decline due to climate change, prompting increased investment in sustainability
Organic segment set to rise

Summary 4 - Major Processors of Fruits 2025

CATEGORY DATA

- Table 41 - Total Sales of Fruits by Category: Total Volume 2020-2025
- Table 42 - Total Sales of Fruits by Category: % Total Volume Growth 2020-2025
- Table 43 - Retail Sales of Fruits by Category: Volume 2020-2025
- Table 44 - Retail Sales of Fruits by Category: % Volume Growth 2020-2025
- Table 45 - Retail Sales of Fruits by Category: Value 2020-2025
- Table 46 - Retail Sales of Fruits by Category: % Value Growth 2020-2025
- Table 47 - Retail Sales of Fruits by Packaged vs Unpackaged: % Volume 2020-2025
- Table 48 - Forecast Total Sales of Fruits by Category: Total Volume 2025-2030
- Table 49 - Forecast Total Sales of Fruits by Category: % Total Volume Growth 2025-2030
- Table 50 - Forecast Retail Sales of Fruits by Category: Volume 2025-2030
- Table 51 - Forecast Retail Sales of Fruits by Category: % Volume Growth 2025-2030
- Table 52 - Forecast Retail Sales of Fruits by Category: Value 2025-2030
- Table 53 - Forecast Retail Sales of Fruits by Category: % Value Growth 2025-2030

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[Meat in Spain](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Poultry and pork drive meat growth as red meat loses relevance

INDUSTRY PERFORMANCE

Red meat suffers from negative health perception
Pork and poultry benefit from convenience and wellness concerns

WHAT'S NEXT?

Tourists to buoy foodservice sales, while farmers strive to boost beef and veal production
Tighter regulation may push up prices

Summary 5 - Major Processors of Meat 2025

CATEGORY DATA

- Table 54 - Total Sales of Meat by Category: Total Volume 2020-2025
- Table 55 - Total Sales of Meat by Category: % Total Volume Growth 2020-2025
- Table 56 - Retail Sales of Meat by Category: Volume 2020-2025
- Table 57 - Retail Sales of Meat by Category: % Volume Growth 2020-2025
- Table 58 - Retail Sales of Meat by Category: Value 2020-2025
- Table 59 - Retail Sales of Meat by Category: % Value Growth 2020-2025
- Table 60 - Retail Sales of Meat by Packaged vs Unpackaged: % Volume 2020-2025
- Table 61 - Forecast Sales of Meat by Category: Total Volume 2025-2030
- Table 62 - Forecast Sales of Meat by Category: % Total Volume Growth 2025-2030

Table 63 - Forecast Retail Sales of Meat by Category: Volume 2025-2030

Table 64 - Forecast Retail Sales of Meat by Category: % Volume Growth 2025-2030

Table 65 - Forecast Retail Sales of Meat by Category: Value 2025-2030

Table 66 - Forecast Retail Sales of Meat by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Nuts in Spain

KEY DATA FINDINGS

2025 DEVELOPMENTS

Local cultivation supports pistachios as fresh nuts lose ground

INDUSTRY PERFORMANCE

Fresh nuts suffer as processed alternatives gain ground in 2025

Price sensitivity supports private label expansion

WHAT'S NEXT?

Nuts set to see improved performance in volume sales during forecast period

Sustainability to remain core concern

Summary 6 - Major Processors of Nuts 2025

CATEGORY DATA

Table 67 - Total Sales of Nuts by Category: Total Volume 2020-2025

Table 68 - Total Sales of Nuts by Category: % Total Volume Growth 2020-2025

Table 69 - Retail Sales of Nuts by Category: Volume 2020-2025

Table 70 - Retail Sales of Nuts by Category: % Volume Growth 2020-2025

Table 71 - Retail Sales of Nuts by Category: Value 2020-2025

Table 72 - Retail Sales of Nuts by Category: % Value Growth 2020-2025

Table 73 - Retail Sales of Nuts by Packaged vs Unpackaged: % Volume 2020-2025

Table 74 - Forecast Total Sales of Nuts by Category: Total Volume 2025-2030

Table 75 - Forecast Total Sales of Nuts by Category: % Total Volume Growth 2025-2030

Table 76 - Forecast Retail Sales of Nuts by Category: Volume 2025-2030

Table 77 - Forecast Retail Sales of Nuts by Category: % Volume Growth 2025-2030

Table 78 - Forecast Retail Sales of Nuts by Category: Value 2025-2030

Table 79 - Forecast Retail Sales of Nuts by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Pulses in Spain

KEY DATA FINDINGS

2025 DEVELOPMENTS

Packaging expectations reshape pulses as climate risks intensify

INDUSTRY PERFORMANCE

Pulses remains resilient despite climate challenges, with heightened consumer focus on sustainable packaging

Private label continues to benefit from widespread cost consciousness among local consumers, intensifying competition with named brands

WHAT'S NEXT?

High-protein profile ensures further growth for pulses in Spain, though convenience demand will accelerate shift towards processed alternatives

Tech advances to streamline production processes, while retail shifts are likely to favour discounters and e-commerce

Summary 7 - Major Processors of Pulses 2025

CATEGORY DATA

Table 80 - Total Sales of Pulses by Category: Total Volume 2020-2025

Table 81 - Total Sales of Pulses by Category: % Total Volume Growth 2020-2025

Table 82 - Retail Sales of Pulses by Category: Volume 2020-2025

Table 83 - Retail Sales of Pulses by Category: % Volume Growth 2020-2025

Table 84 - Retail Sales of Pulses by Category: Value 2020-2025

Table 85 - Retail Sales of Pulses by Category: % Value Growth 2020-2025

Table 86 - Retail Sales of Pulses by Packaged vs Unpackaged: % Volume 2020-2025

Table 87 - Forecast Total Sales of Pulses by Category: Total Volume 2025-2030

Table 88 - Forecast Total Sales of Pulses by Category: % Total Volume Growth 2025-2030

Table 89 - Forecast Retail Sales of Pulses by Category: Volume 2025-2030

Table 90 - Forecast Retail Sales of Pulses by Category: % Volume Growth 2025-2030

Table 91 - Forecast Retail Sales of Pulses by Category: Value 2025-2030

Table 92 - Forecast Retail Sales of Pulses by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Starchy Roots in Spain

KEY DATA FINDINGS

2025 DEVELOPMENTS

Climate disruption and convenience competition keep starchy roots in decline

INDUSTRY PERFORMANCE

Starchy roots remains in decline for 2025

Processed threat continues to rise, while producers intensify focus on localisation, modernisation and sustainability

WHAT'S NEXT?

Cultural relevance of potatoes and increased investment will help to sustain growth in forecast period

Players invest in awareness campaigns to boost sales

Summary 8 - Major Processors of Starchy Roots 2025

CATEGORY DATA

Table 93 - Total Sales of Starchy Roots by Category: Total Volume 2020-2025

Table 94 - Total Sales of Starchy Roots by Category: % Total Volume Growth 2020-2025

Table 95 - Retail Sales of Starchy Roots by Category: Volume 2020-2025

Table 96 - Retail Sales of Starchy Roots by Category: % Volume Growth 2020-2025

Table 97 - Retail Sales of Starchy Roots by Category: Value 2020-2025

Table 98 - Retail Sales of Starchy Roots by Category: % Value Growth 2020-2025

Table 99 - Retail Sales of Starchy Roots by Packaged vs Unpackaged: % Volume 2020-2025

Table 100 - Forecast Total Sales of Starchy Roots by Category: Total Volume 2025-2030

Table 101 - Forecast Total Sales of Starchy Roots by Category: % Total Volume Growth 2025-2030

Table 102 - Forecast Retail Sales of Starchy Roots by Category: Volume 2025-2030

Table 103 - Forecast Retail Sales of Starchy Roots by Category: % Volume Growth 2025-2030

Table 104 - Forecast Retail Sales of Starchy Roots by Category: Value 2025-2030

Table 105 - Forecast Retail Sales of Starchy Roots by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Sugar and Sweeteners in Spain

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health-driven switching accelerates shift away from refined sugar

INDUSTRY PERFORMANCE

Sugar and sweeteners struggles amid rising health awareness

Flavour-focus drives innovation in sweeteners

WHAT'S NEXT?

Sugar and sweeteners faces further falls for forecast period, despite continued investment in tech from category players

Sweeteners may benefit from healthier and more sustainable positioning

Summary 9 - Major Processors of Sugar and Sweeteners 2025

CATEGORY DATA

Table 106 - Total Sales of Sugar and Sweeteners: Total Volume 2020-2025

Table 107 - Total Sales of Sugar and Sweeteners: % Total Volume Growth 2020-2025

Table 108 - Retail Sales of Sugar and Sweeteners: Volume 2020-2025

Table 109 - Retail Sales of Sugar and Sweeteners: % Volume Growth 2020-2025

Table 110 - Retail Sales of Sugar and Sweeteners: Value 2020-2025

Table 111 - Retail Sales of Sugar and Sweeteners: % Value Growth 2020-2025

Table 112 - Retail Sales of Sugar and Sweeteners by Packaged vs Unpackaged: % Volume 2020-2025

Table 113 - Forecast Total Sales of Sugar and Sweeteners: Total Volume 2025-2030

Table 114 - Forecast Total Sales of Sugar and Sweeteners: % Total Volume Growth 2025-2030

Table 115 - Forecast Retail Sales of Sugar and Sweeteners: Volume 2025-2030

Table 116 - Forecast Retail Sales of Sugar and Sweeteners: % Volume Growth 2025-2030

Table 117 - Forecast Retail Sales of Sugar and Sweeteners: Value 2025-2030

Table 118 - Forecast Retail Sales of Sugar and Sweeteners: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Vegetables in Spain](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Local sourcing and climate disruption define category performance

INDUSTRY PERFORMANCE

Health consciousness supports growth in vegetables in Spain

Processed alternatives represent competitive threat to fresh variants

WHAT'S NEXT?

Further growth forecast, though climate change remains key concern

Players invest more in biotech and sustainability

Summary 10 - Major Processors of Vegetables 2025

CATEGORY DATA

Table 119 - Total Sales of Vegetables by Category: Total Volume 2020-2025

Table 120 - Total Sales of Vegetables by Category: % Total Volume Growth 2020-2025

Table 121 - Retail Sales of Vegetables by Category: Volume 2020-2025

Table 122 - Retail Sales of Vegetables by Category: % Volume Growth 2020-2025

Table 123 - Retail Sales of Vegetables by Category: Value 2020-2025

Table 124 - Retail Sales of Vegetables by Category: % Value Growth 2020-2025

Table 125 - Retail Sales of Vegetables by Packaged vs Unpackaged: % Volume 2020-2025

Table 126 - Forecast Total Sales of Vegetables by Category: Total Volume 2025-2030

Table 127 - Forecast Total Sales of Vegetables by Category: % Total Volume Growth 2025-2030

Table 128 - Forecast Retail Sales of Vegetables by Category: Volume 2025-2030

Table 129 - Forecast Retail Sales of Vegetables by Category: % Volume Growth 2025-2030

Table 130 - Forecast Retail Sales of Vegetables by Category: Value 2025-2030

Table 131 - Forecast Retail Sales of Vegetables by Category: % Value Growth 2025-2030

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