



Euromonitor  
International

# Health and Wellness in Spain

August 2024

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Health and Wellness in Spain

EXECUTIVE SUMMARY

- Health and wellness in focus
- Consumer weight trends
- Consumer diet trends
- Health-related deaths
- Blood pressure and cholesterol levels
- Diabetes prevalence

DISCLAIMER

HW Hot Drinks in Spain

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Organic health and wellness claim growing in hot drinks
- Natural is the leading health and wellness claim in hot drinks
- Increasing demand for functional hot drinks

PROSPECTS AND OPPORTUNITIES

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- Natural to retain strength as claim in hot drinks, as consumers look to avoid artificial ingredients
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- Natural is the leading health and wellness claim in soft drinks
- Growing interest in functional and fortified soft drinks

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