



Health and Wellness in Spain

January 2026

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Health and Wellness in Spain

EXECUTIVE SUMMARY

Revitalised demand for health and wellness products

INDUSTRY PERFORMANCE

Strong preference for gluten free products

Natural and high protein claims stand out

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HW Hot Drinks in Spain

KEY DATA FINDINGS

2024 DEVELOPMENTS

Natural claims stand out in hot drinks

INDUSTRY PERFORMANCE

Premiumisation brings organic and functional lines

Natural is most prominent claim

No sugar claims prominent in other hot drinks

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INDUSTRY PERFORMANCE

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INDUSTRY PERFORMANCE

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Gluten free is largest claim in snacks
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Lactose free claims are forefront in this category

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HW Staple Foods in Spain

KEY DATA FINDINGS

2024 DEVELOPMENTS

Staple foods embrace health claims

INDUSTRY PERFORMANCE

Protein trend is leveraged by manufacturers

Gluten free tops the list of claims

Brands and private label leverage natural claims

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