



Fruits in Spain

January 2026

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Fruits in Spain - Category analysis

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

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Fresh food volumes struggle as drought and convenience pressures intensify

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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

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