



# Fish and Seafood in Spain

January 2026

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## Fish and Seafood in Spain - Category analysis

### 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

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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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