



Vegetables in Spain

January 2026

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Vegetables in Spain - Category analysis

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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?

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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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