



# Vegetables in Spain

January 2026

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## Vegetables in Spain - Category analysis

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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

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## Fresh Food in Spain - Industry Overview

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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

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