



Euromonitor
International

Sweet Spreads in Spain

November 2025

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Sweet Spreads in Spain - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Higher prices and premiumisation boost value but volume hit by health concerns

INDUSTRY PERFORMANCE

Premiumisation and shifting consumption habits drive value growth in sweet spreads

High-protein and indulgent innovations boost nut and seed based spreads

WHAT'S NEXT?

Premiumisation to offset volume decline as brands target older demographics

Plant-based innovation gains traction as consumers seek healthier indulgence

New honey labelling rules aim to enhance transparency and protect local producers

COMPETITIVE LANDSCAPE

Idilia leads through popular Nocilla brand

Biogran and Biscoff enjoy robust growth in 2025

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Cooking Ingredients and Meals in Spain - Industry Overview

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Consumers seeking convenience and quality

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INDUSTRY PERFORMANCE

Convenience and changing lifestyles fuel growth in ready meals and soups

Health-conscious innovation and natural ingredients shape product development

Tourism and global influences boost demand for international flavours

WHAT'S NEXT?

Convenience, health and stable prices underpin positive outlook for cooking ingredients and meals in Spain

Evolving lifestyles and affordability to sustain demand for ready meals

Health awareness and regulatory changes will drive innovation and trust

COMPETITIVE LANDSCAPE

Mercadona leads as Deoleo invests in innovation and sustainability

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