



**Euromonitor
International**

Dairy Products and Alternatives in Spain

August 2024

Table of Contents

EXECUTIVE SUMMARY

Dairy products and alternatives in 2024: The big picture
Key trends in 2024
Competitive landscape
Channel developments
What next for dairy products and alternatives?

MARKET DATA

Table 1 - Sales of Dairy Products and Alternatives by Category: Value 2019-2024
Table 2 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024
Table 3 - NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024
Table 4 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024
Table 5 - Penetration of Private Label by Category: % Value 2019-2024
Table 6 - Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024
Table 7 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029
Table 8 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Baby Food in Spain

KEY DATA FINDINGS

2024 DEVELOPMENTS

Slow birth rate undermines baby food demand but there are bright spots
Baby snacks drive the development and growth of “other” baby food in Spain
The competition heats up in prepared baby food

PROSPECTS AND OPPORTUNITIES

Prepared, snack and organic varieties offer growth opportunities
Companies look beyond babies to children to gain momentum
New strategies to stimulate milk formula consumption and distribution

CATEGORY DATA

Table 9 - Sales of Baby Food by Category: Volume 2019-2024
Table 10 - Sales of Baby Food by Category: Value 2019-2024
Table 11 - Sales of Baby Food by Category: % Volume Growth 2019-2024
Table 12 - Sales of Baby Food by Category: % Value Growth 2019-2024
Table 13 - Sales of Growing-Up Milk Formula by Age: % Value 2019-2024
Table 14 - NBO Company Shares of Baby Food: % Value 2020-2024
Table 15 - LBN Brand Shares of Baby Food: % Value 2021-2024
Table 16 - Distribution of Baby Food by Format: % Value 2019-2024
Table 17 - Forecast Sales of Baby Food by Category: Volume 2024-2029
Table 18 - Forecast Sales of Baby Food by Category: Value 2024-2029
Table 19 - Forecast Sales of Baby Food by Category: % Volume Growth 2024-2029
Table 20 - Forecast Sales of Baby Food by Category: % Value Growth 2024-2029

Butter and Spreads in Spain

KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumers remain loyal to edible oils although margarine and spreads offer a bright spot
New added-value margarine and spreads aim to catch the consumer’s eye but cooking fats remains a niche
Private label continues to compete fiercely with brands

PROSPECTS AND OPPORTUNITIES

Margarine and spreads to continue to drive growth
Sustainability to continue to gain momentum as a shaper of butter and spreads
Some optimism for butter and cooking fats

CATEGORY DATA

- Table 21 - Sales of Butter and Spreads by Category: Volume 2019-2024
- Table 22 - Sales of Butter and Spreads by Category: Value 2019-2024
- Table 23 - Sales of Butter and Spreads by Category: % Volume Growth 2019-2024
- Table 24 - Sales of Butter and Spreads by Category: % Value Growth 2019-2024
- Table 25 - NBO Company Shares of Butter and Spreads: % Value 2020-2024
- Table 26 - LBN Brand Shares of Butter and Spreads: % Value 2021-2024
- Table 27 - Distribution of Butter and Spreads by Format: % Value 2019-2024
- Table 28 - Forecast Sales of Butter and Spreads by Category: Volume 2024-2029
- Table 29 - Forecast Sales of Butter and Spreads by Category: Value 2024-2029
- Table 30 - Forecast Sales of Butter and Spreads by Category: % Volume Growth 2024-2029
- Table 31 - Forecast Sales of Butter and Spreads by Category: % Value Growth 2024-2029

Cheese in Spain

KEY DATA FINDINGS

2024 DEVELOPMENTS

Slow recovery of cheese consumption
Consumers look for cheese for sharing, individual and healthy consumption
Private label remains strong in a dynamic competitive landscape

PROSPECTS AND OPPORTUNITIES

Local, fresh, soft and healthier options to perform well
Lidl leads charge of discounters in cheese
Packaging to play an increasing role

CATEGORY DATA

- Table 32 - Sales of Cheese by Category: Volume 2019-2024
- Table 33 - Sales of Cheese by Category: Value 2019-2024
- Table 34 - Sales of Cheese by Category: % Volume Growth 2019-2024
- Table 35 - Sales of Cheese by Category: % Value Growth 2019-2024
- Table 36 - Sales of Spreadable Cheese by Type: % Value 2019-2024
- Table 37 - Sales of Soft Cheese by Type: % Value 2019-2024
- Table 38 - Sales of Hard Cheese by Type: % Value 2019-2024
- Table 39 - NBO Company Shares of Cheese: % Value 2020-2024
- Table 40 - LBN Brand Shares of Cheese: % Value 2021-2024
- Table 41 - Distribution of Cheese by Format: % Value 2019-2024
- Table 42 - Forecast Sales of Cheese by Category: Volume 2024-2029
- Table 43 - Forecast Sales of Cheese by Category: Value 2024-2029
- Table 44 - Forecast Sales of Cheese by Category: % Volume Growth 2024-2029
- Table 45 - Forecast Sales of Cheese by Category: % Value Growth 2024-2029

Drinking Milk Products in Spain

KEY DATA FINDINGS

2024 DEVELOPMENTS

Drinking milk products suffers from environmental, health and price pressures
Players invest to improve the image of milk
Private label continues to gain retail value share

PROSPECTS AND OPPORTUNITIES

Sustainability continues to gain weight in drinking milk products
Divergent performances anticipated at the category level
Brand owners look to innovation to compete with private label

CATEGORY DATA

Table 46 - Sales of Drinking Milk Products by Category: Volume 2019-2024
Table 47 - Sales of Drinking Milk Products by Category: Value 2019-2024
Table 48 - Sales of Drinking Milk Products by Category: % Volume Growth 2019-2024
Table 49 - Sales of Drinking Milk Products by Category: % Value Growth 2019-2024
Table 50 - NBO Company Shares of Drinking Milk Products: % Value 2020-2024
Table 51 - LBN Brand Shares of Drinking Milk Products: % Value 2021-2024
Table 52 - Distribution of Drinking Milk Products by Format: % Value 2019-2024
Table 53 - Forecast Sales of Drinking Milk Products by Category: Volume 2024-2029
Table 54 - Forecast Sales of Drinking Milk Products by Category: Value 2024-2029
Table 55 - Forecast Sales of Drinking Milk Products by Category: % Volume Growth 2024-2029
Table 56 - Forecast Sales of Drinking Milk Products by Category: % Value Growth 2024-2029

Yoghurt and Sour Milk Products in Spain

KEY DATA FINDINGS

2024 DEVELOPMENTS

Kefir continues to gain momentum
Danone responds to strong pressure from private label
Players look for added value through health and indulgence options

PROSPECTS AND OPPORTUNITIES

Sour milk products to drive growth
Natural, organic and local dairy-based products to gain traction amid rise of plant-based alternatives
High-protein yoghurt to remain a dynamic area

CATEGORY DATA

Table 57 - Sales of Yoghurt and Sour Milk Products by Category: Volume 2019-2024
Table 58 - Sales of Yoghurt and Sour Milk Products by Category: Value 2019-2024
Table 59 - Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2019-2024
Table 60 - Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2019-2024
Table 61 - Sales of Flavoured Yoghurt by Flavour: Rankings 2019-2024
Table 62 - NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2020-2024
Table 63 - LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2021-2024
Table 64 - Distribution of Yoghurt and Sour Milk Products by Format: % Value 2019-2024
Table 65 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2024-2029
Table 66 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2024-2029
Table 67 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2024-2029
Table 68 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2024-2029

Other Dairy in Spain

KEY DATA FINDINGS

2024 DEVELOPMENTS

- High protein options continue to penetrate other dairy categories
- Polarisation sees demand for private label and premium branded options
- Condensed milk, coffee whiteners and cream suffer from the shift away from home baking and cooking in the post-COVID-19 period

PROSPECTS AND OPPORTUNITIES

- Natural and healthier diets to see a move away from chilled dairy desserts and flavoured fromage frais and quark
- Grocery retailers look to engender consumer loyalty through reward programmes
- Evaporated milk offers untapped potential but the Spanish climate limits chilled snacks

CATEGORY DATA

- Table 69 - Sales of Other Dairy by Category: Volume 2019-2024
- Table 70 - Sales of Other Dairy by Category: Value 2019-2024
- Table 71 - Sales of Other Dairy by Category: % Volume Growth 2019-2024
- Table 72 - Sales of Other Dairy by Category: % Value Growth 2019-2024
- Table 73 - Sales of Cream by Type: % Value 2019-2024
- Table 74 - NBO Company Shares of Other Dairy: % Value 2020-2024
- Table 75 - LBN Brand Shares of Other Dairy: % Value 2021-2024
- Table 76 - Distribution of Other Dairy by Format: % Value 2019-2024
- Table 77 - Forecast Sales of Other Dairy by Category: Volume 2024-2029
- Table 78 - Forecast Sales of Other Dairy by Category: Value 2024-2029
- Table 79 - Forecast Sales of Other Dairy by Category: % Volume Growth 2024-2029
- Table 80 - Forecast Sales of Other Dairy by Category: % Value Growth 2024-2029

Plant-Based Dairy in Spain

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Plant-based dairy continues to win over consumers in Spain
- “Other” plant-based milk continues to gain momentum
- More stable price movements and digestibility help to revive plant-based yoghurt

PROSPECTS AND OPPORTUNITIES

- Challenges continue to slow the take-off of plant-based cheese
- Private label to intensify pressure on brands while players look to mimic the taste and texture of traditional dairy milk
- New trends continue to emerge and develop in plant-based dairy

CATEGORY DATA

- Table 81 - Sales of Plant-Based Dairy by Category: Value 2019-2024
- Table 82 - Sales of Plant-Based Dairy by Category: % Value Growth 2019-2024
- Table 83 - Sales of Other Plant-Based Milk by Type: % Value 2021-2024
- Table 84 - NBO Company Shares of Plant-Based Dairy: % Value 2020-2024
- Table 85 - LBN Brand Shares of Plant-Based Dairy: % Value 2021-2024
- Table 86 - Distribution of Plant-Based Dairy by Format: % Value 2019-2024
- Table 87 - Forecast Sales of Plant-Based Dairy by Category: Value 2024-2029
- Table 88 - Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2024-2029

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/dairy-products-and-alternatives-in-spain/report.