



Euromonitor
International

Staple Foods in Spain

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Staple Foods in Spain

EXECUTIVE SUMMARY

Maturity counterbalanced by population growth and rise in tourism

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Tourism recovery and premiumisation support value growth amid cost pressures

Frozen fruit leads growth as convenience and versatility drive demand

Natural ingredients and high-protein innovation shape product development

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Health focus and flexitarian diets to influence future consumption patterns

Convenience, cultural diversity and targeted innovation will drive growth

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Population growth, tourism and premium convenience support future demand

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