

# Innovation: Food and Beverage in Spain

June 2024

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### INTRODUCTION

Scope

Monitoring innovation for business growth

### INNOVATION IN FOOD AND BEVERAGE

Out-country launches align with consumer demand for international flavours

Health and sustainability shaped product innovations in 2023

New launches in Spain in 2023: P ackaged food

New plant-based ice cream from Magnum addresses growing demand for healthy indulgence

New launches in Spain in 2023: Pet care

YowUp! expands its line offering with supplements to help prevent specific dog health issues

New launches in Spain in 2023: Hot drinks

Yogi Tea expands wellness blends to meet rising demand in Spain

New launches in Spain in 2023: Soft drinks

Locally produced and handcrafted Kombucha Onflow promotes gut health

New launches in Spain in 2023: Alcoholic drinks

Mahou San Miguel unveils new flavours to elevate the consumer experience

Specialist health and beauty retailers account for over a third of new launches in F&B

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Passport Innovation methodology

Euromonitor Innovation definitions

Passport innovation industry coverage

Passport Innovation country coverage

Passport Innovation retailer coverage

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  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.

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