



**Euromonitor
International**

HW Hot Drinks in Spain

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Natural claims stand out in hot drinks

INDUSTRY PERFORMANCE

Premiumisation brings organic and functional lines
Natural is most prominent claim
No sugar claims prominent in other hot drinks

WHAT'S NEXT

Emphasis on higher quality ingredients
Natural credentials will remain important
Other hot drinks will seek to evolve amid health concerns and rising competition

CATEGORY DATA

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Health and Wellness in Spain - Industry Overview

EXECUTIVE SUMMARY

Revitalised demand for health and wellness products

INDUSTRY PERFORMANCE

Strong preference for gluten free products
Natural and high protein claims stand out

WHAT'S NEXT

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