



Euromonitor
International

HW Soft Drinks in Spain

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Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Multiple health claims exist in soft drinks

INDUSTRY PERFORMANCE

Bottled water benefits from natural positioning
No sugar claims are key to meeting consumer preferences
Good source of minerals stands out in soft drinks

WHAT'S NEXT

No and low sugar health claims are prominent
Natural claims resonate well with Spanish consumers
Growth opportunities in functional soft drinks

CATEGORY DATA

- Table 1 - Sales of Soft Drinks by Health and Wellness Type: Value 2020-2024
- Table 2 - Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2020-2024
- Table 3 - Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2020-2024
- Table 4 - Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2020-2024
- Table 5 - Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2020-2024
- Table 6 - Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2020-2024
- Table 7 - Company Shares of Gluten Free Soft Drinks (5th Biggest HW Type in Global Soft Drinks): % Value 2020-2024
- Table 8 - Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2024-2029
- Table 9 - Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2024-2029

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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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