



HW Soft Drinks in Spain

January 2026

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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

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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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