



HW Snacks in Spain

January 2026

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HW Snacks in Spain - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Healthy snacking gains traction

INDUSTRY PERFORMANCE

Consumers seek higher protein snacks

Gluten free is largest claim in snacks

Natural claim is gaining traction

WHAT'S NEXT

Functional products sought to support mental and physical wellbeing

Niche players are emerging to meet demand for healthier snacks

Stronger focus on ingredient transparency and traceability

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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