



Euromonitor
International

HW Snacks in Spain

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Table of Contents

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

- Table 1 - Sales of Snacks by Health and Wellness Type: Value 2020-2024
- Table 2 - Sales of Snacks by Health and Wellness Type: % Value Growth 2020-2024
- Table 3 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2020-2024
- Table 4 - Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2020-2024
- Table 5 - Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2020-2024
- Table 6 - Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2020-2024
- Table 7 - Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2020-2024
- Table 8 - Forecast Sales of Snacks by Health and Wellness Type: Value 2024-2029
- Table 9 - Forecast Sales of Snacks 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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