



HW Cooking Ingredients and Meals in Spain

January 2026

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Gluten free is well developed in cooking ingredients and meals

INDUSTRY PERFORMANCE

- Nutritious and plant-based ready meals win over consumers
- Health perceptions drive the gluten free trend
- Natural trend gains traction in ready meals

WHAT'S NEXT

- Plant-based trend reflects rising health and sustainability concerns
- Retailers support gluten free trend with promotional days
- Legislation will enhance natural claims of honey producers

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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