



**Euromonitor
International**

HW Staple Foods in Spain

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Staple foods embrace health claims

INDUSTRY PERFORMANCE

Protein trend is leveraged by manufacturers

Gluten free tops the list of claims

Brands and private label leverage natural claims

WHAT'S NEXT

Meat-free and functional staple foods to witness growth

Private label will support growth of gluten free staple foods

Natural claims resonate well with Spanish consumers

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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