



# HW Staple Foods in Spain

January 2026

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## HW Staple Foods in Spain - Category analysis

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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

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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

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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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