

HW Dairy Products and Alternatives in Spain

Market Direction | 2023-11-07 | 14 pages | Euromonitor

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Report description:

Although Spanish consumers had to tighten their belts in 2022 due to high inflationary pressures, various health and wellness dairy products and alternatives witnessed growth during the year. Demand for low fat/no fat claims stabilised in 2022, with some consumers becoming more concerned with enhancing their nutritional intake rather than weight control. In addition, an increasing number of Spaniards who initially had no health issues have given preference to full fat dairy products as they are...

Euromonitor International's HW Dairy Products and Alternatives in Spain report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Baby Food, HW Dairy and Plant-based Dairy, HW Dairy Products and Alternatives by Type.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the HW Dairy Products and Alternatives market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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reliable information resources to help drive informed strategic planning.

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HW DAIRY PRODUCTS AND ALTERNATIVES IN SPAIN

KEY DATA FINDINGS

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Health and wellness dairy products and alternatives show resilience in 2022

Low fat is leading claim, supported by EU legislation and greater discussion over weight issues in Spain

No allergens records positive performance as consumers become increasingly aware of food intolerances

PROSPECTS AND OPPORTUNITIES

Dairy consumers seek higher protein content

No added sugar shows further promise as consumers increasingly look to better for you claims to support health goals

Growth predicted for niche claim cardiovascular health

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HEALTH AND WELLNESS IN SPAIN

EXECUTIVE SUMMARY

Overview

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