

HW Snacks in Spain

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

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Report description:

Spaniards are increasingly reducing their sugar intake when consuming packaged foods, including snacks that contain low sugar content. This trend has become mainstream within sweet biscuits. Local consumers want to treat themselves but with no detrimental impact on their health. As a result, players are trying to deliver products with lower sugar content whilst retaining flavour to avoid alienating their target audience. The price gap between free from and standard products is shrinking, which i...

Euromonitor International's HW Snacks 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 Confectionery, HW Ice Cream, HW Savoury Snacks, HW Snacks by Type, HW Sweet Biscuits, Snack Bars and Fruit Snacks.

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 Snacks 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 SNACKS IN SPAIN

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Lowering sugar content among the key priorities in sweet snacks

Gluten free is leading claim driven by growing awareness of food intolerance and general health trends among wider audience

Probiotic claim supported by gut health awareness and importance of strengthening immune system

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HEALTH AND WELLNESS IN SPAIN

EXECUTIVE SUMMARY

Overview

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