

HW Snacks in Spain

Market Direction | 2024-08-01 | 16 pages | Euromonitor

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Report description:

Sugar has become a primary focus of consumer health concerns in recent years, as a high sugar intake has increasingly been associated with a wide range of health issues, including type 2 diabetes and hypertension. In particular, sugary snacks have been strongly linked with the growing prevalence of obesity, especially amongst children. The World Obesity Atlas 2023 forecasts that adult obesity in Spain could reach 37% by 2035, with an increase of 1.9% each year. Research from the Instituto de Sal...

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 2019-2023, 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 2028 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

KEY DATA FINDINGS

2023 DEVELOPMENTS

Lowering sugar content amongst the key priorities in sweet snacks

Gluten free is the leading claim, supported by growing awareness of food intolerance and general health trends amongst wider audience

Alignment of health and wellness and ethical concerns

PROSPECTS AND OPPORTUNITIES

Fortification will continue to drive innovation in snacks

Growing range of vegan and plant-based options

Continued focus on sugar

CATEGORY DATA

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HEALTH AND WELLNESS IN SPAIN

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Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

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