



Fresh Food in Spain

January 2026

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Fresh Food in Spain

EXECUTIVE SUMMARY

Fresh food volumes struggle as drought and convenience pressures intensify

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INDUSTRY PERFORMANCE

Fresh food turns in marginal volume growth thanks partly to price hikes

Challenges persist in form of droughts and processed alternatives

WHAT'S NEXT?

Fresh foods to see only marginal rises in volume sales

Sugar will fall fastest, while tourism helps to sustain foodservice sales

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Supermarkets channel benefits from convenience, proximity and broad array

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