



Health and Wellness in Spain

January 2026

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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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HW Hot Drinks in Spain

KEY DATA FINDINGS

2024 DEVELOPMENTS

Natural claims stand out in hot drinks

INDUSTRY PERFORMANCE

Premiumisation brings organic and functional lines
Natural is most prominent claim
No sugar claims prominent in other hot drinks

WHAT'S NEXT

Emphasis on higher quality ingredients
Natural credentials will remain important
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HW Soft Drinks in Spain

KEY DATA FINDINGS

2024 DEVELOPMENTS

Multiple health claims exist in soft drinks

INDUSTRY PERFORMANCE

Bottled water benefits from natural positioning
No sugar claims are key to meeting consumer preferences
Good source of minerals stands out in soft drinks

WHAT'S NEXT

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Healthy snacking gains traction

INDUSTRY PERFORMANCE

- Consumers seek higher protein snacks
- Gluten free is largest claim in snacks
- Natural claim is gaining traction

WHAT'S NEXT

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KEY DATA FINDINGS

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INDUSTRY PERFORMANCE

Products with high protein claims enjoy strong growth
Low fat is one of the largest claims in dairy products and alternatives
Lactose free claims are forefront in this category

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[HW Cooking Ingredients and Meals in Spain](#)

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INDUSTRY PERFORMANCE

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HW Staple Foods in Spain

KEY DATA FINDINGS

2024 DEVELOPMENTS

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

WHAT'S NEXT

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