



**Euromonitor
International**

Juice in Spain

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Juice in Spain - Category analysis

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Juice continues to contract as price sensitivity and health trends shift demand elsewhere

INDUSTRY PERFORMANCE

Negative performance for juice in 2025

Polarisation supports rise in functional offerings

WHAT'S NEXT?

Juice set to remain in persistent decline

New formats provide convenience and sustainability

Health and wellness trends will continue to impact progress

COMPETITIVE LANDSCAPE

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Tropical variants see rising demand, while AI offers personalisation

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Health positioning boosts sales in soft drinks in Spain

Channel diversity and affordability have key impact

Health and wellness trends push premiumisation

WHAT'S NEXT?

Further rises anticipated for volume sales in soft drinks

Private label set to expand

Innovation will lead to greater fragmentation in competitive landscape

COMPETITIVE LANDSCAPE

Mercadona maintains overall leadership while Coca-Cola sees success through iconic brands and persistent innovation

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