



Sweet Spreads in Spain

November 2025

Table of Contents

Sweet Spreads in Spain - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Higher prices and premiumisation boost value but volume hit by health concerns

INDUSTRY PERFORMANCE

Premiumisation and shifting consumption habits drive value growth in sweet spreads

High-protein and indulgent innovations boost nut and seed based spreads

WHAT'S NEXT?

Premiumisation to offset volume decline as brands target older demographics

Plant-based innovation gains traction as consumers seek healthier indulgence

New honey labelling rules aim to enhance transparency and protect local producers

COMPETITIVE LANDSCAPE

Idilia leads through popular Nocilla brand

Biogran and Biscoff enjoy robust growth in 2025

CHANNELS

Supermarkets remains on top amid rising competition from discounters

Warehouse clubs benefits from Costco expansion in Spain

CATEGORY DATA

Table 1 - Sales of Sweet Spreads by Category: Volume 2020-2025

Table 2 - Sales of Sweet Spreads by Category: Value 2020-2025

Table 3 - Sales of Sweet Spreads by Category: % Volume Growth 2020-2025

Table 4 - Sales of Sweet Spreads by Category: % Value Growth 2020-2025

Table 5 - Sales of Jams and Preserves by Leading Flavours: Rankings 2020-2025

Table 6 - NBO Company Shares of Sweet Spreads: % Value 2021-2025

Table 7 - LBN Brand Shares of Sweet Spreads: % Value 2022-2025

Table 8 - Distribution of Sweet Spreads by Format: % Value 2020-2025

Table 9 - Forecast Sales of Sweet Spreads by Category: Volume 2025-2030

Table 10 - Forecast Sales of Sweet Spreads by Category: Value 2025-2030

Table 11 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Cooking Ingredients and Meals in Spain - Industry Overview

EXECUTIVE SUMMARY

Consumers seeking convenience and quality

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Convenience and changing lifestyles fuel growth in ready meals and soups

Health-conscious innovation and natural ingredients shape product development

Tourism and global influences boost demand for international flavours

WHAT'S NEXT?

Convenience, health and stable prices underpin positive outlook for cooking ingredients and meals in Spain

Evolving lifestyles and affordability to sustain demand for ready meals

Health awareness and regulatory changes will drive innovation and trust

COMPETITIVE LANDSCAPE

Mercadona leads as Deoleo invests in innovation and sustainability

HelloFresh and Andro enjoy rapid expansion in 2025

CHANNELS

Supermarkets strengthens dominance through adaptation and digital innovation

E-commerce and quick commerce accelerate as convenience expectations rise

MARKET DATA

Table 13 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 14 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 15 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 16 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 18 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 19 - Penetration of Private Label by Category: % Value 2020-2025

Table 20 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sweet-spreads-in-spain/report.