



**Euromonitor
International**

Staple Foods in Spain

November 2025

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Staple Foods in Spain

EXECUTIVE SUMMARY

Maturity counterbalanced by population growth and rise in tourism

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Tourism recovery and premiumisation support value growth amid cost pressures

Frozen fruit leads growth as convenience and versatility drive demand

Natural ingredients and high-protein innovation shape product development

WHAT'S NEXT?

Health focus and flexitarian diets to influence future consumption patterns

Convenience, cultural diversity and targeted innovation will drive growth

Private label leadership and omnichannel expansion to shape future retail dynamics

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Snacking, tourism and convenience drive growth in baked goods in 2025

Frozen baked goods and tortillas gain momentum through convenience and innovation

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[Breakfast Cereals in Spain](#)

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Health and versatility drive growth in hot cereals, muesli and granola

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Frozen innovation and convenience drive growth in processed fruit and vegetables
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Operational efficiency and sustainability investments enhance competitiveness

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[Processed Meat, Seafood and Alternatives To Meat in Spain](#)

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Consumers seeking convenient, high quality and natural products

INDUSTRY PERFORMANCE

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Meat and seafood substitutes drives overall category expansion

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Premiumisation and evolving flexitarian habits sustain future growth potential

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[Rice, Pasta and Noodles in Spain](#)

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Population growth, tourism and premium convenience support future demand

Rising awareness and private label expansion to boost gluten-free pasta segment

AI adoption enhances efficiency across production and supply chains as rice producers focus on sustainability

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