



**Euromonitor
International**

HW Snacks in Spain

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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

- Functional products sought to support mental and physical wellbeing
- Niche players are emerging to meet demand for healthier snacks
- Stronger focus on ingredient transparency and traceability

CATEGORY DATA

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Health and Wellness in Spain - Industry Overview

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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