



HW Dairy Products and Alternatives in Spain

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Health claims are widespread in this category

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

WHAT'S NEXT

Natural trend will be key growth agent
Fewer developments in low fat dairy products
Lactose free trend is expected to slow as focus on high protein gains momentum

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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