



# HW Snacks in Spain

August 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Lowering sugar content amongst the key priorities in sweet snacks

Gluten free is the leading claim, supported by growing awareness of food intolerance and general health trends amongst wider audience

Alignment of health and wellness and ethical concerns

#### PROSPECTS AND OPPORTUNITIES

Fortification will continue to drive innovation in snacks

Growing range of vegan and plant-based options

Continued focus on sugar

#### CATEGORY DATA

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Table 2 - Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2023

Table 3 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2023

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### Health and Wellness in Spain - Industry Overview

#### EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

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