



# HW Dairy Products and Alternatives in Spain

August 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Health and wellness dairy products and alternatives show resilience in 2023  
Low fat is the leading health and wellness claim amid rising concerns about obesity  
Return to growth for organic claim

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Dairy consumers seek higher protein content  
Expanding range of products carrying plant-based claim  
Diversification of fortified and functional products

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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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