



HW Staple Foods in Spain

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Sugar reduction is important in context of high rates of obesity in Spain
Gluten free is leading health and wellness claim as target audience expands
Growing concern about ultra-processed food and artificial additives

PROSPECTS AND OPPORTUNITIES

Consumers will continue to look for functionality from staple foods
Further development of plant-based offer
Health and wellness claims have potential to revitalise product image

CATEGORY DATA

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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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