



**Euromonitor  
International**

# Baked Goods in Spain

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Government reduces VAT on bread to support consumption while players focus on healthier options to drive demand  
Tortillas thriving as consumers embrace new taste experiences  
Consumers take a quality over quantity approach to cakes and pastries

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Staple Foods in Spain - Industry Overview

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/baked-goods-in-spain/report](http://www.euromonitor.com/baked-goods-in-spain/report).