

Sugar and Sweeteners in Spain

January 2025

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Sugar and Sweeteners in Spain - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sugar continues to be negatively impacted by its unhealthy image while healthier alternatives continue to make headway

Natural and sustainable products receive growing interest while private label sales benefit from the challenging economic environment

PROSPECTS AND OPPORTUNITIES

Company strategies expected to include a strong focus on sustainability

Despite efforts to improve production efficiency demand for sugar and sweeteners is likely to fall as health concerns grow

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