



Euromonitor
International

Staple Foods in Spain

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Table of Contents

Staple Foods in Spain

EXECUTIVE SUMMARY

- Staple foods in 2024: The big picture
- Key trends in 2024
- Competitive Landscape
- Channel developments
- What next for staple foods?

MARKET DATA

- Table 1 - Sales of Staple Foods by Category: Volume 2019-2024
- Table 2 - Sales of Staple Foods by Category: Value 2019-2024
- Table 3 - Sales of Staple Foods by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Staple Foods by Category: % Value Growth 2019-2024
- Table 5 - NBO Company Shares of Staple Foods: % Value 2020-2024
- Table 6 - LBN Brand Shares of Staple Foods: % Value 2021-2024
- Table 7 - Penetration of Private Label by Category: % Value 2019-2024
- Table 8 - Distribution of Staple Foods by Format: % Value 2019-2024
- Table 9 - Forecast Sales of Staple Foods by Category: Volume 2024-2029
- Table 10 - Forecast Sales of Staple Foods by Category: Value 2024-2029
- Table 11 - Forecast Sales of Staple Foods by Category: % Volume Growth 2024-2029
- Table 12 - Forecast Sales of Staple Foods by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

Baked Goods in Spain

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

PROSPECTS AND OPPORTUNITIES

- Gluten free baked goods seen to be full of potential
- Consumers likely to be attracted to new and modern flavours in dessert pies and tarts
- Sustainability efforts set to return to the fore as economic pressures subside

CATEGORY DATA

- Table 13 - Sales of Baked Goods by Category: Volume 2019-2024
- Table 14 - Sales of Baked Goods by Category: Value 2019-2024
- Table 15 - Sales of Baked Goods by Category: % Volume Growth 2019-2024
- Table 16 - Sales of Baked Goods by Category: % Value Growth 2019-2024
- Table 17 - Sales of Pastries by Type: % Value 2019-2024
- Table 18 - NBO Company Shares of Baked Goods: % Value 2020-2024
- Table 19 - LBN Brand Shares of Baked Goods: % Value 2021-2024
- Table 20 - Distribution of Baked Goods by Format: % Value 2019-2024
- Table 21 - Forecast Sales of Baked Goods by Category: Volume 2024-2029
- Table 22 - Forecast Sales of Baked Goods by Category: Value 2024-2029
- Table 23 - Forecast Sales of Baked Goods by Category: % Volume Growth 2024-2029

Table 24 - Forecast Sales of Baked Goods by Category: % Value Growth 2024-2029

Breakfast Cereals in Spain

KEY DATA FINDINGS

2024 DEVELOPMENTS

Hot cereals winning over health conscious consumers but lack of innovation limits demand
Muesli and granola thriving as healthier options hit the market and new players add variety
Private label the big winner as households feel the pinch but leading players regain ground in children’s breakfast cereals

PROSPECTS AND OPPORTUNITIES

Health and indulgence likely to remain the key focus on new product development in breakfast cereals
Children’s breakfast cereals set for flat growth as the category faces new challenges and opportunities
Tourism should help boost foodservice sales

CATEGORY DATA

- Table 25 - Sales of Breakfast Cereals by Category: Volume 2019-2024
- Table 26 - Sales of Breakfast Cereals by Category: Value 2019-2024
- Table 27 - Sales of Breakfast Cereals by Category: % Volume Growth 2019-2024
- Table 28 - Sales of Breakfast Cereals by Category: % Value Growth 2019-2024
- Table 29 - NBO Company Shares of Breakfast Cereals: % Value 2020-2024
- Table 30 - LBN Brand Shares of Breakfast Cereals: % Value 2021-2024
- Table 31 - Distribution of Breakfast Cereals by Format: % Value 2019-2024
- Table 32 - Forecast Sales of Breakfast Cereals by Category: Volume 2024-2029
- Table 33 - Forecast Sales of Breakfast Cereals by Category: Value 2024-2029
- Table 34 - Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2024-2029
- Table 35 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2024-2029

Processed Fruit and Vegetables in Spain

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sales of shelf stable products under pressure due to competition from alternative options
Private label cements its dominance in processed fruit and vegetables with Mercadona leading the way
Frozen processed fruit and vegetables prove popular in 2024 as inflation stabilises and consumers go in search of convenience

PROSPECTS AND OPPORTUNITIES

Category maturity could limit the growth of shelf stable fruit and vegetables
Sales could stagnate as consumers look for fresher and healthier options
Players will need to adapt as climate change presents a growing threat to fruit and vegetable harvests

CATEGORY DATA

- Table 36 - Sales of Processed Fruit and Vegetables by Category: Volume 2019-2024
- Table 37 - Sales of Processed Fruit and Vegetables by Category: Value 2019-2024
- Table 38 - Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2019-2024
- Table 39 - Sales of Processed Fruit and Vegetables by Category: % Value Growth 2019-2024
- Table 40 - Sales of Frozen Processed Vegetables by Type: % Value Breakdown 2019-2024
- Table 41 - NBO Company Shares of Processed Fruit and Vegetables: % Value 2020-2024
- Table 42 - LBN Brand Shares of Processed Fruit and Vegetables: % Value 2021-2024
- Table 43 - Distribution of Processed Fruit and Vegetables by Format: % Value 2019-2024
- Table 44 - Forecast Sales of Processed Fruit and Vegetables by Category: Volume 2024-2029
- Table 45 - Forecast Sales of Processed Fruit and Vegetables by Category: Value 2024-2029

Table 46 - Forecast Sales of Processed Fruit and Vegetables by Category: % Volume Growth 2024-2029

Table 47 - Forecast Sales of Processed Fruit and Vegetables by Category: % Value Growth 2024-2029

Processed Meat, Seafood and Alternatives To Meat in Spain

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Processed meat, seafood and alternatives to meat sees a return to growth as inflation stabilises
- Frozen options prove popular as air fryers become the focus of new product development
- Healthier options appear in the market as players look for new ways to differentiate their products

PROSPECTS AND OPPORTUNITIES

- Meat and seafood substitutes set to benefit from strong investment in new product development
- Producers being forced to adapt as spike in olive oil prices hits canned seafood prices
- Processed meat producers set to face new obstacles due to a raft of new EU regulations

CATEGORY DATA

- Table 48 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2019-2024
- Table 49 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2019-2024
- Table 50 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2019-2024
- Table 51 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2019-2024
- Table 52 - Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2019-2024
- Table 53 - Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2019-2024
- Table 54 - Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2019-2024
- Table 55 - Sales of Frozen Processed Poultry by Type: % Value Breakdown 2019-2024
- Table 56 - Sales of Frozen Processed Seafood by Type: % Value Breakdown 2019-2024
- Table 57 - NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2020-2024
- Table 58 - LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2021-2024
- Table 59 - Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2019-2024
- Table 60 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2024-2029
- Table 61 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2024-2029

Rice, Pasta and Noodles in Spain

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Sales of chilled pasta on the rise as retailers expand their private label offerings and consumers go in search of quick and tasty meal solutions
- Rice on the path to recovery as India lifts its export ban and prices stabilise
- Noodles continues to gain momentum thanks to the strong demand for Asian cuisine and quick and simple meals

PROSPECTS AND OPPORTUNITIES

- Brand manufacturers expected to focus on premiumisation to fend off competition from private label
- Gluten free pasta expected to become more widely available over the forecast period
- Rice producers expected to focus on sustainability while sales could suffer from the maturity of demand

CATEGORY DATA

- Table 62 - Sales of Rice, Pasta and Noodles by Category: Volume 2019-2024
- Table 63 - Sales of Rice, Pasta and Noodles by Category: Value 2019-2024
- Table 64 - Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2019-2024
- Table 65 - Sales of Rice, Pasta and Noodles by Category: % Value Growth 2019-2024
- Table 66 - Sales of Instant Noodles by Leading Flavours: Rankings 2019-2024
- Table 67 - NBO Company Shares of Rice, Pasta and Noodles: % Value 2020-2024

Table 68 - LBN Brand Shares of Rice, Pasta and Noodles: % Value 2021-2024

Table 69 - NBO Company Shares of Rice: % Value 2020-2024

Table 70 - LBN Brand Shares of Rice: % Value 2021-2024

Table 71 - NBO Company Shares of Pasta: % Value 2020-2024

Table 72 - LBN Brand Shares of Pasta: % Value 2021-2024

Table 73 - NBO Company Shares of Noodles: % Value 2020-2024

Table 74 - LBN Brand Shares of Noodles: % Value 2021-2024

Table 75 - Distribution of Rice, Pasta and Noodles by Format: % Value 2019-2024

Table 76 - Distribution of Rice by Format: % Value 2019-2024

Table 77 - Distribution of Pasta by Format: % Value 2019-2024

Table 78 - Distribution of Noodles by Format: % Value 2019-2024

Table 79 - Forecast Sales of Rice, Pasta and Noodles by Category: Volume 2024-2029

Table 80 - Forecast Sales of Rice, Pasta and Noodles by Category: Value 2024-2029

Table 81 - Forecast Sales of Rice, Pasta and Noodles by Category: % Volume Growth 2024-2029

Table 82 - Forecast Sales of Rice, Pasta and Noodles by Category: % Value Growth 2024-2029

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