



Euromonitor  
International

# HW Cooking Ingredients and Meals in Spain

August 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Strong performance from vegan, vegetarian and plant-based claims

Obesity concerns support demand for health and wellness claims

Gluten free is largest health and wellness claim

#### PROSPECTS AND OPPORTUNITIES

Cost concerns to impact performance of natural and organic cooking ingredients and meals

Plant-based offers further growth potential due to rising flexitarian population in Spain

Changes to advertising regulations back on the agenda

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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

### DISCLAIMER

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