



Passport

Processed Meat, Seafood and Alternatives to Meat in Spain

Euromonitor International

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Some content and data have been changed.

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PROCESSED MEAT, SEAFOOD AND ALTERNATIVES TO MEAT IN SPAIN - CATEGORY ANALYSIS

KEY DATA FINDINGS

- Retail value sales grow by 3% in current terms in 2021 to EUR8.1 billion

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2021 DEVELOPMENTS

Pandemic boost to demand weakens – but only partly

Having declined through most of the review period, retail volume sales of processed meat,

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Producers of Jamón Ibérico shift their focus to retail

Many producers of traditional products, such as Jamón Ibérico, that were previously focused

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Widening distribution and an expanded product offer support dynamic growth for meat and seafood substitutes and tofu and derivatives

Interest in meat and seafood substitutes and tofu and derivatives continues to grow among

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PROSPECTS AND OPPORTUNITIES

Wave of investment will boost efficiency and raise standards

The rate of growth in retail volume sales of processed meat, seafood and alternatives to seafood is expected to gradually slow over the course of the forecast period. Players will

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Climate change poses A challenge to seafood supplies

Supply constraints are likely to remain an issue for chilled and frozen seafood processors

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Meat substitutes will continue to percolate into the mainstream

Meat and seafood substitutes and tofu and derivatives will remain by far the top performers in

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CATEGORY DATA

Table 1 Sales of Processed Meat, Seafood and Alternatives to Meat by Category:
Volume 2016-2021

'000 tonnes

2016 2017 2018 2019 2020 2021

Processed Meat, Seafood
and Alternatives to Meat
Processed Meat
- Shelf Stable Meat
-- Shelf Stable
Processed Red Meat
-- Shelf Stable
Processed Poultry
- Chilled Processed Meat
-- Chilled Processed
Red Meat
-- Chilled Processed
Poultry
- Frozen Processed Meat
-- Frozen Processed Red
Meat
-- Frozen Processed
Poultry
Processed Seafood
- Shelf Stable Seafood
- Chilled Processed
Seafood
- Frozen Processed

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Seafood
Meat and Seafood
Substitutes
- Chilled Meat and
Seafood Substitutes
- Frozen Meat and
Seafood Substitutes
- Shelf Stable Meat and
Seafood Substitutes

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Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 2 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value
2016-2021

EUR million

2016 2017 2018 2019 2020 2021

Processed Meat, Seafood
and Alternatives to Meat
Processed Meat
- Shelf Stable Meat
-- Shelf Stable
Processed Red Meat
-- Shelf Stable
Processed Poultry
- Chilled Processed Meat
-- Chilled Processed
Red Meat
-- Chilled Processed
Poultry
- Frozen Processed Meat
-- Frozen Processed Red
Meat
-- Frozen Processed
Poultry
Processed Seafood
- Shelf Stable Seafood
- Chilled Processed
Seafood
- Frozen Processed
Seafood
Meat and Seafood
Substitutes
- Chilled Meat and
Seafood Substitutes
- Frozen Meat and
Seafood Substitutes
- Shelf Stable Meat and
Seafood Substitutes

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Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 3 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: %
Volume Growth 2016-2021

% volume growth

	2020/21	2016-21 CAGR	2016/21 Total
Processed Meat, Seafood and Alternatives to Meat Processed Meat - Shelf Stable Meat -- Shelf Stable Processed Red Meat -- Shelf Stable Processed Poultry - Chilled Processed Meat -- Chilled Processed Red Meat -- Chilled Processed Poultry - Frozen Processed Meat -- Frozen Processed Red Meat -- Frozen Processed Poultry Processed Seafood - Shelf Stable Seafood - Chilled Processed Seafood - Frozen Processed Seafood Meat and Seafood Substitutes - Chilled Meat and Seafood Substitutes - Frozen Meat and Seafood Substitutes - Shelf Stable Meat and Seafood Substitutes	Data removed from sample		

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 4 Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2016-2021

% current value growth

	2020/21	2016-21 CAGR	2016/21 Total
Processed Meat, Seafood and Alternatives to Meat Processed Meat - Shelf Stable Meat -- Shelf Stable Processed Red Meat -- Shelf Stable Processed Poultry - Chilled Processed Meat -- Chilled Processed Red Meat -- Chilled Processed Poultry - Frozen Processed Meat -- Frozen Processed Red Meat -- Frozen Processed Poultry Processed Seafood - Shelf Stable Seafood - Chilled Processed Seafood - Frozen Processed Seafood Meat and Seafood Substitutes - Chilled Meat and Seafood Substitutes - Frozen Meat and Seafood Substitutes - Shelf Stable Meat and Seafood Substitutes	Data removed from sample		

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 5 Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2016-2021

% retail volume	2016	2017	2018	2019	2020	2021
Beef	Data removed from sample					
Lamb						
Pork						
Other Red Meats						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 6 Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2016-2021

% retail volume	2016	2017	2018	2019	2020	2021
Beef	Data removed from sample					
Lamb						
Pork						
Other Red Meats						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 7 Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2016-2021

% retail volume	2016	2017	2018	2019	2020	2021
Beef	Data removed from sample					
Lamb						
Pork						
Other Red Meats						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 8 Sales of Frozen Processed Poultry by Type: % Value Breakdown 2016-2021

% retail value rsp	2016	2017	2018	2019	2020	2021
Chicken Bites	Data removed from sample					
Chicken Burgers						
Chicken Cordon Bleu						
Chicken Nuggets						
Coated Chicken						
Others						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 9 Sales of Frozen Processed Seafood by Type: % Value Breakdown 2016-2021

% retail value rsp	2016	2017	2018	2019	2020	2021
Breaded Fish Fillets	Data removed from sample					
Breaded Fish Fingers						
Processed Calamari						
Processed Shrimp/Prawns						
Others						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 10 NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2017-2021

% retail value rsp Company	2017	2018	2019	2020	2021
Mercadona SA	Data removed from sample				
Sigma Alimentos SA de CV					
Centros Comerciales					
Carrefour SA					
Elpozo Alimentación SA					
El Corte Inglés SA					
Calvo Conservas SL					
Conservas Garavilla SA					
Eroski, Grupo					
Hijos de Carlos Albo SA					
Auchan Retail España SA					
Casa Tarradellas SA					
JEALSA Rianxeira SA					
Alimentación Argal SA,					
Grupo					
Corporacion Alimentaria					
Guissona SA					
Ubago Group Mare SL					
Nueva Pescanova SA, Grupo					
Frigoríficos del					
Noroeste SA (FRINSA)					
Escuris SA					
Consum S Coop V Ltda					
Noel Alimentaria SAU					
Angulas Aguinaga SA					
Cooperativa Ganadera					
del Valle de Los					
Pedroches (COVAP)					
Grupo Empresarial					
Palacios Alimentacion SA					
La Piara SA					
Nutrition & Sante					
Iberia SL					
Findus España SL					

Vensy España SA
Caladero SL
Copesco & Sefrisa Sa
Xantelmar SL
Other Private Label
Others
Total

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 11 LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2018-2021

% retail value rsp Brand (GBO)	Company (NBO)	2018	2019	2020	2021
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Data removed from sample

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 12 Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2016-2021

% retail value rsp	2016	2017	2018	2019	2020	2021
Store-Based Retailing	Data removed from sample					
- Grocery Retailers						
-- Modern Grocery Retailers						
--- Convenience Stores						
--- Discounters						
--- Forecourt Retailers						
--- Hypermarkets						
--- Supermarkets						
-- Traditional Grocery Retailers						
--- Food/drink/tobacco specialists						
--- Independent Small Grocers						
--- Other Grocery Retailers						
- Non-Grocery Specialists						
-- Health and Beauty Specialist Retailers						
-- Other Foods Non-Grocery Specialists						
- Mixed Retailers						
Non-Store Retailing						
- Vending						
- Homeshopping						
- E-Commerce						
- Direct Selling						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 13 Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2021-2026

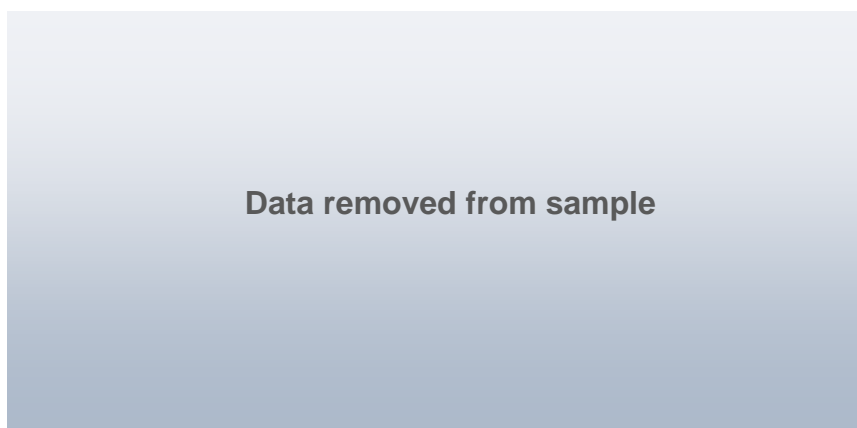
'000 tonnes	2021	2022	2023	2024	2025	2026
Processed Meat, Seafood and Alternatives to Meat Processed Meat - Shelf Stable Meat -- Shelf Stable Processed Red Meat -- Shelf Stable Processed Poultry - Chilled Processed Meat -- Chilled Processed Red Meat -- Chilled Processed Poultry - Frozen Processed Meat -- Frozen Processed Red Meat -- Frozen Processed Poultry Processed Seafood - Shelf Stable Seafood - Chilled Processed Seafood - Frozen Processed Seafood Meat and Seafood Substitutes - Chilled Meat and Seafood Substitutes - Frozen Meat and Seafood Substitutes - Shelf Stable Meat and Seafood Substitutes	Data removed from sample					

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 14 Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2021-2026

EUR million	2021	2022	2023	2024	2025	2026
Processed Meat, Seafood and Alternatives to Meat Processed Meat - Shelf Stable Meat -- Shelf Stable Processed Red Meat -- Shelf Stable Processed Poultry - Chilled Processed Meat -- Chilled Processed Red Meat -- Chilled Processed Poultry - Frozen Processed Meat -- Frozen Processed Red	Data removed from sample					

- Meat
- Frozen Processed Poultry
- Processed Seafood
- Shelf Stable Seafood
- Chilled Processed Seafood
- Frozen Processed Seafood
- Meat and Seafood Substitutes
- Chilled Meat and Seafood Substitutes
- Frozen Meat and Seafood Substitutes
- Shelf Stable Meat and Seafood Substitutes



Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

STAPLE FOODS IN SPAIN - INDUSTRY OVERVIEW

EXECUTIVE SUMMARY

Staple foods in 2021: The big picture

After a stellar 2020, the rate of growth in retail volume sales of staple foods slowed significantly during 2021 but remained robust by the standards of the review period. COVID-19

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Key trends in 2021

Sustainability has become a significant trend in staples, with companies seeking to reduce

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Competitive Landscape

The competitive landscape in staple foods is highly fragmented, with private label accounting

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Channel developments

Supermarkets continue to dominate the distribution of staple foods in Spain, but

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What next for staple foods?

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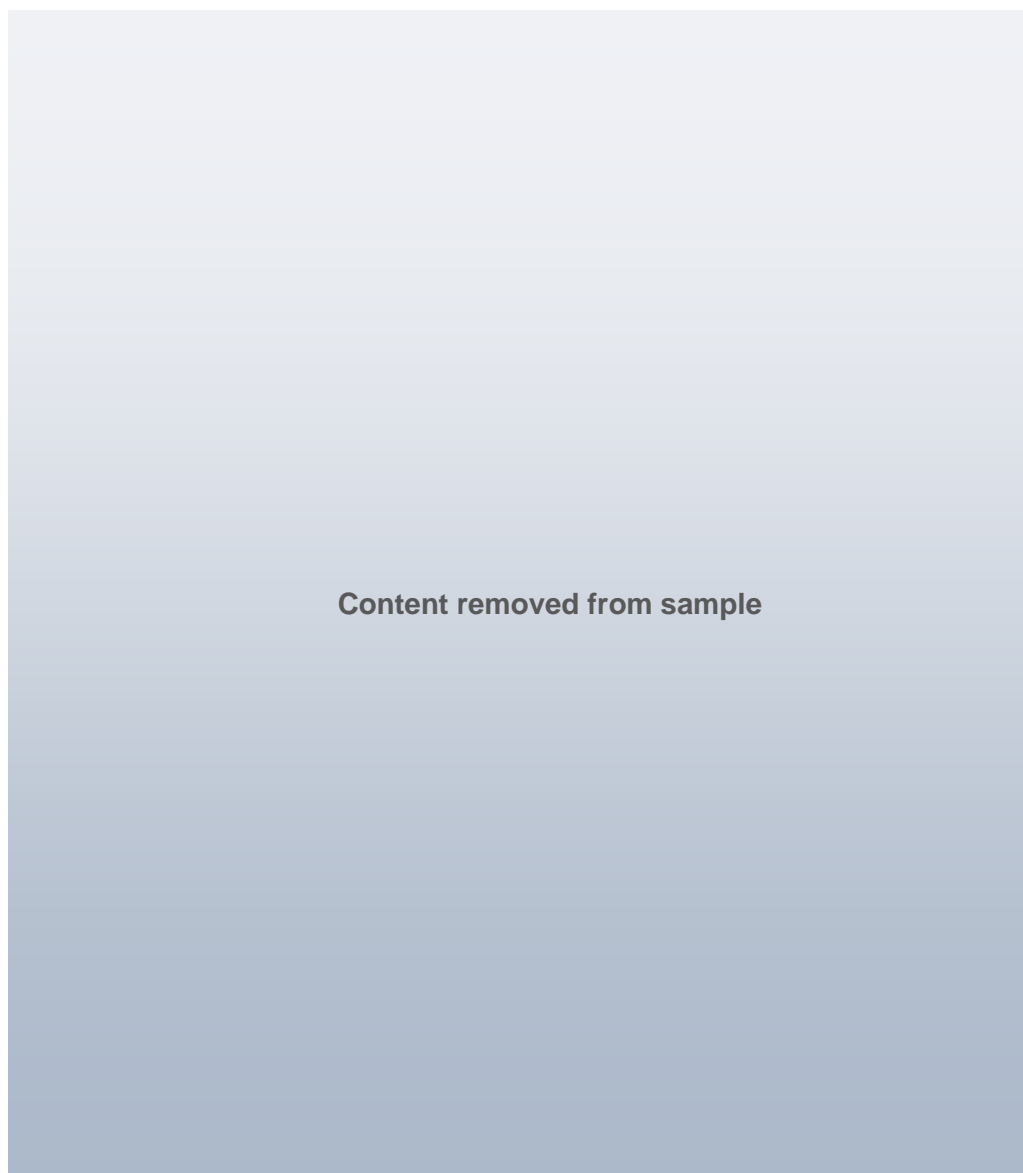
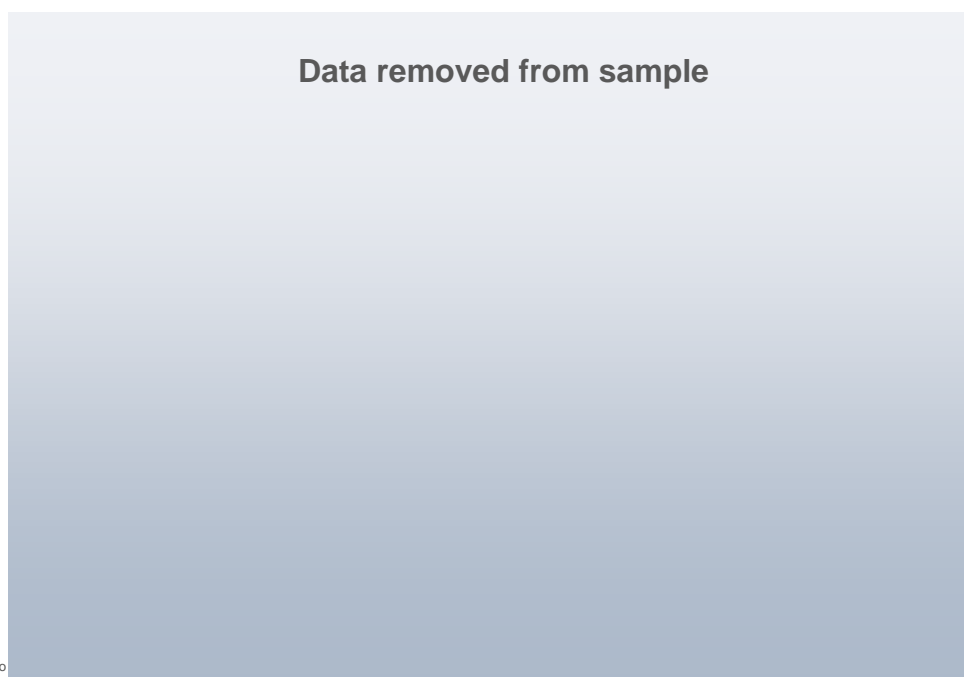


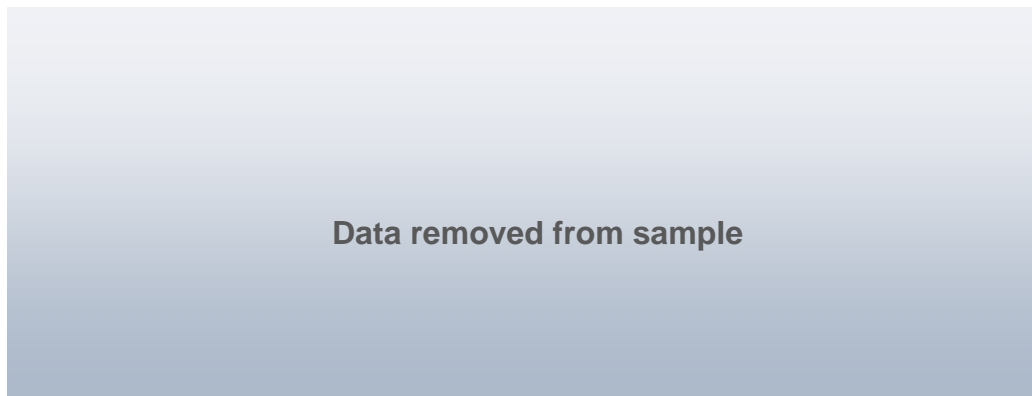
Chart 1 Staple Foods Value Sales Growth Scenarios: 2019-2026



Source: Euromonitor International Industry Forecast Model

Note: C19 Pessimistic 1 represents a modelled scenario with an estimated probability of 25-35% over a 1-year horizon, factoring in macro drivers including GDP, stock prices, business and consumer confidence rates alongside infection rates, supply chain and labour supply disruption rates

Chart 2 Staple Foods Impact of Drivers on Value Sales: 2019-2026



Source: Euromonitor International Industry Forecast Model

Note: The above chart shows the growth decomposition split by macro drivers such as GDP per capita and population alongside soft drivers listed as having a positive (+) or negative (-) impact on the total growth rate

MARKET DATA

Table 15 Sales of Staple Foods by Category: Volume 2016-2021

'000 tonnes

	2016	2017	2018	2019	2020	2021
Baked Goods	Data removed from sample					
Breakfast Cereals						
Processed Fruit and Vegetables						
Processed Meat, Seafood and Alternatives to Meat						
Rice, Pasta and Noodles						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 16 Sales of Staple Foods by Category: Value 2016-2021

EUR million

	2016	2017	2018	2019	2020	2021
Baked Goods	Data removed from sample					
Breakfast Cereals						
Processed Fruit and Vegetables						
Processed Meat, Seafood and Alternatives to Meat						
Rice, Pasta and Noodles						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 17 Sales of Staple Foods by Category: % Volume Growth 2016-2021

% volume growth	2020/21	2016-21 CAGR	2016/21 Total
Staple Foods	Data removed from sample		
Baked Goods			
Breakfast Cereals			
Processed Fruit and Vegetables			
Processed Meat, Seafood and Alternatives to Meat			
Rice, Pasta and Noodles			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 18 Sales of Staple Foods by Category: % Value Growth 2016-2021

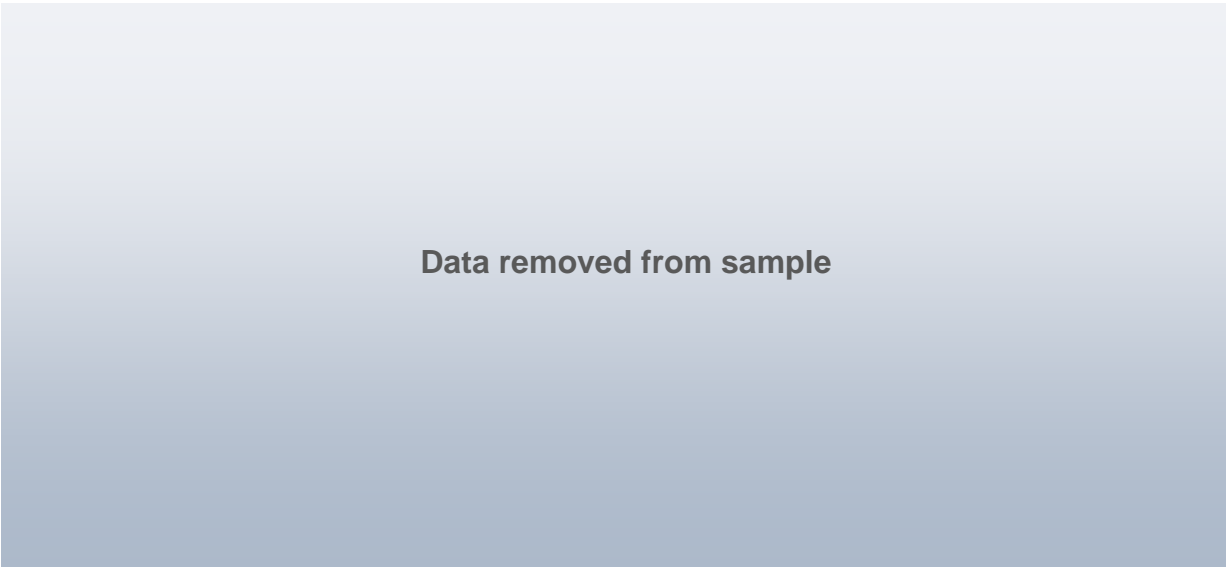
% current value growth	2020/21	2016-21 CAGR	2016/21 Total
Staple Foods	Data removed from sample		
Baked Goods			
Breakfast Cereals			
Processed Fruit and Vegetables			
Processed Meat, Seafood and Alternatives to Meat			
Rice, Pasta and Noodles			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 19 NBO Company Shares of Staple Foods: % Value 2017-2021

% retail value rsp Company	2017	2018	2019	2020	2021
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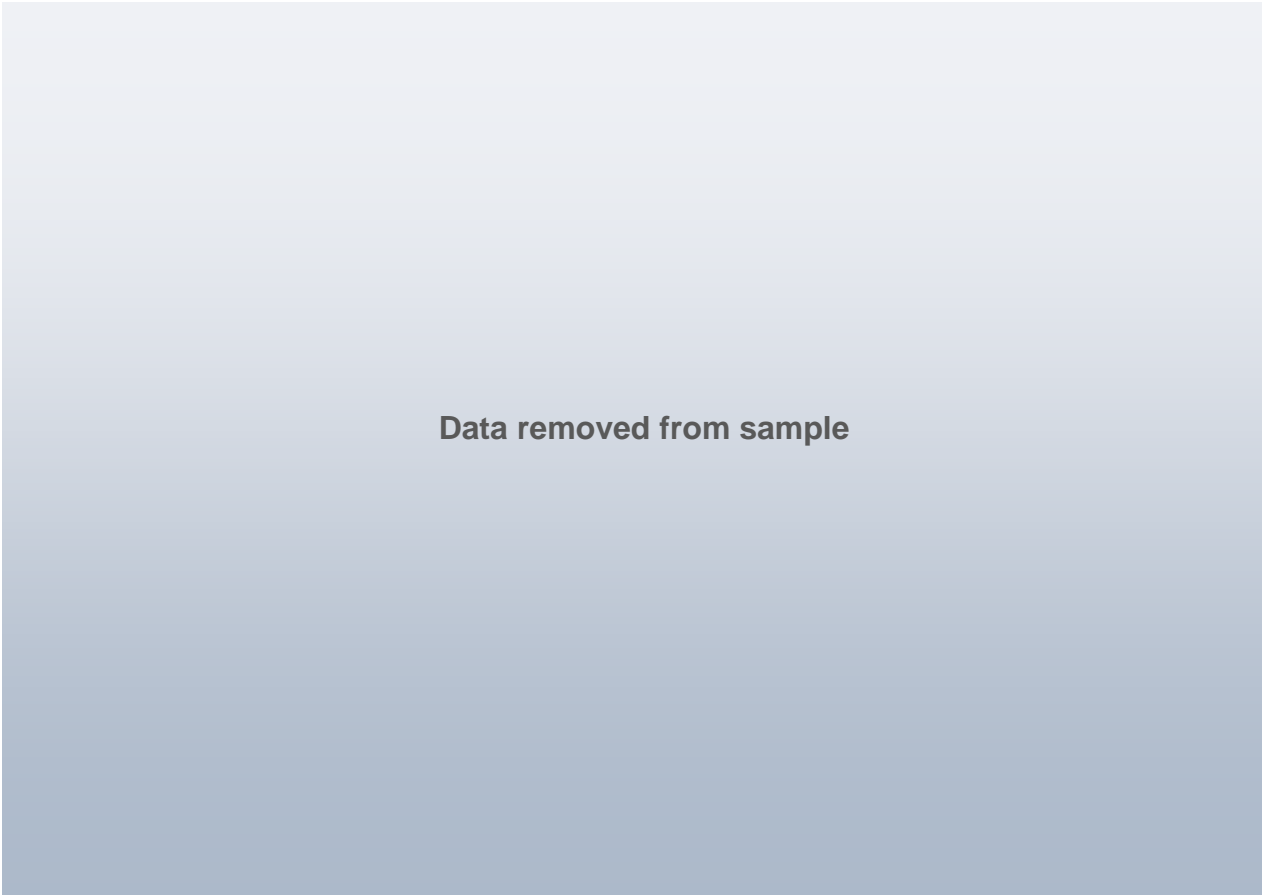
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Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 20 LBN Brand Shares of Staple Foods: % Value 2018-2021

% retail value rsp					
Brand (GBO)	Company (NBO)	2018	2019	2020	2021



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Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 21 Penetration of Private Label by Category: % Value 2016-2021

% retail value rsp

2016 2017 2018 2019 2020 2021

Baked Goods
Breakfast Cereals
Processed Fruit and
Vegetables
Processed Meat, Seafood
and Alternatives to Meat
Rice, Pasta and Noodles

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 22 Distribution of Staple Foods by Format: % Value 2016-2021

% retail value rsp

2016 2017 2018 2019 2020 2021

Store-Based Retailing
- Grocery Retailers
-- Modern Grocery
Retailers
--- Convenience Stores
--- Discounters
--- Forecourt Retailers

Data removed from sample

- Hypermarkets
- Supermarkets
- Traditional Grocery Retailers
- Food/drink/tobacco specialists
- Independent Small Grocers
- Other Grocery Retailers
- Non-Grocery Specialists
- Health and Beauty Specialist Retailers
- Other Foods Non-Grocery Specialists
- Mixed Retailers
- Non-Store Retailing
- Vending
- Homeshopping
- E-Commerce
- Direct Selling
- Total

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 23 Forecast Sales of Staple Foods by Category: Volume 2021-2026

'000 tonnes

2021 2022 2023 2024 2025 2026

Baked Goods
Breakfast Cereals
Processed Fruit and Vegetables
Processed Meat, Seafood and Alternatives to Meat
Rice, Pasta and Noodles

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 24 Forecast Sales of Staple Foods by Category: Value 2021-2026

EUR million

2021 2022 2023 2024 2025 2026

Baked Goods
Breakfast Cereals
Processed Fruit and Vegetables
Processed Meat, Seafood and Alternatives to Meat
Rice, Pasta and Noodles

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 25 Forecast Sales of Staple Foods by Category: % Volume Growth 2021-2026

% volume growth	2021/22	2021-26 CAGR	2021/26 Total
Staple Foods	Data removed from sample		
Baked Goods			
Breakfast Cereals			
Processed Fruit and Vegetables			
Processed Meat, Seafood and Alternatives to Meat			
Rice, Pasta and Noodles			
Source:	Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources		

Table 26 Forecast Sales of Staple Foods by Category: % Value Growth 2021-2026

% constant value growth	2021/2022	2021-26 CAGR	2021/26 Total
Staple Foods	Data removed from sample		
Baked Goods			
Breakfast Cereals			
Processed Fruit and Vegetables			
Processed Meat, Seafood and Alternatives to Meat			
Rice, Pasta and Noodles			
Source:	Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources		

DISCLAIMER

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SOURCES

Sources used during research include the following:

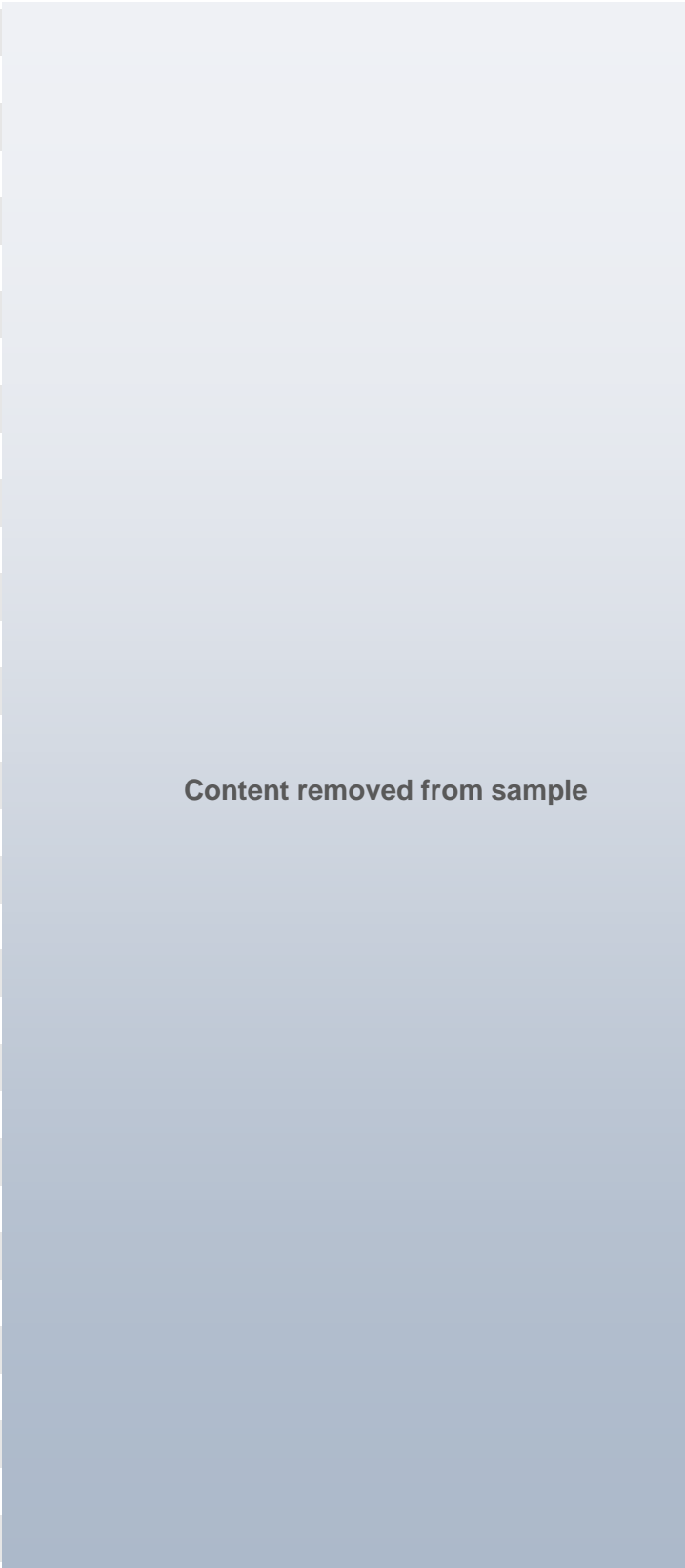
Summary 1 Research Sources

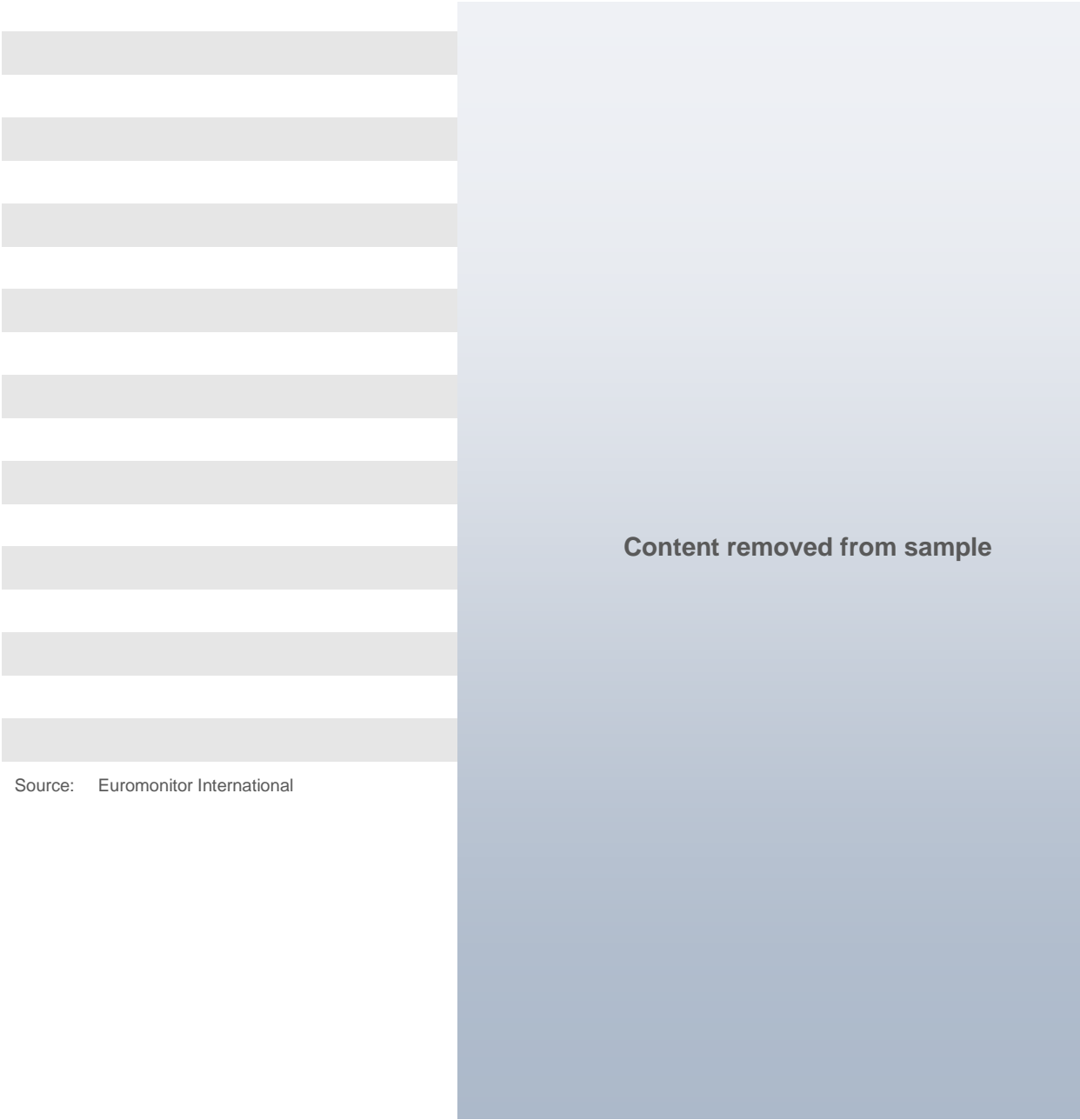
Official Sources

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Trade Associations

Trade Press





Source: Euromonitor International