

# Cheese in Spain

September 2023

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## Cheese in Spain - Category analysis

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#### 2023 DEVELOPMENTS

Cheese remains hugely popular but price pressures pushing more consumers towards private label

Convenience is king now that the pandemic is over

Leading players continue to invest in new product development

#### PROSPECTS AND OPPORTUNITIES

Cheese sales to get rolling again but with a greater focus on natural and local variations

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Healthy snacking trend expected to inform new product development in cheese

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