

Fruits in Spain

January 2024

Table of Contents

Fruits in Spain - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Mixed results seen in fruits as production challenges and price rises influence demand
Consumers keen to make healthier and more sustainable choices when it comes to buying fruits

PROSPECTS AND OPPORTUNITIES

Localisation trend expected to feature prominently over the forecast period
Producers focused on innovation as they look to address the looming threat of climate change

Summary 1 - Major Processors of Fruits 2023

CATEGORY DATA

- Table 1 - Total Sales of Fruits by Category: Total Volume 2018-2023
- Table 2 - Total Sales of Fruits by Category: % Total Volume Growth 2018-2023
- Table 3 - Retail Sales of Fruits by Category: Volume 2018-2023
- Table 4 - Retail Sales of Fruits by Category: % Volume Growth 2018-2023
- Table 5 - Retail Sales of Fruits by Category: Value 2018-2023
- Table 6 - Retail Sales of Fruits by Category: % Value Growth 2018-2023
- Table 7 - Retail Sales of Fruits by Packaged vs Unpackaged: % Volume 2018-2023
- Table 8 - Forecast Total Sales of Fruits by Category: Total Volume 2023-2028
- Table 9 - Forecast Total Sales of Fruits by Category: % Total Volume Growth 2023-2028
- Table 10 - Forecast Retail Sales of Fruits by Category: Volume 2023-2028
- Table 11 - Forecast Retail Sales of Fruits by Category: % Volume Growth 2023-2028
- Table 12 - Forecast Retail Sales of Fruits by Category: Value 2023-2028
- Table 13 - Forecast Retail Sales of Fruits by Category: % Value Growth 2023-2028

Fresh Food in Spain - Industry Overview

EXECUTIVE SUMMARY

Fresh food in 2023: The big picture
2023 key trends
Retailing developments
What next for fresh food?

MARKET DATA

- Table 14 - Total Sales of Fresh Food by Category: Total Volume 2018-2023
- Table 15 - Total Sales of Fresh Food by Category: % Total Volume Growth 2018-2023
- Table 16 - Retail Sales of Fresh Food by Category: Volume 2018-2023
- Table 17 - Retail Sales of Fresh Food by Category: % Volume Growth 2018-2023
- Table 18 - Retail Sales of Fresh Food by Category: Value 2018-2023
- Table 19 - Retail Sales of Fresh Food by Category: % Value Growth 2018-2023
- Table 20 - Retail Sales of Fresh Food by Packaged vs Unpackaged: % Volume 2018-2023
- Table 21 - Retail Distribution of Fresh Food by Format: % Volume 2018-2023
- Table 22 - Forecast Total Sales of Fresh Food by Category: Total Volume 2023-2028
- Table 23 - Forecast Total Sales of Fresh Food by Category: % Total Volume Growth 2023-2028
- Table 24 - Forecast Retail Sales of Fresh Food by Category: Volume 2023-2028
- Table 25 - Forecast Retail Sales of Fresh Food by Category: % Volume Growth 2023-2028
- Table 26 - Forecast Retail Sales of Fresh Food by Category: Value 2023-2028
- Table 27 - Forecast Retail Sales of Fresh Food by Category: % Value Growth 2023-2028

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SOURCES

Summary 2 - Research Sources

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