

# Vegetables in Spain

January 2024

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## Vegetables in Spain - Category analysis

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#### 2023 DEVELOPMENTS

Price pressures remain but healthy eating trend puts a positive spin on sales with consumers showing a preference for local options  
Producers invest in innovation to tackle issues around climate change and food wastage

#### PROSPECTS AND OPPORTUNITIES

Focus on healthy eating should boost sales of vegetables with fresh and tasty options likely to find appeal  
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