

Plant-Based Dairy in Spain

September 2023

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Plant-Based Dairy in Spain - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for plant-based milk continues to grow with prices less impacted by inflation
Competition continues to grow as companies see more potential in plant-based dairy
Plant-based cheese seeing rapid expansion

PROSPECTS AND OPPORTUNITIES

Plant-based dairy producers join forces and list demands
Competition in plant-based yoghurt expected to intensify as sales soar
Players expected to focus on communicating the similarities between dairy milk and plant-based milk to encourage consumption

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