

# Innovation: Food and Beverage in Spain

June 2024

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### INTRODUCTION

Scope Monitoring innovation for business growth

#### INNOVATION IN FOOD AND BEVERAGE

Out-country launches align with consumer demand for international flavours Health and sustainability shaped product innovations in 2023 New launches in Spain in 2023: P ackaged food New plant-based ice cream from Magnum addresses growing demand for healthy indulgence New launches in Spain in 2023: Pet care YowUp! expands its line offering with supplements to help prevent specific dog health issues New launches in Spain in 2023: Hot drinks Yogi Tea expands wellness blends to meet rising demand in Spain New launches in Spain in 2023: Soft drinks Locally produced and handcrafted Kombucha Onflow promotes gut health New launches in Spain in 2023: Alcoholic drinks Mahou San Miguel unveils new flavours to elevate the consumer experience Specialist health and beauty retailers account for over a third of new launches in F&B

#### APPENDIX

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