

# HW Soft Drinks in Spain

November 2023

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## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Better for you claims gain momentum in health and wellness soft drinks in 2022

Natural is leading claim within health and wellness soft drinks in 2022

Growth for probiotic as consumers look to strengthen metabolism and immune systems through gut health

### PROSPECTS AND OPPORTUNITIES

Focus on dietary and free from in RTD coffee as consumers resume busy lifestyles

Greater focus on health and higher tax to drive demand for no sugar soft drinks

Growth expected for high fibre over forecast period

### MARKET DATA

Table 1 - Sales of Soft Drinks by Health and Wellness Type: Value 2019-2022

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## Health and Wellness in Spain - Industry Overview

### EXECUTIVE SUMMARY

Overview

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