



# HW Snacks in Spain

November 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Lowering sugar content among the key priorities in sweet snacks

Gluten free is leading claim driven by growing awareness of food intolerance and general health trends among wider audience

Probiotic claim supported by gut health awareness and importance of strengthening immune system

#### PROSPECTS AND OPPORTUNITIES

Fortification will continue to drive innovation in snacks

Gluten free offers further development potential as leading health and wellness claim in snacks

Growth prospects for brain health and memory

#### MARKET DATA

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[Health and Wellness in Spain - Industry Overview](#)

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Overview

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