



# HW Dairy Products and Alternatives in Spain

November 2023

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## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Health and wellness dairy products and alternatives show resilience in 2022

Low fat is leading claim, supported by EU legislation and greater discussion over weight issues in Spain

No allergens records positive performance as consumers become increasingly aware of food intolerances

### PROSPECTS AND OPPORTUNITIES

Dairy consumers seek higher protein content

No added sugar shows further promise as consumers increasingly look to better for you claims to support health goals

Growth predicted for niche claim cardiovascular health

### MARKET DATA

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## Health and Wellness in Spain - Industry Overview

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Overview

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