

Soft Drinks in Spain

December 2023

Table of Contents

Soft Drinks in Spain

EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

- Table 1 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023
- Table 2 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023
- Table 3 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023
- Table 4 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023
- Table 5 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022
- Table 6 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022
- Table 7 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022
- Table 8 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022
- Table 9 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023
- Table 10 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
- Table 11 Off-trade Sales of Soft Drinks by Category: Value 2018-2023
- Table 12 Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
- Table 13 Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023
- Table 14 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023
- Table 15 NBO Company Shares of Total Soft Drinks (RTD): % Volume 2019-2023
- Table 16 LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2020-2023
- Table 17 NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2019-2023
- Table 18 LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2020-2023
- Table 19 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023
- Table 20 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023
- Table 21 NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023
- Table 22 LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023
- Table 23 Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023
- Table 24 Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023
- Table 25 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023
- $\textbf{Table 26 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: \% \ Volume \ 2023 \ A sold)}$
- Table 27 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028
- Table 28 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028
- Table 29 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028
- Table 30 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028
- Table 31 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028
- Table 32 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028
- Table 33 Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028
- Table 34 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028
- Table 35 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028
- Table 36 Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

APPENDIX

Fountain sales in Spain

Trends

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Bottled Water in Spain

KEY DATA FINDINGS

2023 DEVELOPMENTS

Volume sales stagnate as prices rise Private label sees a strong performance Innovation continues in packaging

PROSPECTS AND OPPORTUNITIES

Only minor growth expected in a mature category

Opportunities for growth in value-added products and smaller categories

Diversification in pack sizes and formats also a way to drive growth

CATEGORY DATA

Table 37 - Off-trade Sales of Bottled Water by Category: Volume 2018-2023

Table 38 - Off-trade Sales of Bottled Water by Category: Value 2018-2023

Table 39 - Off-trade Sales of Bottled Water by Category: % Volume Growth 2018-2023

Table 40 - Off-trade Sales of Bottled Water by Category: % Value Growth 2018-2023

Table 41 - NBO Company Shares of Off-trade Bottled Water: % Volume 2019-2023

Table 42 - LBN Brand Shares of Off-trade Bottled Water: % Volume 2020-2023

Table 43 - NBO Company Shares of Off-trade Bottled Water: % Value 2019-2023

Table 44 - LBN Brand Shares of Off-trade Bottled Water: % Value 2020-2023

Table 45 - Forecast Off-trade Sales of Bottled Water by Category: Volume 2023-2028

Table 46 - Forecast Off-trade Sales of Bottled Water by Category: Value 2023-2028

Table 47 - Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2023-2028

Table 48 - Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2023-2028

Carbonates in Spain

KEY DATA FINDINGS

2023 DEVELOPMENTS

Varied performances for carbonates amidst a challenging operating environment Innovation aplenty as shift to low calorie and reduced sugar products gathers steam Packaging is a major area for development

PROSPECTS AND OPPORTUNITIES

Shift towards healthier drinks set to continue

Diversification will be key to attract and retain consumers

Private label share to remain elevated in the short term

CATEGORY DATA

Table 49 - Off-trade vs On-trade Sales of Carbonates: Volume 2018-2023

Table 50 - Off-trade vs On-trade Sales of Carbonates: Value 2018-2023

Table 51 - Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2018-2023

Table 52 - Off-trade vs On-trade Sales of Carbonates: % Value Growth 2018-2023

Table 53 - Off-trade Sales of Carbonates by Category: Volume 2018-2023

Table 54 - Off-trade Sales of Carbonates by Category: Value 2018-2023

Table 55 - Off-trade Sales of Carbonates by Category: % Volume Growth 2018-2023

Table 56 - Off-trade Sales of Carbonates by Category: % Value Growth 2018-2023

- Table 57 Total Sales of Carbonates by Fountain On-trade: Volume 2018-2023
- Table 58 Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2018-2023
- Table 59 NBO Company Shares of Off-trade Carbonates: % Volume 2019-2023
- Table 60 LBN Brand Shares of Off-trade Carbonates: % Volume 2020-2023
- Table 61 NBO Company Shares of Off-trade Carbonates: % Value 2019-2023
- Table 62 LBN Brand Shares of Off-trade Carbonates: % Value 2020-2023
- Table 63 Forecast Off-trade Sales of Carbonates by Category: Volume 2023-2028
- Table 64 Forecast Off-trade Sales of Carbonates by Category: Value 2023-2028
- Table 65 Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2023-2028
- Table 66 Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2023-2028
- Table 67 Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2023-2028
- Table 68 Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2023-2028

Concentrates in Spain

KEY DATA FINDINGS

2023 DEVELOPMENTS

Off-trade volume sales stagnate, while value sales rise with the impact of inflation

Strong competition from other soft drinks categories

A concentrated category, with limited private label presence

PROSPECTS AND OPPORTUNITIES

Decline predicted for concentrates

Functional concentrates could be a way to stem the decline

Diversification in liquid concentrates could help maintain sales

CATEGORY DATA

Concentrates conversions

- Summary 2 Concentrates Conversion Factors for Ready-to-Drink (RTD) Format
- Table 69 Off-trade Sales of Concentrates (RTD) by Category: Volume 2018-2023
- Table 70 Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2018-2023
- Table 71 Off-trade Sales of Concentrates by Category: Value 2018-2023
- Table 72 Off-trade Sales of Concentrates by Category: % Value Growth 2018-2023
- Table 73 LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2020-2023
- Table 74 NBO Company Shares of Off-trade Concentrates: % Value 2019-2023
- Table 75 LBN Brand Shares of Off-trade Concentrates: % Value 2020-2023
- Table 76 NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2023
- Table 77 LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2023
- Table 78 NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2023
- Table 79 LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2023
- Table 80 Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2023-2028
- Table 81 Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2023-2028
- Table 82 Forecast Off-trade Sales of Concentrates by Category: Value 2023-2028
- Table 83 Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2023-2028

Juice in Spain

KEY DATA FINDINGS

2023 DEVELOPMENTS

Prices rises in another challenging year for juice

Diversification and value-added products two strands of innovation

Private label sees growth in its share

PROSPECTS AND OPPORTUNITIES

Juice set to face challenges in the forecast period

Value-added products an area with potential

Return to pre-pandemic levels of sales unlikely

CATEGORY DATA

Table 84 - Off-trade Sales of Juice by Category: Volume 2018-2023

Table 85 - Off-trade Sales of Juice by Category: Value 2018-2023

Table 86 - Off-trade Sales of Juice by Category: % Volume Growth 2018-2023

Table 87 - Off-trade Sales of Juice by Category: % Value Growth 2018-2023

Table 88 - NBO Company Shares of Off-trade Juice: % Volume 2019-2023

Table 89 - LBN Brand Shares of Off-trade Juice: % Volume 2020-2023

Table 90 - NBO Company Shares of Off-trade Juice: % Value 2019-2023

Table 91 - LBN Brand Shares of Off-trade Juice: % Value 2020-2023

Table 92 - Forecast Off-trade Sales of Juice by Category: Volume 2023-2028

Table 93 - Forecast Off-trade Sales of Juice by Category: Value 2023-2028

Table 94 - Forecast Off-trade Sales of Juice by Category: % Volume Growth 2023-2028

Table 95 - Forecast Off-trade Sales of Juice by Category: % Value Growth 2023-2028

RTD Coffee in Spain

KEY DATA FINDINGS

2023 DEVELOPMENTS

Plenty of innovation in a dynamic category

What kind of future is there for cold brew coffee?

Private label performs well in a challenging operating environment

PROSPECTS AND OPPORTUNITIES

RTD coffee still has plenty of room for growth

On-trade expansion likely to be limited, given the key characteristics of RTD coffee

Contextualising RTD coffee in relation to other categories

CATEGORY DATA

Table 96 - Off-trade Sales of RTD Coffee: Volume 2018-2023

Table 97 - Off-trade Sales of RTD Coffee: Value 2018-2023

Table 98 - Off-trade Sales of RTD Coffee: % Volume Growth 2018-2023

Table 99 - Off-trade Sales of RTD Coffee: % Value Growth 2018-2023

Table 100 - NBO Company Shares of Off-trade RTD Coffee: % Volume 2019-2023

Table 101 - LBN Brand Shares of Off-trade RTD Coffee: % Volume 2020-2023

Table 102 - NBO Company Shares of Off-trade RTD Coffee: % Value 2019-2023

Table 103 - LBN Brand Shares of Off-trade RTD Coffee: % Value 2020-2023

Table 104 - Forecast Off-trade Sales of RTD Coffee: Volume 2023-2028

Table 105 - Forecast Off-trade Sales of RTD Coffee: Value 2023-2028

Table 106 - Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2023-2028

Table 107 - Forecast Off-trade Sales of RTD Coffee: % Value Growth 2023-2028

RTD Tea in Spain

KEY DATA FINDINGS

2023 DEVELOPMENTS

Innovation abounds as Fuze Tea enters RTD tea in Spain

RTD tea is a consolidated category, while private label performs well in 2023

Perception as healthy alternative to other soft drinks benefits RTD tea

PROSPECTS AND OPPORTUNITIES

Despite continued high growth rates, questions over the future of kombucha

Volume sales will remain dominated by the off-trade channel

Wide channel presence will be necessary for success

CATEGORY DATA

Table 108 - Off-trade Sales of RTD Tea by Category: Volume 2018-2023

Table 109 - Off-trade Sales of RTD Tea by Category: Value 2018-2023

Table 110 - Off-trade Sales of RTD Tea by Category: % Volume Growth 2018-2023

Table 111 - Off-trade Sales of RTD Tea by Category: % Value Growth 2018-2023

Table 112 - Leading Flavours for Off-trade RTD Tea: % Volume 2018-2023

Table 113 - NBO Company Shares of Off-trade RTD Tea: % Volume 2019-2023

Table 114 - LBN Brand Shares of Off-trade RTD Tea: % Volume 2020-2023

Table 115 - NBO Company Shares of Off-trade RTD Tea: % Value 2019-2023

Table 116 - LBN Brand Shares of Off-trade RTD Tea: % Value 2020-2023

Table 117 - Forecast Off-trade Sales of RTD Tea by Category: Volume 2023-2028

Table 118 - Forecast Off-trade Sales of RTD Tea by Category: Value 2023-2028

Table 119 - Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2023-2028

Table 120 - Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2023-2028

Energy Drinks in Spain

KEY DATA FINDINGS

2023 DEVELOPMENTS

Solid performance amidst a challenging operating environment

Monster Energy cements its position as leader in volume terms

Plenty of innovation in energy drinks

PROSPECTS AND OPPORTUNITIES

Appealing to a broader consumer base remains a challenge

Some legislative developments expected

Reduced sugar to see more dynamic growth despite challenge from other categories

CATEGORY DATA

Table 121 - Off-trade Sales of Energy Drinks: Volume 2018-2023

Table 122 - Off-trade Sales of Energy Drinks: Value 2018-2023

Table 123 - Off-trade Sales of Energy Drinks: % Volume Growth 2018-2023

Table 124 - Off-trade Sales of Energy Drinks: % Value Growth 2018-2023

Table 125 - NBO Company Shares of Off-trade Energy Drinks: % Volume 2019-2023

Table 126 - LBN Brand Shares of Off-trade Energy Drinks: % Volume 2020-2023

Table 127 - NBO Company Shares of Off-trade Energy Drinks: % Value 2019-2023

Table 128 - LBN Brand Shares of Off-trade Energy Drinks: % Value 2020-2023

Table 129 - Forecast Off-trade Sales of Energy Drinks: Volume 2023-2028

Table 130 - Forecast Off-trade Sales of Energy Drinks: Value 2023-2028

Table 131 - Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2023-2028

Table 132 - Forecast Off-trade Sales of Energy Drinks: % Value Growth 2023-2028

Sports Drinks in Spain

KEY DATA FINDINGS

2023 DEVELOPMENTS

Positive performance in both channels, despite a challenging operating environment Launch of Prime a boost for the category Innovation and new product development seen within sports drinks

PROSPECTS AND OPPORTUNITIES

Growth expected as sports drinks benefits from the health and wellness trend Need to distinguish sports drinks from other products with functional qualities Private label offers expected to develop

CATEGORY DATA

Table 133 - Off-trade Sales of Sports Drinks: Volume 2018-2023

Table 134 - Off-trade Sales of Sports Drinks: Value 2018-2023

Table 135 - Off-trade Sales of Sports Drinks: % Volume Growth 2018-2023

Table 136 - Off-trade Sales of Sports Drinks: % Value Growth 2018-2023

Table 137 - NBO Company Shares of Off-trade Sports Drinks: % Volume 2019-2023

Table 138 - LBN Brand Shares of Off-trade Sports Drinks: % Volume 2020-2023

Table 139 - NBO Company Shares of Off-trade Sports Drinks: % Value 2019-2023

Table 140 - LBN Brand Shares of Off-trade Sports Drinks: % Value 2020-2023

Table 141 - Forecast Off-trade Sales of Sports Drinks: Volume 2023-2028

Table 142 - Forecast Off-trade Sales of Sports Drinks: Value 2023-2028

Table 143 - Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2023-2028

Table 144 - Forecast Off-trade Sales of Sports Drinks: % Value Growth 2023-2028

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/soft-drinks-in-spain/report.