



Bottled Water in Spain

November 2025

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Bottled Water in Spain - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Bottled water posts solid expansion as health, tourism and sustainability strengthen demand

INDUSTRY PERFORMANCE

2025 marks a positive year for bottled water in Spain

Carbonated bottled water leads growth as players keep sustainability in mind

WHAT'S NEXT?

Sales of bottled water set to continue rising over the forecast period

New SDDR system will reshape the bottled water category

Health and wellness trends will remain key influences

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Affordability is reshaping competitive dynamics

Sparkling varieties see increased demand

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Soft Drinks in Spain - Industry Overview

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Health, affordability and retail diversification shape soft drinks performance in Spain

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Health positioning boosts sales in soft drinks in Spain

Channel diversity and affordability have key impact

Health and wellness trends push premiumisation

WHAT'S NEXT?

Further rises anticipated for volume sales in soft drinks

Private label set to expand

Innovation will lead to greater fragmentation in competitive landscape

COMPETITIVE LANDSCAPE

Mercadona maintains overall leadership while Coca-Cola sees success through iconic brands and persistent innovation

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Private label drives retail sales as foodservice benefits from on-the-go consumption trend

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