



Sweet Biscuits, Snack Bars and Fruit Snacks in Spain

July 2026

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Sweet Biscuits, Snack Bars and Fruit Snacks Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Sweet Biscuits, Snack Bars and Fruit Snacks

INDUSTRY PERFORMANCE

Healthy Formats Drive Growth, Especially in Snack Bars and Fruit Snacks

Galletas Gullón Leverages Scale to Lead in Sustainable Packaging Adaptation

Chart 2 - Galletas Gullón Strengthens Sustainability through Packaging and Energy-Efficiency Projects

Protein and Gut Health Claims Capture Mainstream Spanish Snackers

Chart 3 - The Gutsy Captain Brings Gut Health Protein Bars to Spain

Chart 4 - Value Sales 2021-2031

Chart 5 - Volume Sales 2021-2031

Chart 6 - Value Sales by Category 2026

WHAT'S NEXT?

Functional Innovations Set to Capture Health-Conscious Snackers and Drive Growth

Just Loading and Nakd Expected to Drive Fruit and Nut Bar Innovation to Meet Evolving Snacking Needs

Chart 7 - Forecast Value Sales 2021-2031

Chart 8 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Mondelez and Gullón Reinforce Leadership While Mars Acquires Kellanova

Chart 9 - Company Shares 2026

Chart 10 - Brand Shares 2026

CHANNELS

Mercadona'S Proximity Expansion and Value Focus Drive Gains for Supermarkets

Retail E-Commerce Plays a Complementary Role, Especially Favoured for Functional Biscuits

Chart 11 - Retail Channels 2021-2026

PRODUCTS

The Shift Towards Functional and Mindful Snacking

Pioneering Formats and Nutrient-Dense Launches

Strategic Adaptation and Competitive Dynamics

ECONOMIC CONTEXT

Chart 12 - Economic Context for Sweet Biscuits, Snack Bars and Fruit Snacks

Chart 13 - Real Gdp Growth 2021-2031

Chart 14 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 15 - Consumer Context for Sweet Biscuits, Snack Bars and Fruit Snacks

Chart 16 - Population 2021-2031

Chart 17 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Snacks

INDUSTRY PERFORMANCE

Increase in Convenient and Healthy Snacking Drives Volume Demand and Value Growth

Chart 19 - Vitaldin Broadens Healthy Protein Snacking in 2026

Sweet Biscuits, Snack Bars, and Fruit Snacks Grows as Protein and Fibre Claims Attract Consumers

Trolli Captures Teenage Interest with Spicy Launches in Gummies

Chart 20 - Trolli Introduces Spicy Flavours in Sugar Confectionery, Launching Trolli Octopus Spicy

Chart 21 - Value Sales 2021-2031

Chart 22 - Value Sales by Category 2026

WHAT'S NEXT?

Private Label to Drive Premium Innovation and Flavour Expansion

Protein-Rich Products Expected to Attract New Buyers Amid Health Shifts

Brands Will Leverage Texture and Co-Branding to Defend Their Value Shares

Chart 23 - Forecast Value Sales 2021-2031

Chart 24 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Mercadona Extends Its Lead, While Pepsico'S Focus on Savoury Snacks Limits Value Sales Gains

Runakay Plus SI Expands as Magnum Vegan Exits Plant-Based Ice Cream

Chart 25 - Company Shares 2026

Chart 26 - Brand Shares 2026

CHANNELS

Mercadona Drives Share Growth for Supermarkets, While Hypermarkets Loses Ground

Mercadona'S Omnichannel Push Boosts Retail E-Commerce, but Offline Retail Remains King

Chart 27 - Retail Channels 2021-2026

PRODUCTS

Key Trends Include Health and Flavour Innovation

Trolli Chili Confectionery Launch and Protein Bar Relaunch Are Recent Innovations

Business Impact of Recent Developments

ECONOMIC CONTEXT

Chart 28 - Economic Context for Snacks

Chart 29 - Real Gdp Growth 2021-2031

Chart 30 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 31 - Consumer Context for Snacks

Chart 32 - Population 2021-2031

Chart 33 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

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/sweet-biscuits-snack-bars-and-fruit-snacks-in-spain/report.