

Processed Meat, Seafood and Alternatives To Meat in Spain

November 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

A small improvement in sales in 2023 but inflation continues to weigh on demand

Meat and seafood substitutes remains on an upward trajectory thanks to investment in new product development and innovation

Brand players focus on offering more competitive pricing and healthier options to fend off private label

PROSPECTS AND OPPORTUNITIES

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