

# Innovation: Food and Beverage in Spain

November 2023

Table of Contents

## INTRODUCTION

Scope

Passport innovation overview

Euromonitor innovation definitions

## INNOVATION IN FOOD AND BEVERAGE

Brands that launched for the first time in Spain account for almost 40% of activity in 2022

Polarising trends towards indulgence and health reflected in new launches

New launches in Spain in 2022: Soft Drinks and Hot Drinks

New launches in Spain in 2022: Packaged Food, Alcoholic Drinks, and Pet Food

Brand level launches trail subbrand, accounting for 12% of detected launches

Bio Primo offers affordable organic juice in line with rising health trends

Bio Primo Orange and Mixed Fruit launched in health store Vitalabo in Spain

Pet food records a strong uplift in subbrand launches in Q2

Eat Small expands its range of healthy pet food with insect-focused offering

Eat Small Insects was first seen globally in Spain, launching in February 2022

Promofarma leads retailer launches, focused on eco-friendly and organic goods

## APPENDIX

Passport innovation methodology

Passport innovation industry coverage

Passport innovation country coverage

Passport innovation retailer coverage

## 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/innovation-food-and-beverage-in-spain/report](https://www.euromonitor.com/innovation-food-and-beverage-in-spain/report).