



Innovation: Food and Beverage in Spain

November 2023

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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

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Passport innovation methodology

Passport innovation industry coverage

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Passport innovation retailer coverage

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