



HW Dairy Products and Alternatives in Spain

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Health and wellness dairy products and alternatives show resilience in 2023
Low fat is the leading health and wellness claim amid rising concerns about obesity
Return to growth for organic claim

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Dairy consumers seek higher protein content
Expanding range of products carrying plant-based claim
Diversification of fortified and functional products

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Health and Wellness in Spain - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in focus
Consumer weight trends
Consumer diet trends
Health-related deaths
Blood pressure and cholesterol levels
Diabetes prevalence

DISCLAIMER

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