

# Cheese in Spain

September 2022

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## Cheese in Spain - Category analysis

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#### 2022 DEVELOPMENTS

Inflationary pressure drives decline in retail constant value sales

An expanding product offer in premium hard cheeses

Increased demand for healthy, natural snacks represents a growth opportunity

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Grazing trend will boost cheese consumption

Marketing campaign seeks to reinforce the dominance of local cheeses in the face of increased imports

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