

# Fortified/Functional Packaged Food in Spain

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## Abstracts

Dairy products consumers are taking an increasingly proactive stance regarding their own health. While the “healthy” products of a few years ago were fortified with calcium or omega-3 to help lower the cholesterol levels of consumers, the new approach focuses on prevention rather than cure. This approach has been intensified by the Coronavirus (COVID-19) experience, with consumers more aware of the importance of healthy eating as a means of warding off and resisting viruses and illness in genera...

Euromonitor International's Fortified/Functional Packaged Food in Spain report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2017-2021, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2026 illustrate how the market is set to change.

**Product coverage:** FF Baby Food, FF Bread, FF Breakfast Cereals, FF Confectionery, FF Dairy, FF Pasta, FF Sweet Biscuits, Snack Bars and Fruit Snacks, FF Vegetable and Seed Oil.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Fortified/Functional Packaged Food market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Preventative health trend boosts FF probiotic yoghurt sales

Millennial parents provide a young and dynamic consumer base for a growing range of FF packaged food

Players fortify baked goods to meet the nutritional demands of consumers

#### PROSPECTS AND OPPORTUNITIES

New lifestyles and eating habits provide fertile ground for the launch of vitamin-enriched plant-based products

More active population to stimulate development of high in protein offerings

Strong omnichannel development affords further growth potential for e-commerce

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