



**Euromonitor
International**

Vegetables in Spain

January 2026

Table of Contents

Vegetables in Spain - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Local sourcing and climate disruption define category performance

INDUSTRY PERFORMANCE

Health consciousness supports growth in vegetables in Spain

Processed alternatives represent competitive threat to fresh variants

WHAT'S NEXT?

Further growth forecast, though climate change remains key concern

Players invest more in biotech and sustainability

Summary 1 - Major Processors of Vegetables 2025

CATEGORY DATA

Table 1 - Total Sales of Vegetables by Category: Total Volume 2020-2025

Table 2 - Total Sales of Vegetables by Category: % Total Volume Growth 2020-2025

Table 3 - Retail Sales of Vegetables by Category: Volume 2020-2025

Table 4 - Retail Sales of Vegetables by Category: % Volume Growth 2020-2025

Table 5 - Retail Sales of Vegetables by Category: Value 2020-2025

Table 6 - Retail Sales of Vegetables by Category: % Value Growth 2020-2025

Table 7 - Retail Sales of Vegetables by Packaged vs Unpackaged: % Volume 2020-2025

Table 8 - Forecast Total Sales of Vegetables by Category: Total Volume 2025-2030

Table 9 - Forecast Total Sales of Vegetables by Category: % Total Volume Growth 2025-2030

Table 10 - Forecast Retail Sales of Vegetables by Category: Volume 2025-2030

Table 11 - Forecast Retail Sales of Vegetables by Category: % Volume Growth 2025-2030

Table 12 - Forecast Retail Sales of Vegetables by Category: Value 2025-2030

Table 13 - Forecast Retail Sales of Vegetables by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Fresh Food in Spain - Industry Overview

EXECUTIVE SUMMARY

Fresh food volumes struggle as drought and convenience pressures intensify

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Fresh food turns in marginal volume growth thanks partly to price hikes

Challenges persist in form of droughts and processed alternatives

WHAT'S NEXT?

Fresh foods to see only marginal rises in volume sales

Sugar will fall fastest, while tourism helps to sustain foodservice sales

CHANNELS

Supermarkets channel benefits from convenience, proximity and broad array

Retail e-commerce gains pace as players invest in omnichannel approach

MARKET DATA

Table 14 - Total Sales of Fresh Food by Category: Total Volume 2020-2025

Table 15 - Total Sales of Fresh Food by Category: % Total Volume Growth 2020-2025

Table 16 - Retail Sales of Fresh Food by Category: Volume 2020-2025

Table 17 - Retail Sales of Fresh Food by Category: % Volume Growth 2020-2025

Table 18 - Retail Sales of Fresh Food by Category: Value 2020-2025

Table 19 - Retail Sales of Fresh Food by Category: % Value Growth 2020-2025

Table 20 - Retail Sales of Fresh Food by Packaged vs Unpackaged: % Volume 2020-2025

Table 21 - Retail Distribution of Fresh Food by Format: % Volume 2020-2025

Table 22 - Forecast Total Sales of Fresh Food by Category: Total Volume 2025-2030

Table 23 - Forecast Total Sales of Fresh Food by Category: % Total Volume Growth 2025-2030

Table 24 - Forecast Retail Sales of Fresh Food by Category: Volume 2025-2030

Table 25 - Forecast Retail Sales of Fresh Food by Category: % Volume Growth 2025-2030

Table 26 - Forecast Retail Sales of Fresh Food by Category: Value 2025-2030

Table 27 - Forecast Retail Sales of Fresh Food by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 2 - Research Sources

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/vegetables-in-spain/report.