



Meat in Spain

January 2026

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Meat in Spain - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Poultry and pork drive meat growth as red meat loses relevance

INDUSTRY PERFORMANCE

Red meat suffers from negative health perception

Pork and poultry benefit from convenience and wellness concerns

WHAT'S NEXT?

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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

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