

Food NPD - Spain - November 2009

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What is this report about?

Spanish retail sales of food have been adversely affected by the economic recession during 2009, halting value growth in three out of the six markets under review. The three largest – meat, fish and vegetables – are also increasingly mature, enjoying high per capita consumption levels, while cheese, ready meals and sweet biscuits are expected to continue to grow, albeit at a slower rate.

What have we found out?

- Healthier, more natural products free from artificial additives, preservatives and colourings feature strongly in new product development.
- Overall retail sales of food and drinks are expected to post a small decline in value terms in 2009 to stand at just under €65.6 billion. In the current economic recession, consumers are cutting down their spending and are increasingly shopping for retailers' own-labels or products in discount outlets.
- Of the six markets under review, the three largest – meat, fish and vegetables – are set to register a modest fall in value sales, while cheese, ready meals and sweet biscuits will continue to grow.
- A pan-European comparison reveals Spaniards as the most reluctant to try out new food products, which limits opportunities for new launches in the Spanish market.
- The good news is that interest in new foods has increased from 20% in 2004 to 27% in 2008.
- In comparison to other key European markets, quality is of the highest importance in Spain when it comes to food purchases. Some 75% of Spaniards are even willing to pay a premium for quality goods.

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