Nuts experience fastest growth in Spain

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Two key trends are fuelling this growth. Firstly, Spaniards are becoming increasingly health conscious and nuts, unlike other snacks, are perceived as a key element of the Mediterranean diet, as well as beneficial for the prevention of heart disease. Manufacturers are capitalising on this trend by launching new products and marketing their health benefits. Importaco SA, for example, launched a selection of nuts to be mixed in salads and also launched nuts without salt for those suffering from hypertension.

The second major driver of growth is the trend towards premium products. Manufacturers increasingly launched products that emphasised quality, but since the bulk of nuts in Spain are generally consumed raw with little modification, the main feature of new products was often more convenient packaging.

â€œSweet and Savoury Snacksâ€• in Spain is a new report from Euromonitor International. It provides the latest retail sales data (1999-2005) on key sweet and savoury snacks sectors, including crisps/chips, nuts, extruded snacks, fruit snacks, tortilla/corn chips, popcorn and pretzels. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2010 illustrate how the market is set to change.

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