



Health Supplement Market Report: Spain

July 2023

About Us

Local Insight; Global Impact.

16

Offices around the globe

1K+

In-country analysts in 100 countries

1,200

Customers in 200 countries

Background

Asociación Española de Complementos Alimenticios (AFEPADI) represents companies that are active and operate within the dietetic foods and food supplement market in Spain. The AFEPADI provides the framework for the defence of the common interests of the industry and promotion of its products.

Objective

AFEPADI wishes to develop a Spanish-centric market report providing an overview of the 'health supplement' market which evaluates the evolution of the market and its performance relative to the rest of Europe.

Approach

AFEPADI has asked Euromonitor International to fully utilise our existing global and Spanish specific, 'health supplement' industry data and in-house expertise to develop a clear and concise market report to be shared among members.

Contents

Background and scope

Market landscape

- Regional overview

- Cross-country comparison

- Country deep-dive: Market size and trends

- Market Overview/New Product Developments

- Retail landscape

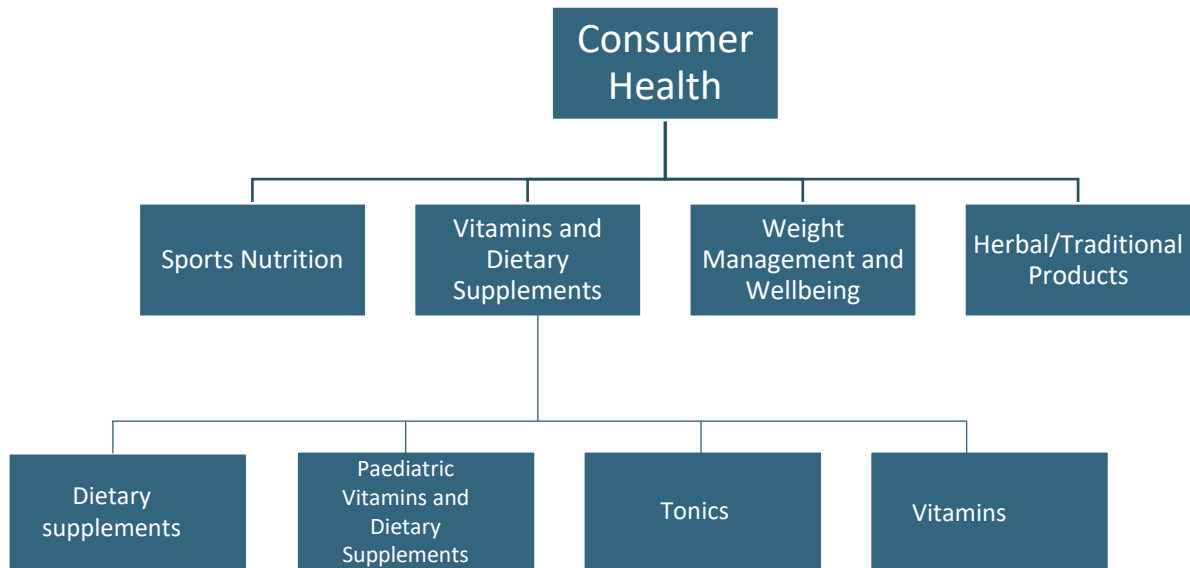
Sustainability claims in Spain

Key takeaways

Appendix



Scope



[Link to definition.](#)

Note: Sports nutrition excludes energy drinks.

Market landscape

Regional overview

Cross-country comparison

Country deep-dive: Market size and trends

Market overview

Retail landscape

Europe

EUR33,420 mn | 2.4% | 3.3%

Consumer health

EUR16,287 mn | 3.1% | 2.7%

Vitamins and Dietary Supplements

EUR3,636 mn | 4.1% | 7.1%

Sports Nutrition

EUR2,556 mn | -0.7% | 1.5%

Weight Management and Wellbeing

EUR774 mn | 1.3% | 2.8%

Tonics

EUR9,458 mn | 1.6% | 3.3%

Herbal/Traditional products

EUR708 mn | 4.6% | 2.9%

Paediatric Vitamins and Dietary Supplements

Spain

EUR1,505 mn | 4.3% | 4.1%

Consumer health

EUR586 mn | 5.5% | 4.6%

Vitamins and Dietary Supplements

EUR92 mn | -1.5% | 7.9%

Sports Nutrition

EUR316 mn | 5.0% | 2.0%

Weight Management and Wellbeing

EUR11 mn | -3.9% | -0.4%

Tonics

EUR488 mn | 3.8% | 4.2%

Herbal/Traditional products

EUR11 mn | 10.9% | 4.1%

Paediatric Vitamins and Dietary Supplements



Rise in demand for plant-based supplements

There has been an increasing interest in vegan/vegetarian lifestyles in Europe as they are believed to be cleaner and more sustainable. However, these consumers are concerned about their low protein intake and are looking for ways to supplement it in their diets. Hence, companies are looking for ways to innovate and expand their portfolios to target the demand for plant-based protein.



A shake-up in distribution set to continue

E-commerce continues to assert its emergence as a viable retail distribution channel. Its wide reach, convenience, increased product visibility, personalisation, cost efficiency, diverse product range, and regulatory compliance contribute to the growth of consumer health product companies in the European market. Meanwhile, direct-selling companies benefit from a personal connection with shoppers.



The blurring of industries and categories

With consumers taking a holistic approach to health, this leads to more competition. Foods and drinks companies have entered the fray with their health-positioned products and Big Pharma moves away from strictly regulated OTC/RX towards high-margin supplements. At the same time, technology companies are addressing consumer needs states with both gadgets and apps.

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