Alternative protein: Plant-based | Region: Spain | June 2025

2022 to 2024

Spain plant-based food retail market insights

Meat, milk and drinks, cheese and yoghurt.

Image credit: Heura

gfi / Europe

Executive summary

This report shows the trends in retail sales of four plant-based product categories (meat, milk and drinks, cheese and yoghurt) in Spain between 2022 and 2024, based on data from Circana. It also draws on household panel data from NIQ to provide insights into purchase patterns.

The Spanish retail market for plant-based food was **valued at €491 million** in 2024.	The total annual sales **volume** of plant-based foods in Spain **increased by 9.8%** between 2023 and 2024.	**21.8%** of households in Spain bought plant-based meat at least once during 2024.	**46.4%** of households in Spain bought plant-based milk and drinks at least once during 2024.

The Spanish plant-based market is growing steadily, driven largely by the success of private-label products in the plant-based milk and drinks category, the largest in Spain.

Sales across four plant-based categories (meat, milk and drinks, cheese and yoghurt) totalled €491 million in 2024 – an increase of 6.6% relative to 2023 and 14.4% compared with 2022. Meanwhile, sales volume was 286 million kg in 2024 – an increase of 9.8% on 2023 and 16.9% on 2022, showing that the growth in sales value can be attributed to an actual increase in demand, not to inflation. The rate of growth in sales volume increased slightly between 2022 and 2024.

Sales volume grew in three out of four plant-based categories between 2023 and 2024. Plant-based meat was the only exception, with sales volume remaining roughly level over that time period following a larger fall between 2022 and 2023.

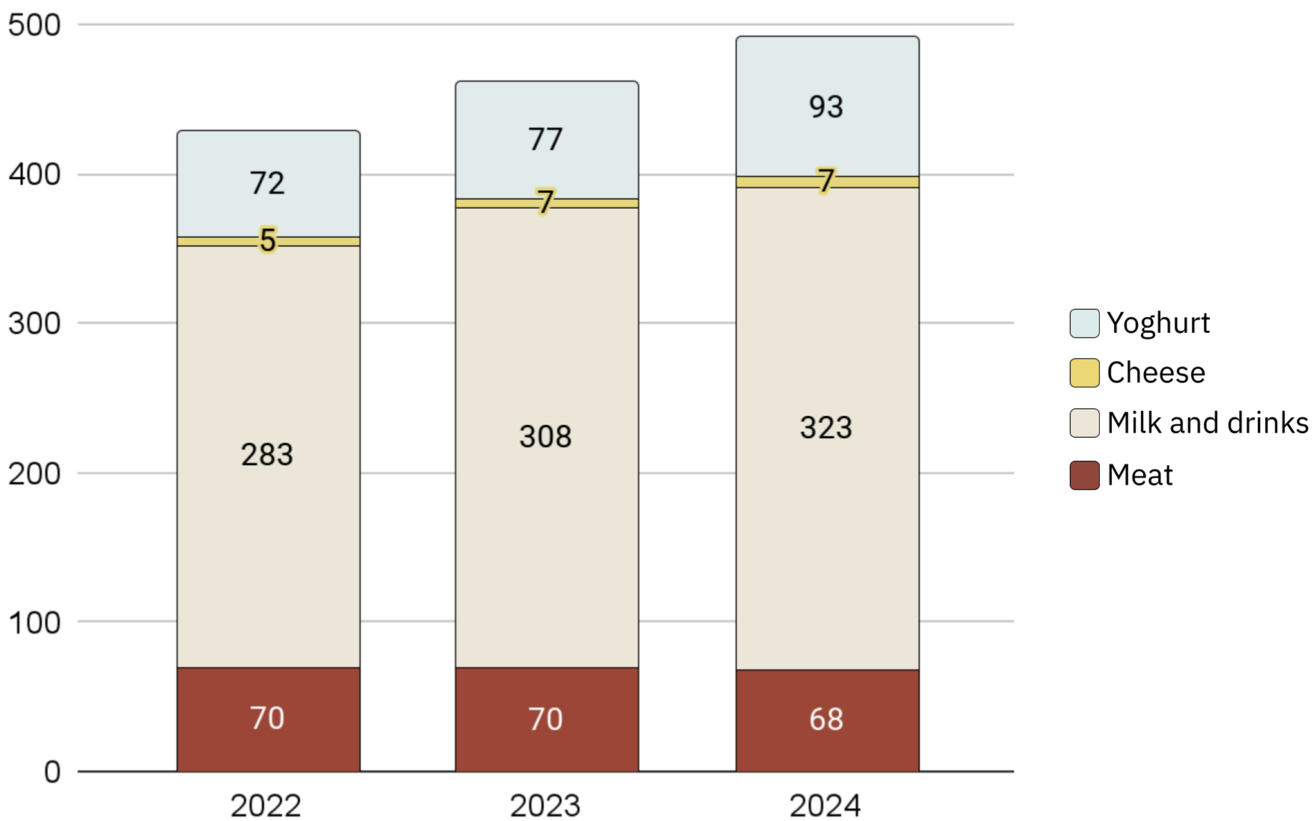
All plant-based categories in this report are more expensive per kg or per litre, on average, compared to their animal-based counterparts. However, plant-based milk and drinks have the smallest price gap, at 24% in 2024, driven partly by the success of relatively affordable private-label products.

Household panel data from NIQ shows that more than one in five households purchased plant-based meat during 2024, and that the proportion of households buying plant-based milk and drinks rose from 42.1% in 2022 to 46.4% in 2024.

Overview of plant-based food sales by category in Spain, 2022-2024

	Sales value			Unit sales			Sales volume		
	2024, € millions	2023-24 change	2022-24 change	2024, millions of units	2023-24 change	2022-24 change	2024, millions of kg	2023-24 change	2022-24 change
Meat	68.5	-1.6%	-2.1%	23.6	0.9%	-8.5%	4.5	-1.3%	-11.0%
Milk and drinks	322.5	4.7%	14.0%	205.5	7.8%	14.3%	262.7	9.5%	18.3%
Cheese	7.2	8.1%	44.2%	2.4	3.5%	30.1%	0.4	2.5%	23.6%
Yoghurt	93.2	21.2%	30.2%	45.0	21.6%	16.8%	18.0	16.7%	6.5%
Total	**491.4**	**6.6%**	**14.4%**	**276.5**	**9.1%**	**12.5%**	**285.6**	**9.8%**	**16.9%**

Plant-based food sales value by category in Spain, 2022-2024 (€ millions)



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About the data

This report is based on sales data gathered by Circana from retailers in Spain. The data has been analysed by the Good Food Institute Europe.

The data for Spain covers all hypermarkets and all supermarkets over 100m^2 in area, including the discounter supermarkets Lidl and Aldi. It does not include food service sales, such as from restaurants or fast-food outlets.

Data for 2022, 2023 and 2024 covers the following dates:

- 2022: 3 January 2022 until 1 January 2023
- 2023: 2 January 2023 until 31 December 2023
- 2024: 1 January 2024 until 29 December 2024

Note that GFI Europe's publication *Spain plant-based food retail market insights 2021-PY 2024,* which is also based on Circana data, is not directly comparable to the results of this report. This is because Circana has made improvements in the accuracy of its data collection system in Spain, most notably by incorporating and backdating Lidl's census data, whereas previously, Circana's sales data for Lidl was estimated. These changes have had the greatest effect in the plant-based meat category.

Note also that since a different data provider has been used, with different product category definitions and coverage, the numbers in this report are not directly comparable to those in GFI Europe's previous publication, Market insights on European plant-based sales 2020-2022.

This publication also draws on household panel data from the NIQ Panel On Demand Homescan. This tracks food purchases made by a panel of consumers, to offer a complementary viewpoint to the Circana retail sales data.

Key terms

Plant-based: foods that are made from plants. Where data permits, we have focused specifically on plant-based products that aim to mimic the taste and texture of animal products. In some categories, non-analogue products such as those based on beans or lentils are also included because the data does not permit further subcategorisation.

Animal-based: food derived from animals, such as meat from pigs or milk from cows.

Plant-based meat: foods made from plants or fungi that are designed to be similar to animal-based meat in taste and texture. The Circana data for plant-based meat may include some products that are not direct substitutes for meat, such as bean burgers, because it was not possible to fully separate out these products. Plant-based meat products may contain small amounts of egg or dairy, but plant-based ingredients like soy or pea are the main protein sources. Plant-based meat does not include tofu, tempeh or seitan – these categories have been reported separately.

Plant-based milk and drinks: drinks made from plants such as soy or oat that are intended to mimic the taste and performance of animal-based dairy milk. The plant-based milk and drinks category includes plain and flavoured plant-based milks as well as some other drinks containing a dairy alternative component, such as coffee drinks. It does not include fruit juices or other drinks not designed to replicate dairy.

Market share: the proportion of all sales in a wider product category (comprising both plant-based and animal-based versions) that is plant-based. This is calculated by dividing plant-based sales by the sum of plant-based and animal-based sales. Market share can be calculated on the basis of sales volume or sales value. Note that in this report, market share is calculated based only on retail sales of pre-packaged products.

Private label: products that are sold under the label of a retailer, as opposed to branded products. Also known as supermarket own-brand products.

Sales value: the total value of sales measured in euros (€).

Sales volume: the total quantity of products sold measured in kilograms (kg) or litres (l), depending on the product category.

Unit sales: the total number of units of a product sold. A unit can refer to a pack, carton or tub, for instance.

Overall plant-based food market

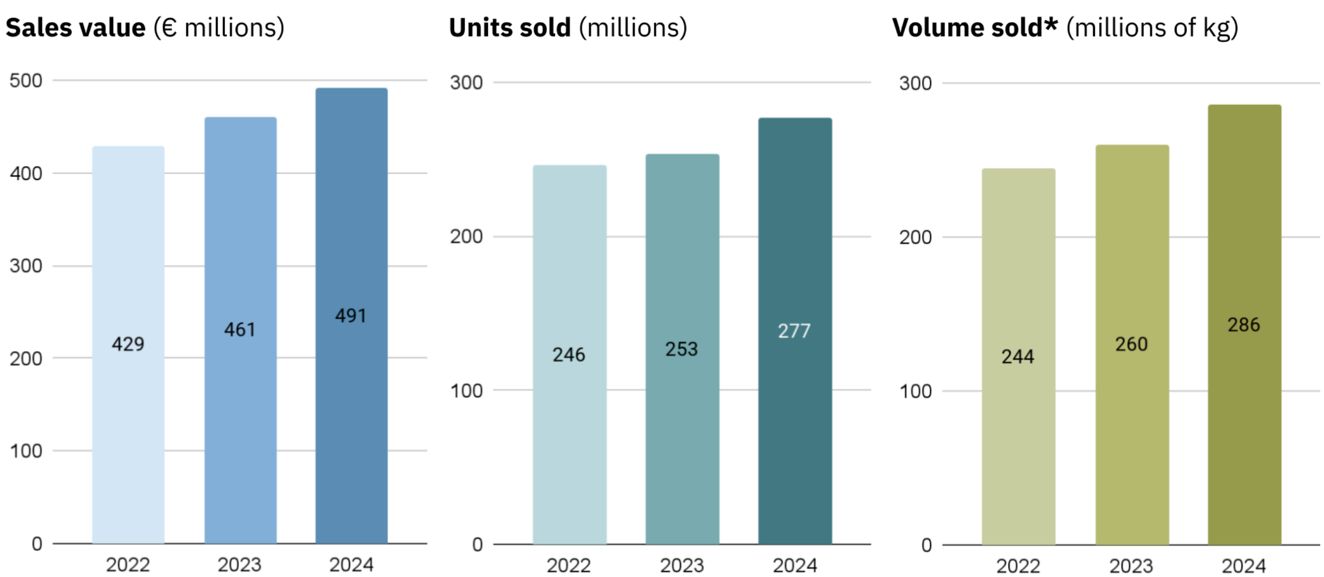
Total Spanish plant-based market

Spain's plant-based market is growing steadily, buoyed by further growth of the already well-established plant-based milk and drinks market as well as a rebounding plant-based yoghurt market.

Between 2022 and 2024, total sales value across four plant-based categories (meat, milk and drinks, cheese and yoghurt) in Spain rose by 14.4% to €491 million, while unit sales rose 12.5% to 277 million units and sales volume rose 16.9% to 286 million kg.

Sales volume growth has accelerated slightly, with 6.5% growth between 2022 and 2023 and 9.8% growth between 2023 and 2024.

Plant-based food sales across four categories in Spain, 2022-2024



**Sales volume was measured in litres for plant-based milk and drinks and in kg for all other categories. For the total sales volume, the data has been combined by assuming that 1 litre weighs approximately 1kg.*

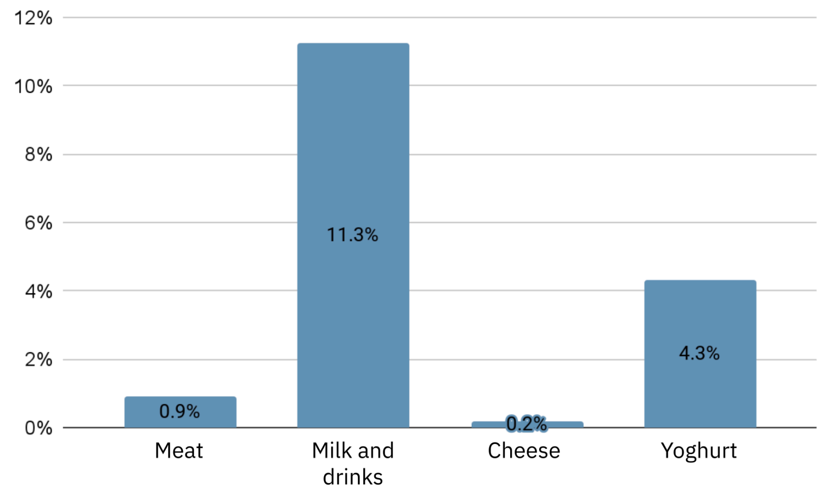
Categories

The Spanish plant-based market remains heavily skewed towards plant-based milk and drinks, which in 2024 accounted for 66% of sales value across the four plant-based categories.

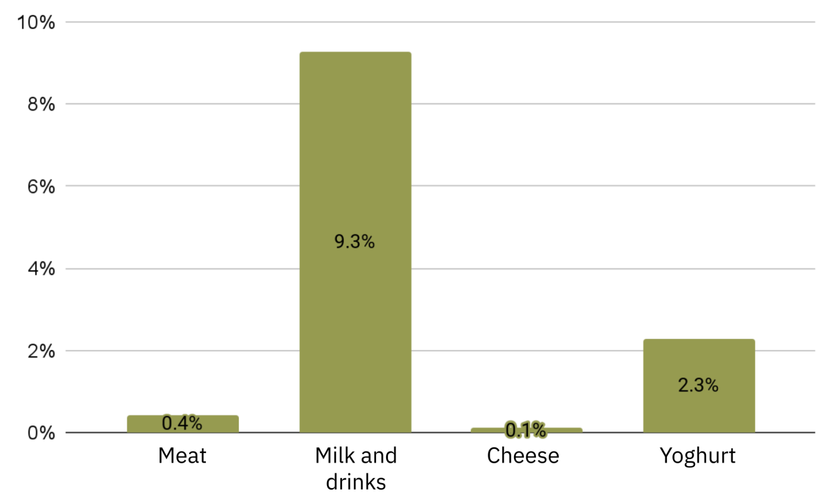
Plant-based milk and drinks have also achieved the largest market share relative to their animal-based counterparts, at 11.3% of the sales value and 9.3% of the sales volume of Spain's overall milk market in 2024.

The plant-based milk and drinks market continued to expand between 2023 and 2024, growing by 4.7% in sales value and 9.5% in sales volume, driven by relatively affordable private-label products.

Plant-based food: share of Spain's total pre-packaged (plant- and animal-based) sales for each category, 2024 (% of sales value)



Plant-based food: share of Spain's total pre-packaged (plant- and animal-based) sales for each category, 2024 (% of sales volume)



The second largest category is plant-based yoghurt, with 19% of the plant-based market. Of all the plant-based categories, it saw the greatest increase in sales value between 2023 and 2024, growing 21.2%. Compared with animal-based yoghurt, it achieved a market share of 4.3% by value and 2.3% by volume in 2024.

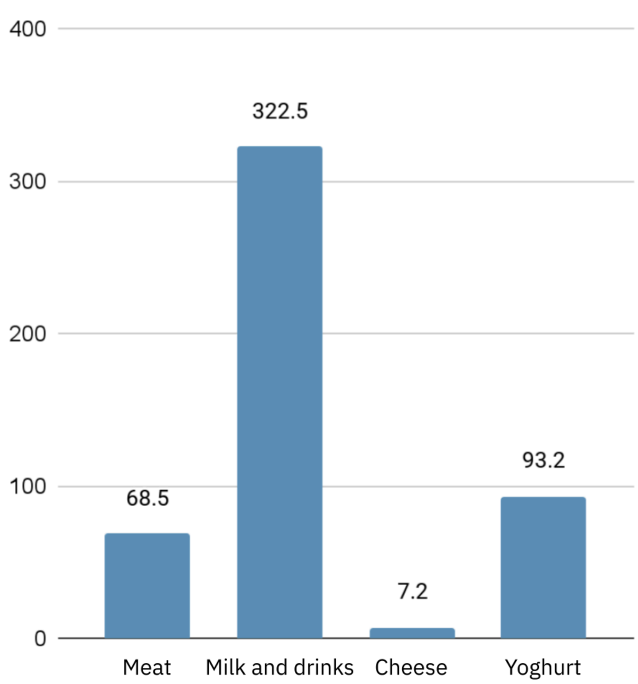
Plant-based meat and cheese remain relatively small categories, accounting for 14% and 1% of the plant-based market value in 2024, respectively, and each achieving less than a 1% share of the total (plant-based and animal-based) markets.

However, their stories are different. While plant-based meat is the only plant-based category to have fallen in sales value between 2023 and 2024, the plant-based cheese market increased by 8.1% in sales value.

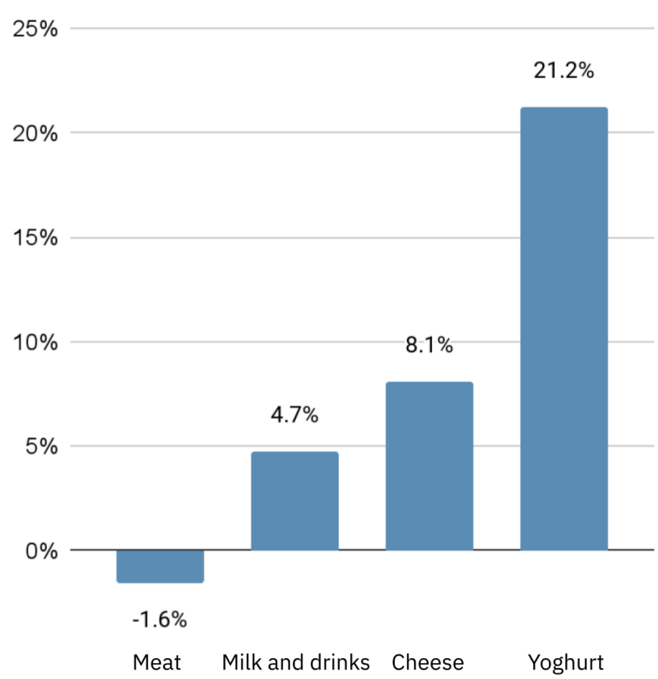
Plant-based meat and cheese appear to be at different points on the adoption curve. While sales are still growing well in the small, emerging plant-based cheese market, more expensive branded products are outperforming cheaper private-label products, suggesting that early adopters are strongly motivated to choose plant-based cheese regardless of its higher cost.

Plant-based meat, on the other hand, represents a larger market and saw falling sales volumes, particularly between 2022 and 2023. It is likely that plant-based meat is struggling to break into the mainstream as it remains significantly more expensive per kg compared to animal-based meat. Cost is likely to have been a particularly pertinent factor in the context of pressures on consumer spending power due to a period of high inflation in the wider food sector. Factors like taste and texture are likely to be important as well, given the strong role that meat plays in Spanish food culture. A recent survey suggested that while many consumers choose plant-based meat for its taste and texture, many other consumers cited taste and texture as a barrier.

Plant-based food sales value by category in Spain, 2024 (€ millions)



Change in the sales value of plant-based foods in Spain, 2023-2024 (%)



Branded versus private label

Private-label products – ie, products sold under a retailer's own brand – have grown strongly compared to branded products in Spain. Between 2022 and 2024, the sales volume of branded products fell by 7.4%, while that of private-label products rose by 32.3%.

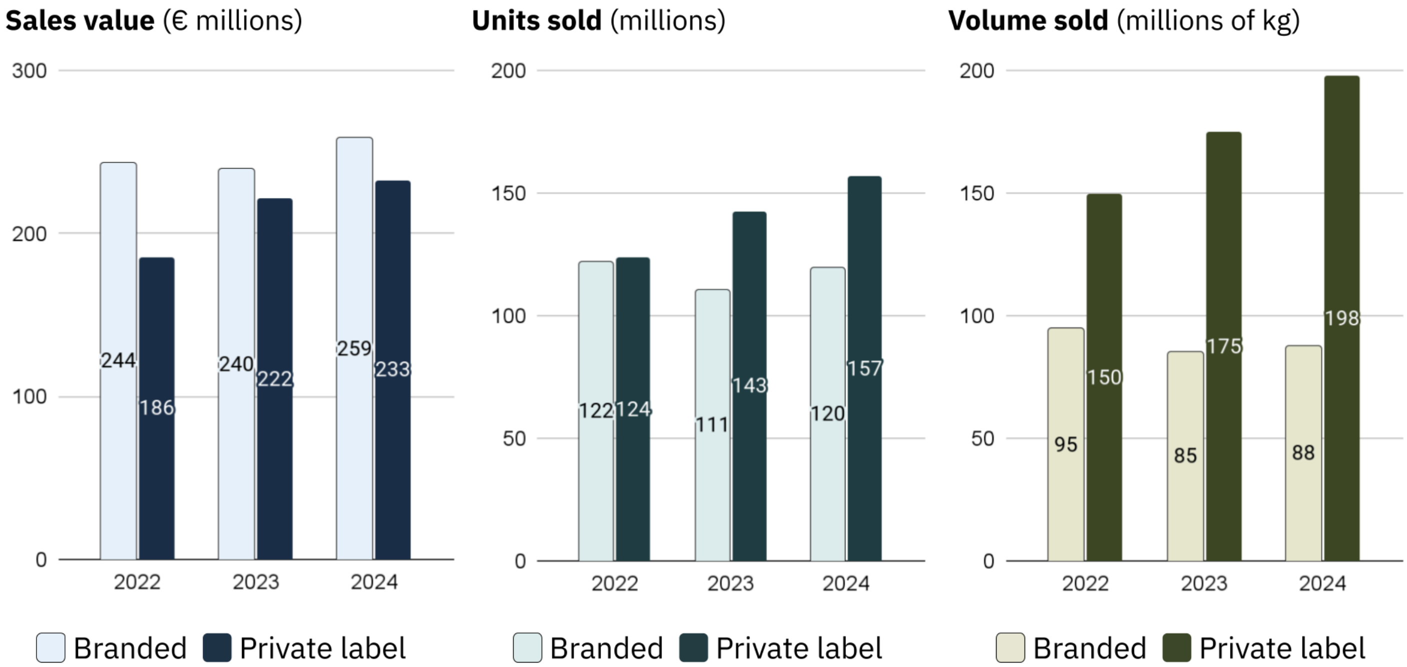
Since plant-based milk and drinks account for such a large proportion of the Spanish plant-based market, this growth of private-label products has been primarily driven by the success of private-label plant-based milk and drinks.

As shown in each product category section below, the average price per kg of private-label products is consistently lower than that of branded products. This relative affordability could have supported the strong sales performance of private-label plant-based foods, particularly in the context of inflation across the wider food sector.

Plant-based sales and growth rates across four product categories in Spain, branded versus private label, 2022-2024

	Sales value			Unit sales			Sales volume		
	2024, € millions	2023-24 change	2022-24 change	2024, millions of units	2023-24 change	2022-24 change	2024, millions of kg	2023-24 change	2022-24 change
Branded	258.5	7.9%	6.1%	119.7	8.1%	-2.0%	87.8	2.9%	-7.4%
Private label	232.8	5.1%	25.3%	156.8	9.9%	26.7%	197.8	13.1%	32.3%

Branded vs private label plant-based food sales across four categories in Spain, 2022-2024



**Sales volume was measured in litres for plant-based milk and drinks and in kg for all other categories. For the total sales volume, the data has been combined by assuming that 1 litre weighs approximately 1kg.*

Comparison to animal-based foods

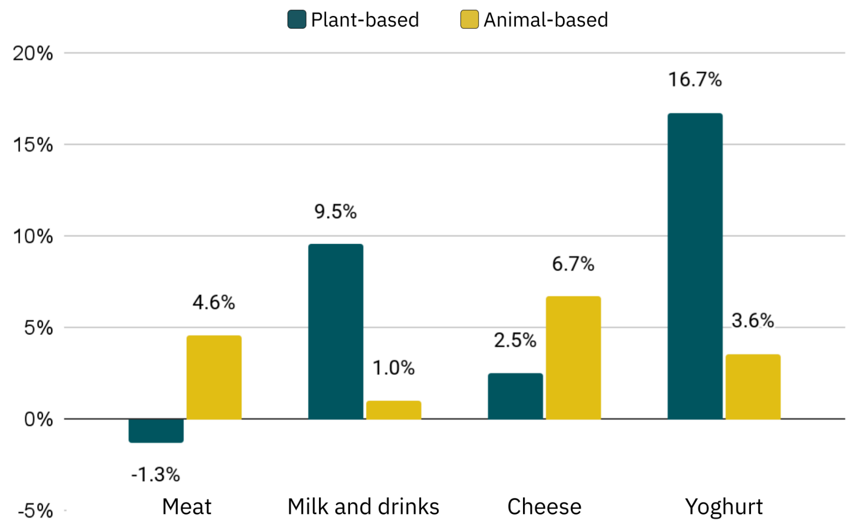
The rate of growth in the sales volume of plant-based foods has outpaced that of animal-based foods in two categories: milk and drinks, and yoghurt.

In contrast, the sales volume of plant-based meat remained roughly steady, while sales of pre-packaged animal-based meat rose 4.6% between 2023 and 2024.

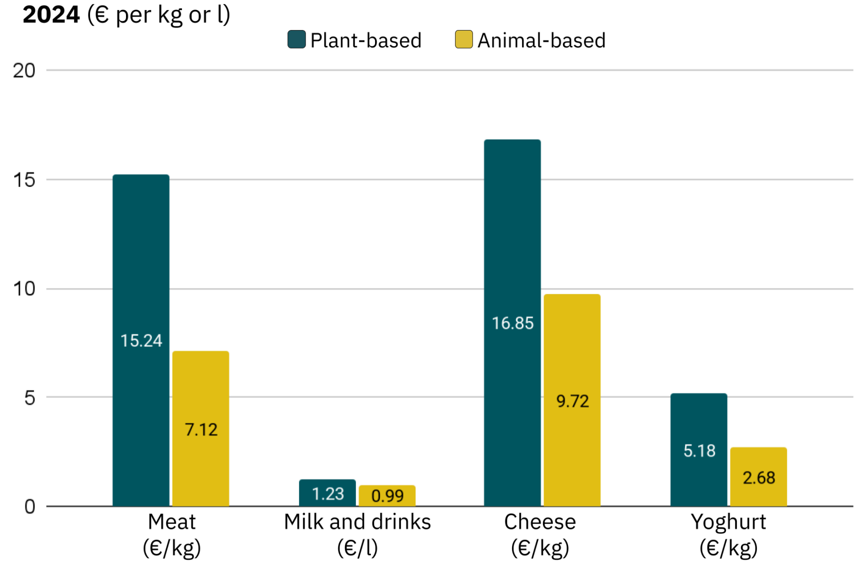
Sales of animal-based cheese have grown more rapidly than those of plant-based cheese.

No plant-based category in Spain has yet achieved price parity with its animal-based equivalent. The price gap is lowest for plant-based milk and drinks, which were just 24% more expensive per litre than animal-based milk in 2024.

Change in the sales volume of pre-packaged plant- and animal-based foods in Spain, 2023-2024 (%)



Average price per kg or litre of plant- and animal-based foods in Spain, 2024 (€ per kg or l)



Household purchase patterns

The Circana retail sales data in this report measures sales of products using data from hypermarkets, supermarkets and discounter stores. However, it does not show how many people are buying plant-based products.

For an alternative lens on the trends in the plant-based market, GFI Europe obtained household panel data from NIQ for plant-based meat and plant-based milk and drinks. This data tracks the food purchases made by a panel of consumers in Spain.

GFI Europe used this data to show trends over time in the proportions of households that purchased plant-based meat or milk and drinks either occasionally or frequently. The data also shows the proportion of sales value from discounter stores such as Aldi and Lidl, which offers another view on the role of price (to complement the Circana data on private-label products).

The proportion of Spanish households that purchase plant-based meat at least once a year has remained roughly steady at around 22% between 2022 and 2024, albeit with a slight dip between 2022 and 2023, reflecting falling sales volumes shown by Circana over that time period.

The proportion of frequent purchasers of plant-based meat, who bought it 12 or more times a year (in other words, an average of once a month), also dipped slightly from 3.6% in 2022 to 3.2% in 2023, before rebounding to 3.4% in 2024.

Purchases of plant-based milk and drinks are significantly more widespread, with 42.1% of households having bought them at least once a year in 2022, rising to 46.4% in 2024. The proportion of frequent purchasers also rose, from 15.6% in 2022 to 17.1% in 2024, reflecting the ongoing growth shown by the Circana data.

The proportion of sales value from discounter stores dipped in 2023 for plant-based meat before rebounding, while for plant-based milk and drinks, the proportion dipped in 2024. The implications of these trends are less clear, but as discussed in each product category section below, may be related to price trends between private-label and branded plant-based products, the price gap with animal-based products, and wider pressures on consumer budgets.

Household purchase patterns for plant-based foods in Spain, 2022-2024

Spain	% buying at least once per year			% buying 6 or more times per year			% buying 12 or more times per year			% of sales value from discounter stores		
	2022	2023	2024	2022	2023	2024	2022	2023	2024	2022	2023	2024
Plant-based meat alternatives	22.3%	21.6%	21.8%	6.4%	6.1%	6.4%	3.6%	3.2%	3.4%	27.8%	24.8%	27.9%
Plant-based milk	42.1%	45.3%	46.4%	23.1%	24.7%	25.5%	15.6%	16.3%	17.1%	21.2%	21.7%	19.9%

Data source: NIQ Homescan Consumer Panel. Data is nationally representative of the household population in Spain. The data covers 'Take Home' shopping and comes from a sample of 8,000 households. Data covers plant-based meat substitutes and plant-based milk and drinks (bebidas vegetales).

Plant-based meat

Total market

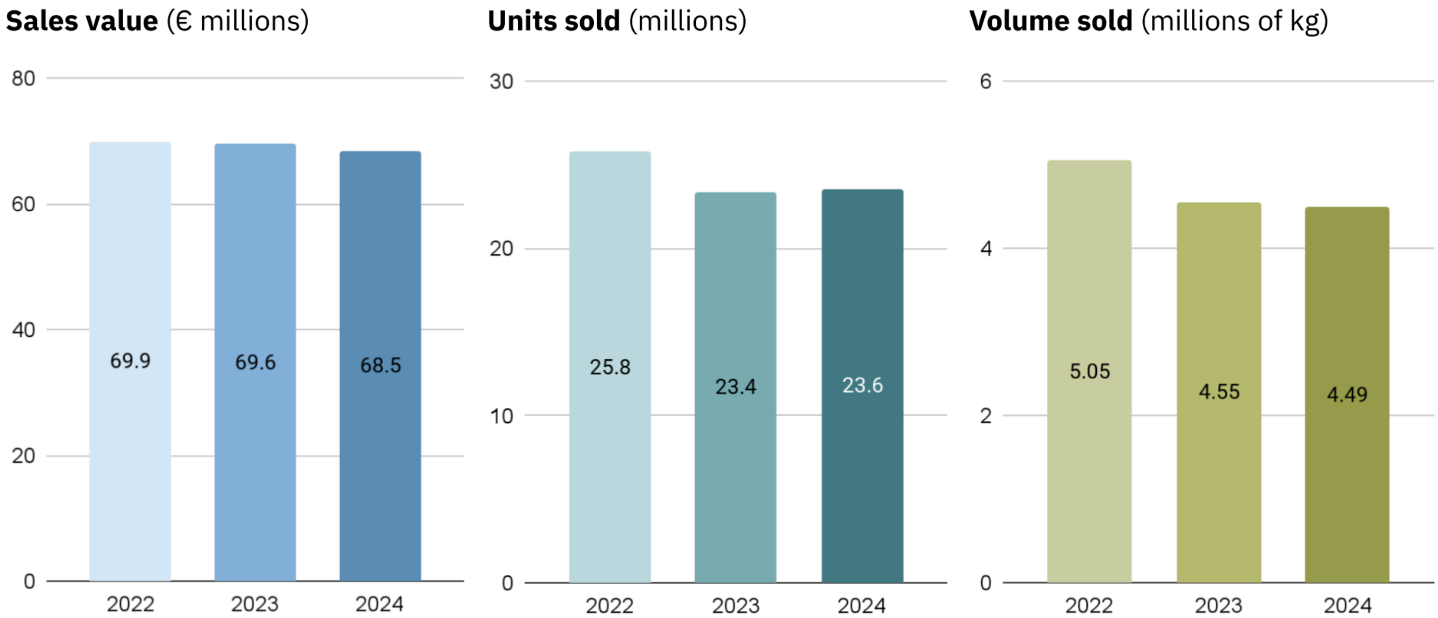
Between 2022 and 2024, the annual sales value of plant-based meat in Spain decreased by 2.1% to €68.5 million. Over the same time period, unit sales fell 8.5% to 23.6 million units and sales volume fell by 11.0% to 4.49 million kg.

Unit sales and sales volume remained steady between 2023 and 2024, following declines of 9.2% and 9.9%, respectively, between 2022 and 2023.

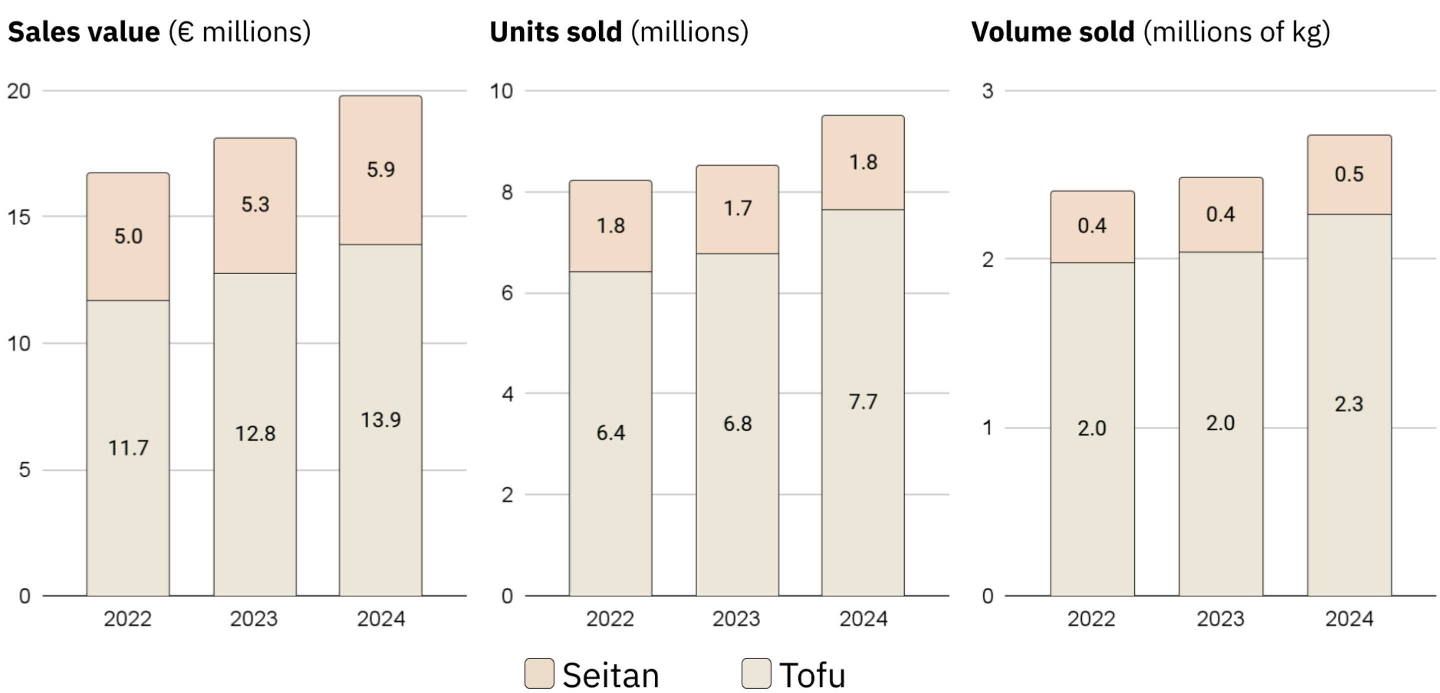
The plant-based meat category in Spain includes a range of products intended to mimic conventional meat, including sausages, burgers and nuggets. The market size for these products remains larger than that of tofu and seitan, which are more traditional alternatives to meat, showing that plant-based products that look and taste like meat are an important option for Spanish consumers seeking alternatives to meat.

The combined sales value of tofu and seitan – which are not categorised as plant-based meat in this report – rose by 18.3% between 2022 and 2024, and sales volume rose 13.8%. This relatively strong growth might be explained by their average price, which at €7.24/kg in 2024 was significantly cheaper than the average of €15.24 for plant-based meat.

Plant-based meat sales in Spain, 2022-2024



Tofu and seitan sales in Spain, 2022-2024

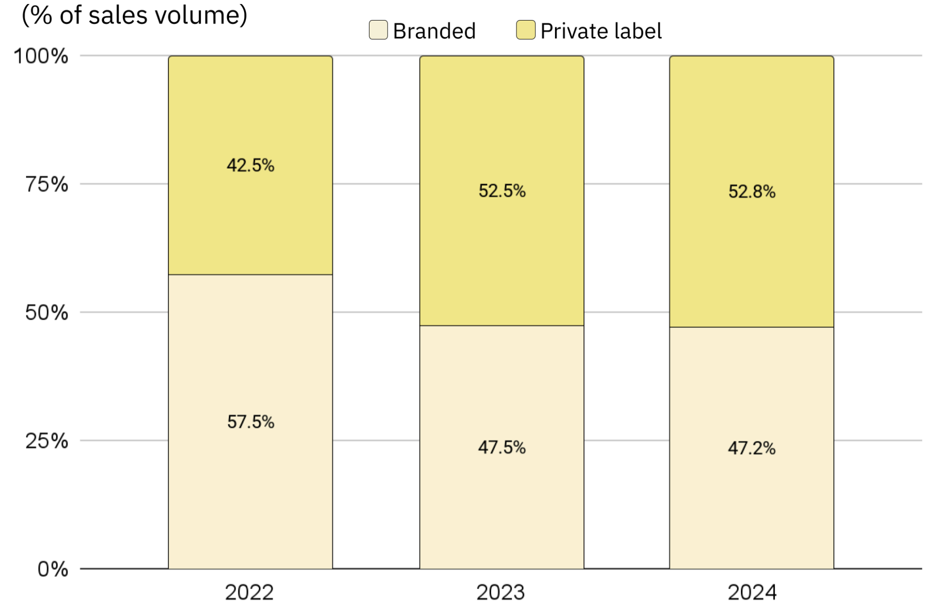


Branded versus private label

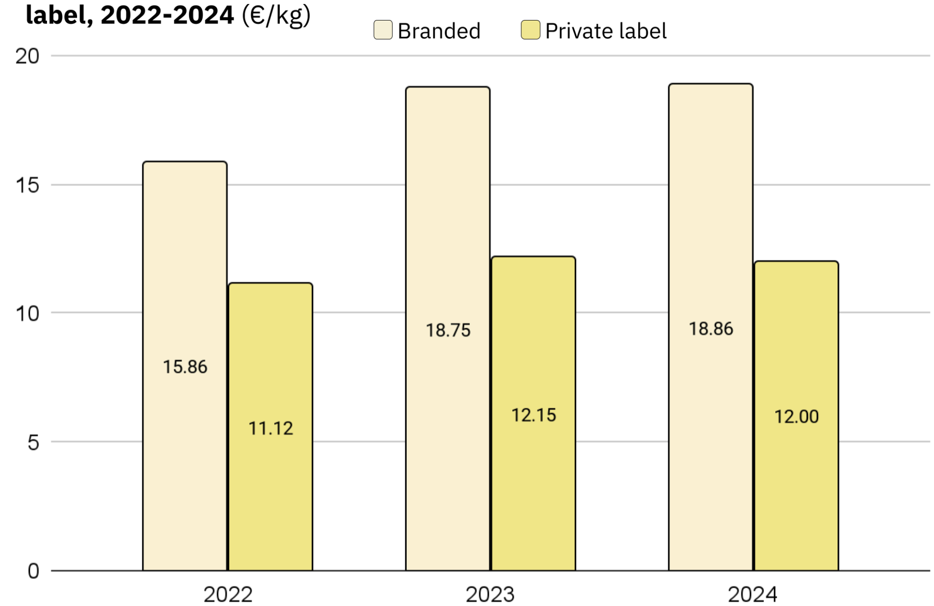
Private-label (ie, supermarket own-brand) products accounted for 42.5% of the sales volume of plant-based meat in 2022. This proportion leapt to 52.5% in 2023 and then remained steady in 2024.

This pattern is likely to be driven by price. In line with the inflation experienced across the wider European food sector, both private-label and branded plant-based meat products in Spain increased in price between 2022 and 2023. It is likely that shoppers were pushed towards the relatively affordable private-label options by these price pressures. However, between 2023 and 2024, prices stabilised (and even fell slightly for private-label plant-based meat), which is reflected in the levelling out of the overall plant-based meat market size.

Spain plant-based meat sales by branded or private label, 2022-2024
(% of sales volume)



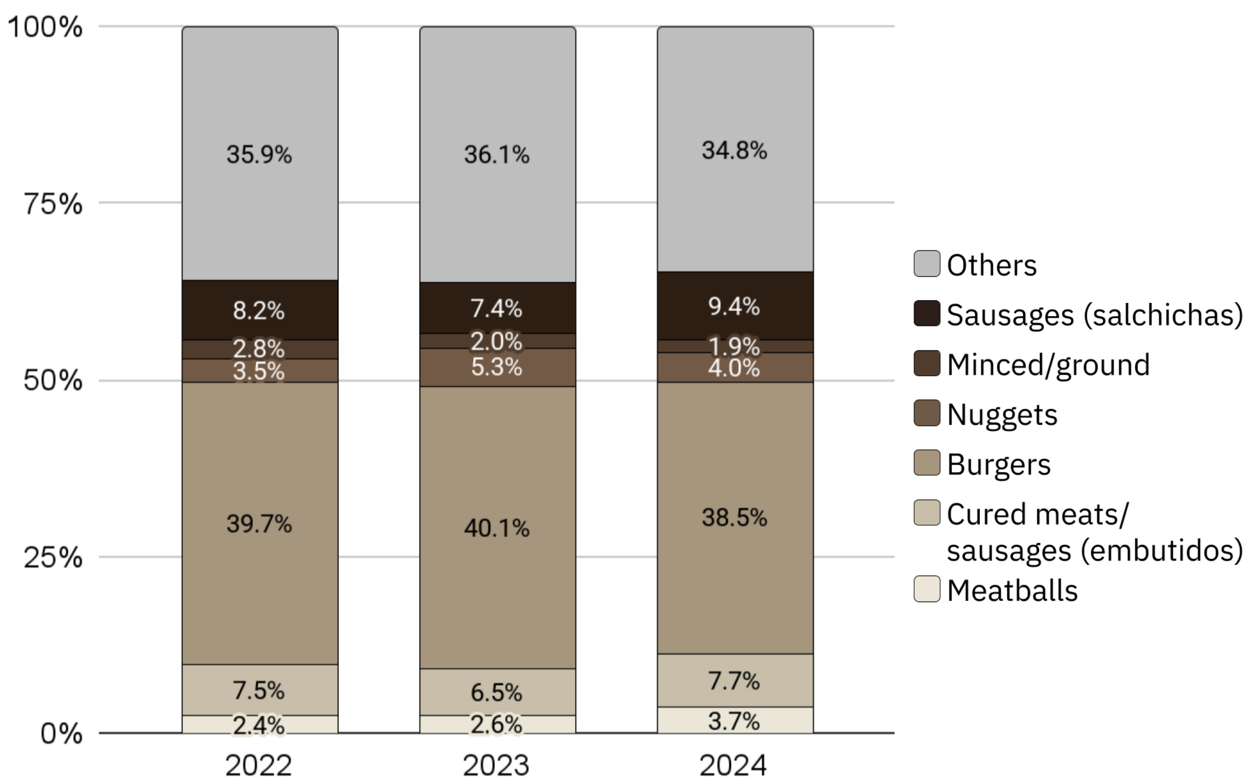
Average price per kg of plant-based meat in Spain, by branded or private label, 2022-2024 (€/kg)



Product format breakdown

The best-selling product formats in 2024 were burgers, at 38.5% of sales volume. There has been some growth in sausages (salchichas and embutidos) and meatballs, but overall the breakdown of the market by product format has remained fairly steady over time.

Spain plant-based meat sales by type, 2022-2024 (% of sales volume)

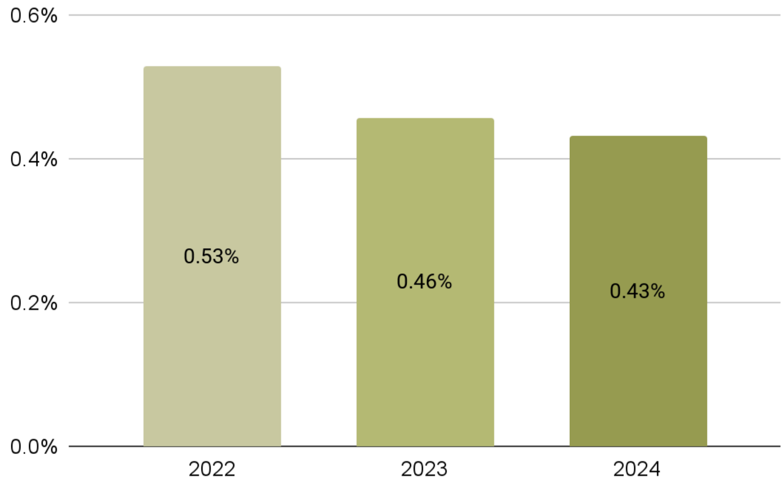


Market share

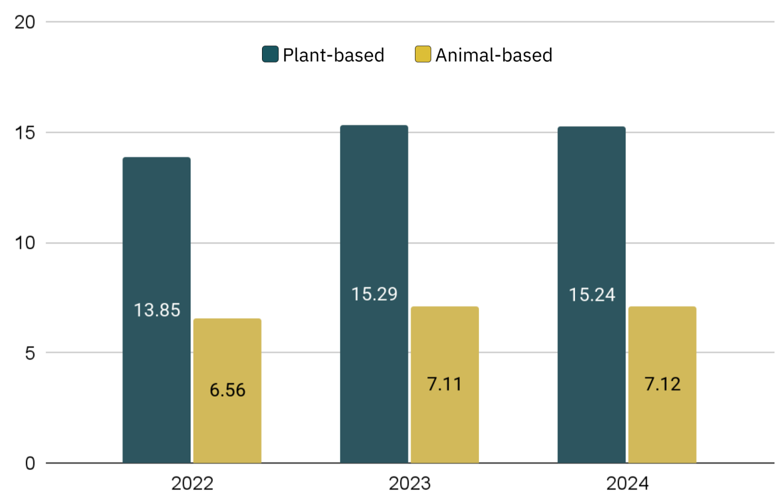
Plant-based meat accounts for a tiny portion of the overall pre-packaged meat market (both plant- and animal-based) in Spain.

The market share declined from 0.53% in 2022 to 0.43% in 2024, which can likely be attributed to plant-based meat being more than twice as expensive per kg compared with animal-based meat. Both plant-based and animal-based meat rose in price between 2022 and 2023, before levelling off in 2024.

Plant-based meat: share of Spain's total (plant- and animal-based) pre-packaged meat market, 2022-2024 (% of sales volume)



Average price per kg for plant-based and animal-based meat in Spain, 2022-2024 (€/kg)



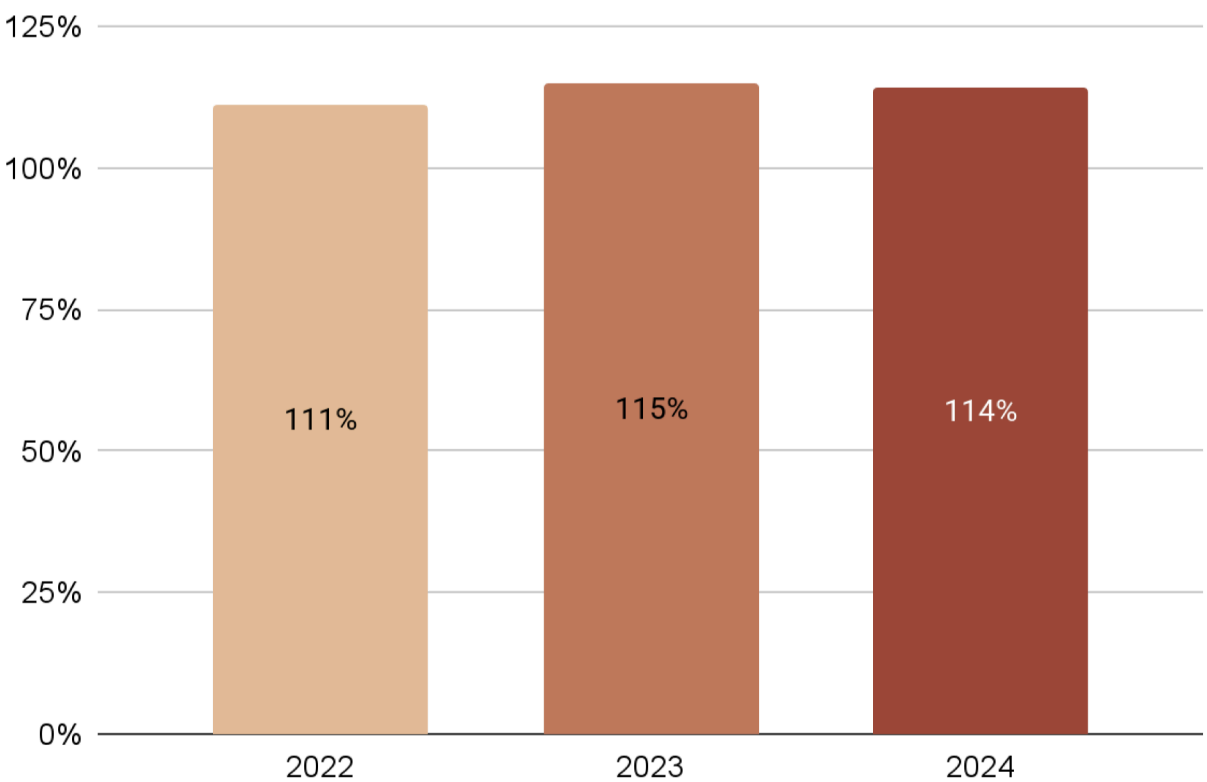
Price trends relative to animal equivalent

The price premium of plant-based meat is significant, and rose from 111% in 2022 to 115% in 2023. There was a slight drop to 114% in 2024, but plant-based meat remains considerably more expensive than animal-based meat.

As shown above, even the relatively affordable private-label plant-based meat, at €12.00/kg in 2024, has not come close to achieving price parity with either branded (€7.29/kg) or private-label (€7.03/kg) pre-packaged animal-based meat.

The high price of plant-based meat compared to animal-based meat is likely to be a contributing factor to the drop in sales volume seen between 2022 and 2023. However, as food inflation has eased off, plant-based meat sales volumes have also stabilised.

Price difference for plant-based meat compared to animal-based meat in Spain, 2022-2024 (% difference based on €/kg)



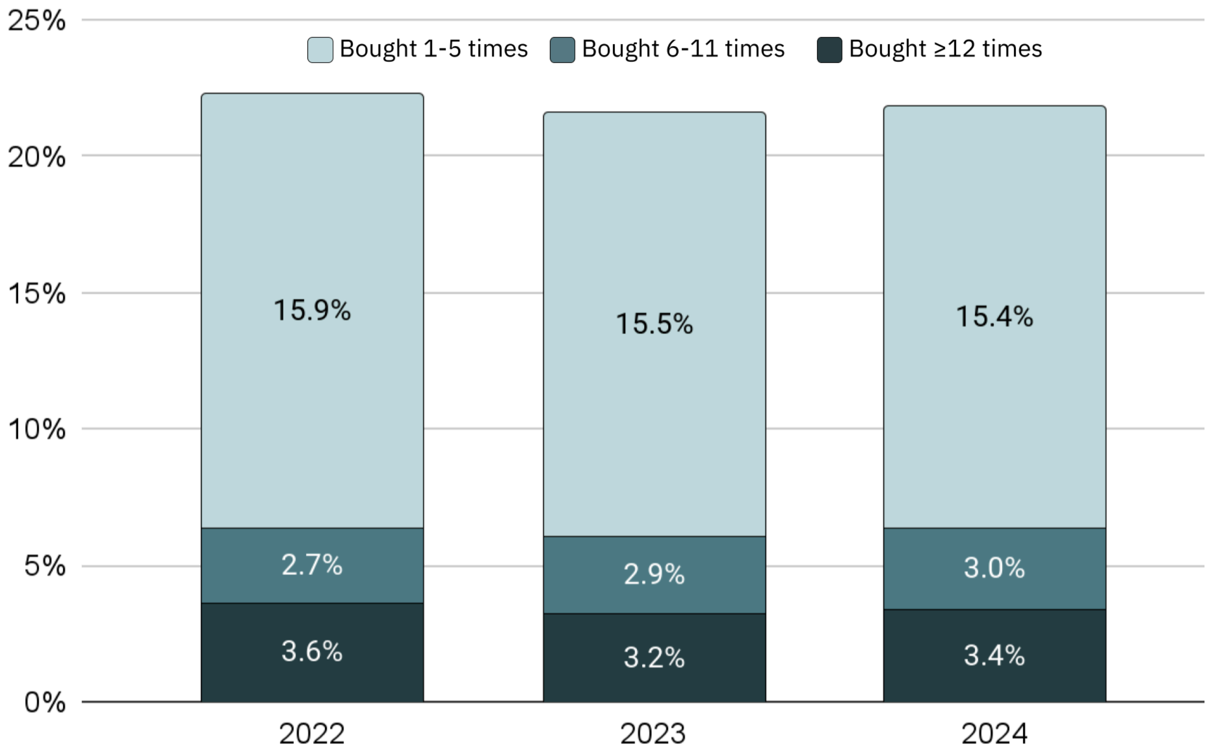
Household panel data

Household panel data from NIQ has been used to provide an alternative view of the market[1]. According to the household panel data, 22.3% of Spanish households purchased plant-based meat at least once during 2022. This proportion fell to 21.6% in 2023 and then remained roughly level, at 21.8% in 2024.

The proportion of frequent purchasers who bought 12 or more times in a year fell from 3.6% in 2022 to 3.2% in 2023, but rebounded slightly to 3.4% in 2024.

These trends are similar to those shown by the Circana retail sales data above, in that the plant-based meat market declined from 2022 to 2023 but has since stabilised.

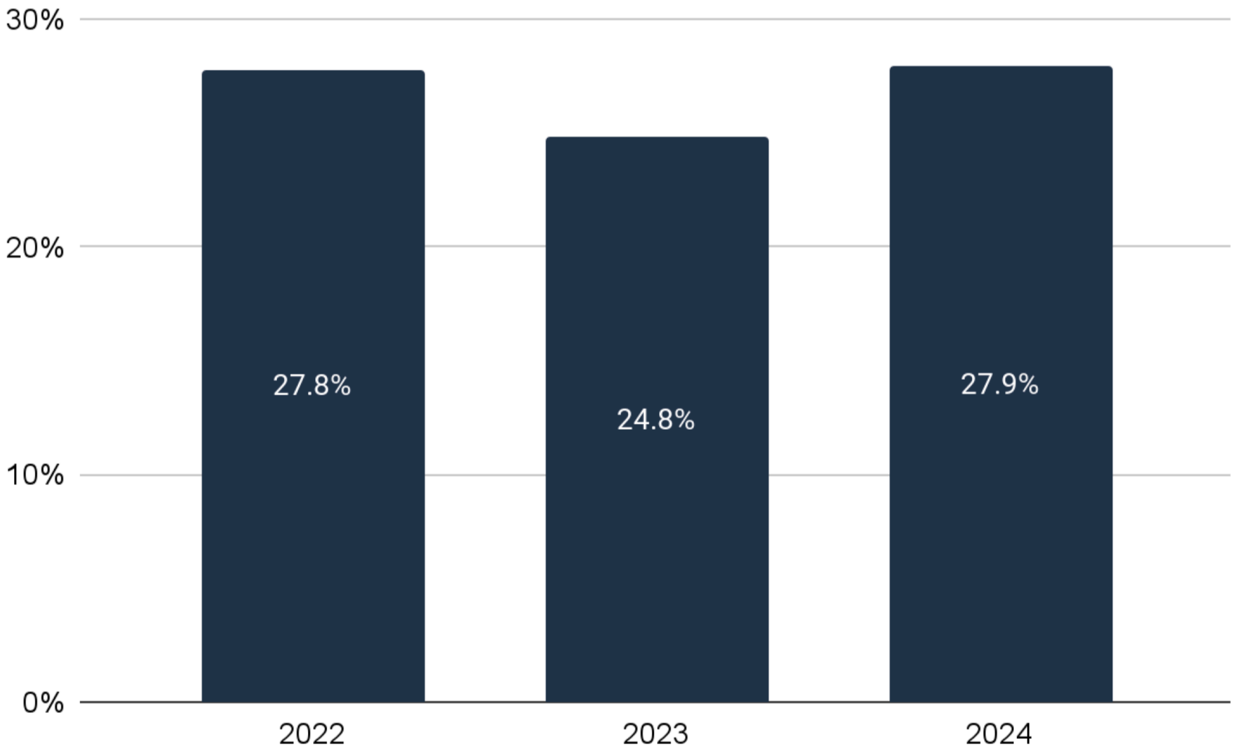
Annual household purchase patterns for plant-based meat in Spain, 2022-2024
(% of households)



Data source: NIQ Homescan Consumer Panel. Data is nationally representative of the household population in Spain. The data covers 'Take Home' shopping and comes from a sample of 8,000 households. Data covers plant-based meat substitutes.

[1] Note that since this household panel data is from a different data provider (NIQ) to the bulk of the retail sales data in this report (from Circana), the results are not directly comparable. However, they are valuable for cross-referencing the market trends.

Household purchase patterns for plant-based meat in Spain: proportion of sales value from discounter stores, 2022-2024 (%)



Data source: NIQ Homescan Consumer Panel. Data is nationally representative of the household population in Spain. The data covers 'Take Home' shopping and comes from a sample of 8,000 households. Data covers plant-based meat substitutes.

Surprisingly, the proportion of plant-based meat's sales value that came from discounter stores (such as Aldi and Lidl) fell in 2023 before rebounding in 2024. If price were the main driver, it might have been expected that the inflation seen between 2022 and 2023 would have driven plant-based meat consumers towards discounter stores. An alternative explanation could be that especially price-sensitive shoppers purchased less plant-based meat overall (in line with the fall in sales volume shown by the Circana data), with more of that reduction coming from discounter stores.

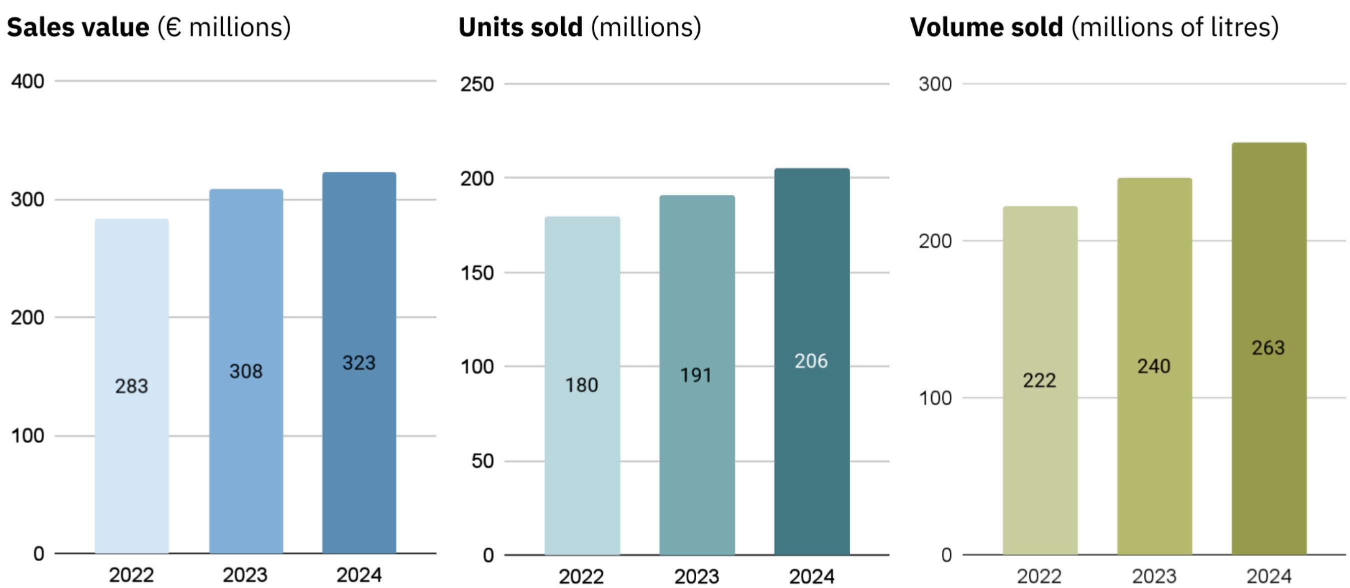
Plant-based milk and drinks

Total market

Spain's plant-based milk and drinks[2] market is growing steadily.

Between 2022 and 2024, sales value rose by 14.0% to €323 million, unit sales rose by 14.3% to 206 million units, and sales volume rose by 18.3% to 263 million litres. The increase in sales volume has accelerated slightly, with an 8.0% increase between 2022 and 2023 and a 9.5% increase between 2023 and 2024.

Plant-based milk and drinks sales in Spain, 2022-2024



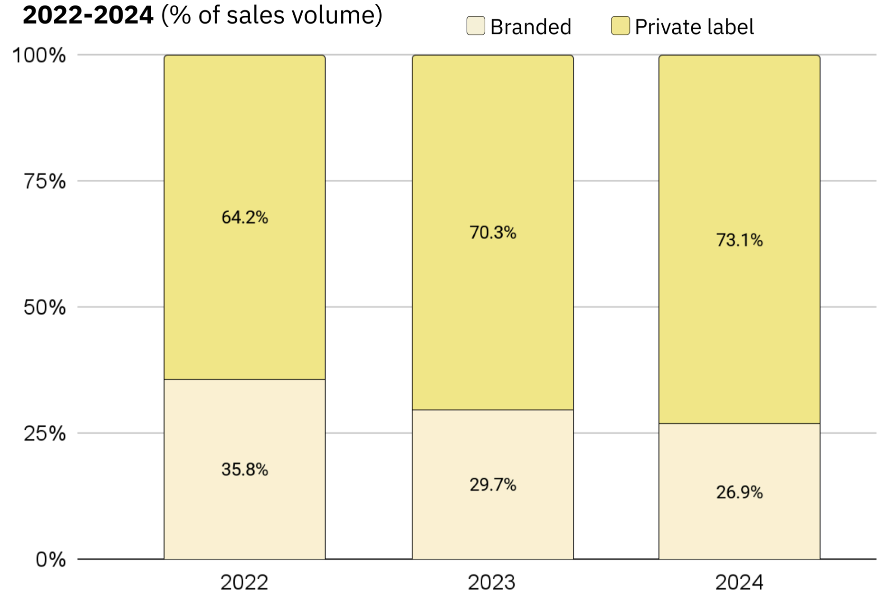
[2] Drinks made from plants such as soy or oat that are intended to mimic the taste and performance of animal-based dairy milk. The plant-based milk and drinks category includes plain and flavoured plant-based milks as well as some other drinks containing a dairy alternative component, such as coffee drinks. It does not include fruit juices or other drinks not designed to replicate dairy.

Branded versus private label

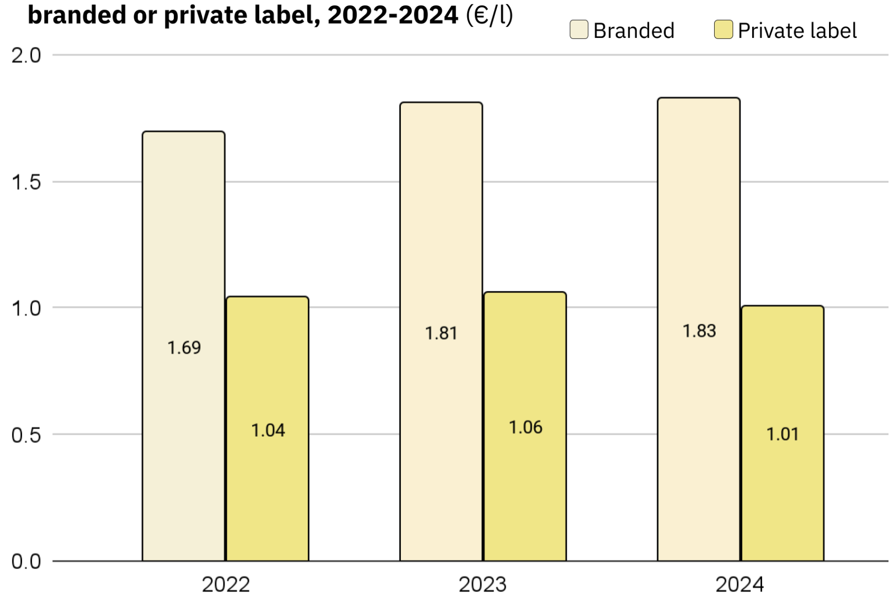
Private-label products are prominent in the Spanish plant-based milk and drinks market, accounting for nearly three-quarters of sales volume in 2024 – a proportion that increased from 64.2% in 2022.

The success of private-label plant-based milk and drinks is likely driven by their affordability relative to branded products. In 2022, private-label products were 39% cheaper per litre than branded products, and that gap had increased to 45% by 2024.

Spain plant-based milk and drinks sales by branded or private label, 2022-2024 (% of sales volume)



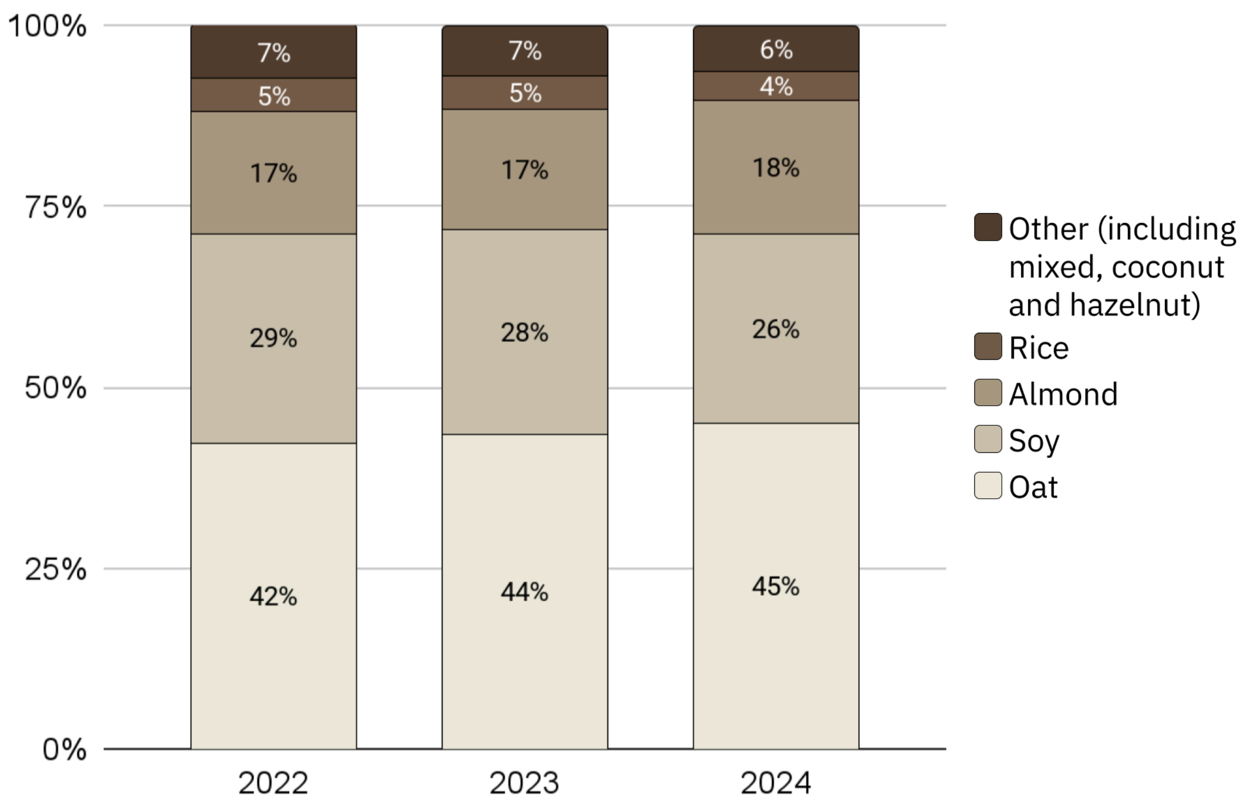
Average price per litre of plant-based milk and drinks in Spain, by branded or private label, 2022-2024 (€/l)



Product format breakdown

Oat milk, already the biggest segment of the Spanish plant-based market, further increased its market share by volume from 42% in 2022 to 45% in 2024. However, soy, almond and rice milk also saw increases in terms of absolute sales volumes between 2022 and 2024.

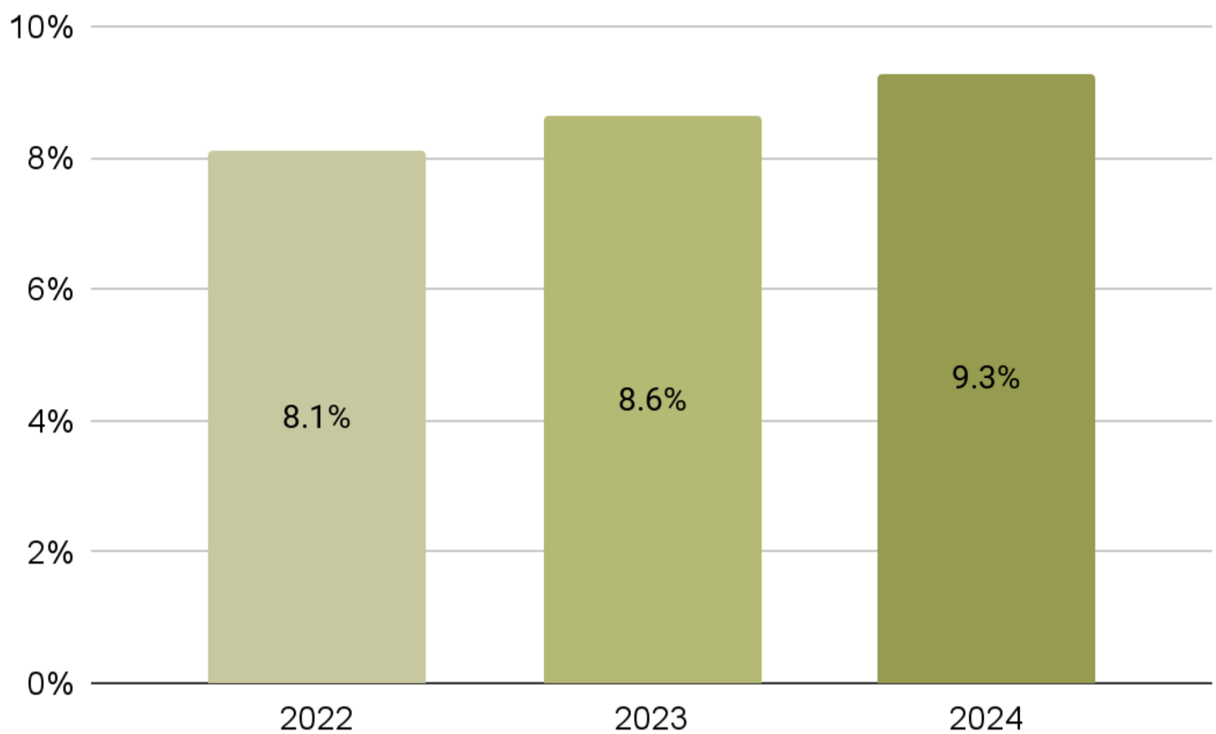
Spain plant-based milk and drinks sales by base ingredient, 2022-2024 (% of sales volume)



Market share

As a share of the total sales volume of plant-based milk and drinks and animal-based milk combined, plant-based milk and drinks have risen from 8.1% of the market in 2022 to 9.3% in 2024. This shows that plant-based milk and drinks have further entrenched their mainstream status in the Spanish market.

Plant-based milk and drinks: share of Spain's total (plant- and animal-based) milk and drinks market, 2022-2024 (% of sales volume)



Price trends relative to animal equivalent

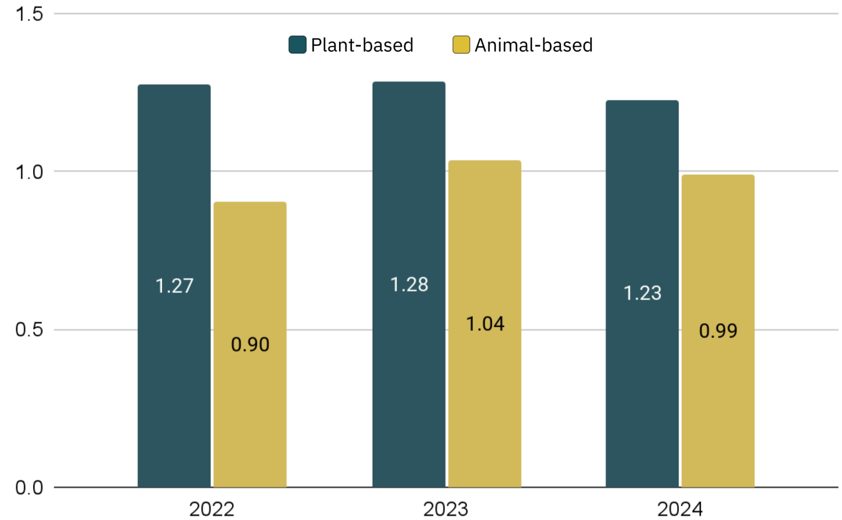
Plant-based milk and drinks have made progress towards price parity with animal-based milk.

The price of both plant-based milk and drinks and animal-based milk fell slightly between 2023 and 2024. This came after price increases for animal-based milk between 2022 and 2023, while the average price per litre of plant-based milk and drinks remained steady.

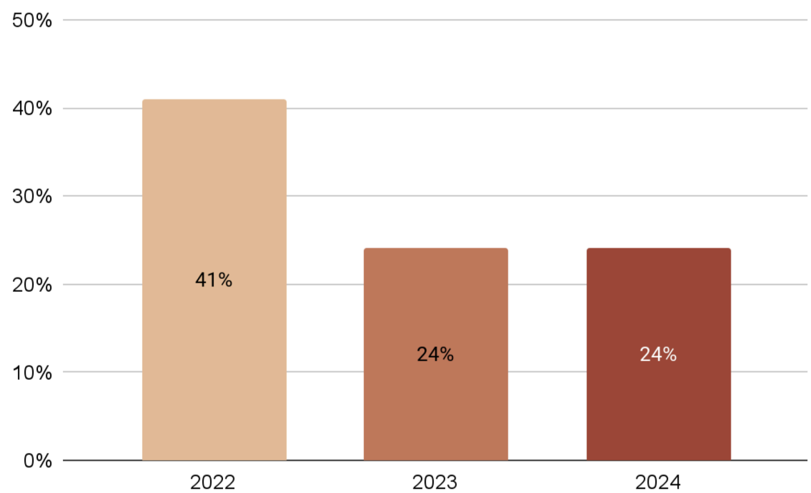
As a result, the price premium of plant-based milk and drinks, which was at 41% in 2022, fell to 24% in 2023 and 2024.

It is possible that the increased availability of relatively cheap private-label products has driven this progress towards price parity.

Average price per litre for plant-based and animal-based milk and drinks in Spain, 2022-2024 (€/l)



Price difference for plant-based milk and drinks compared to animal-based milk and drinks in Spain, 2022-2024
(% difference based on €/l)



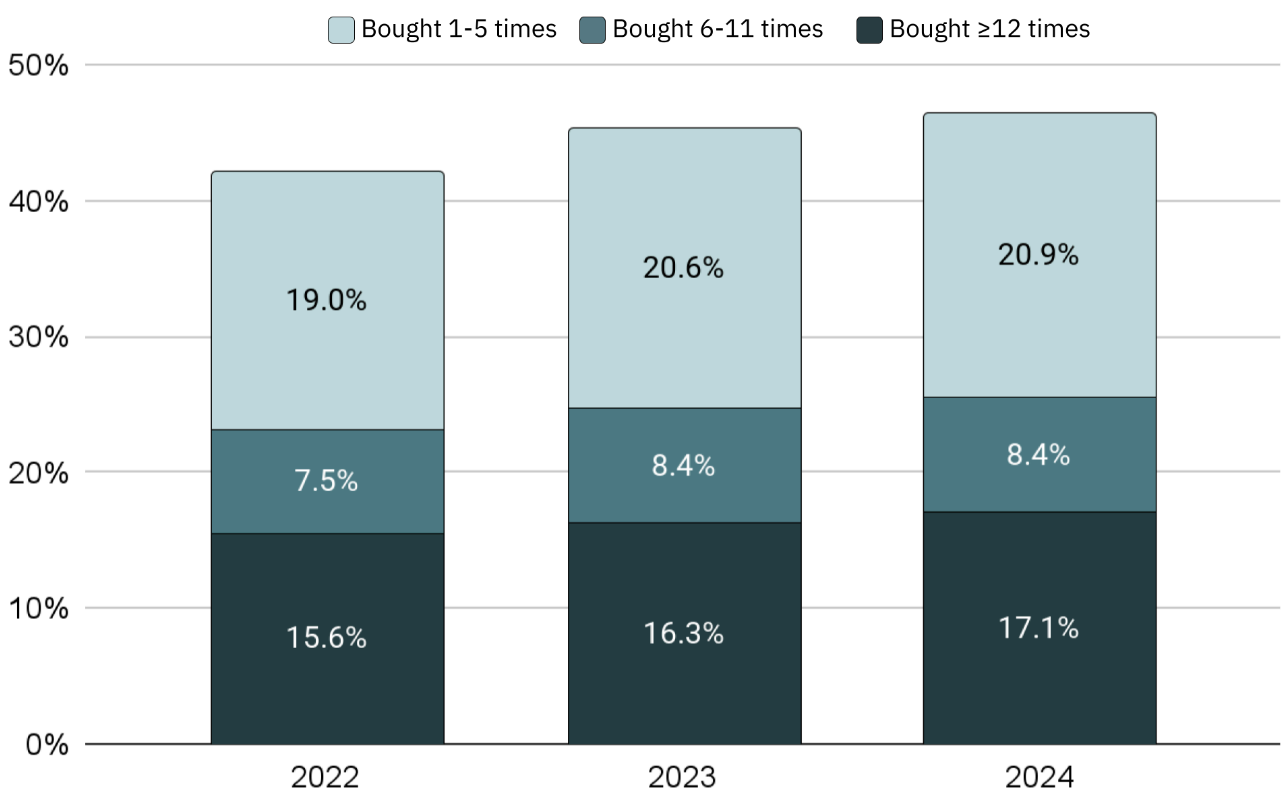
The progress on price is even more impressive since animal-based milk is subject to a lower rate of sales tax (4%) than plant-based milk.

Household panel data

Household panel data from NIQ further demonstrates the growth of the Spanish plant-based milk and drinks market. The proportion of Spanish households that bought plant-based milk and drinks at least once rose from 42.1% in 2022 to 46.4% in 2024.

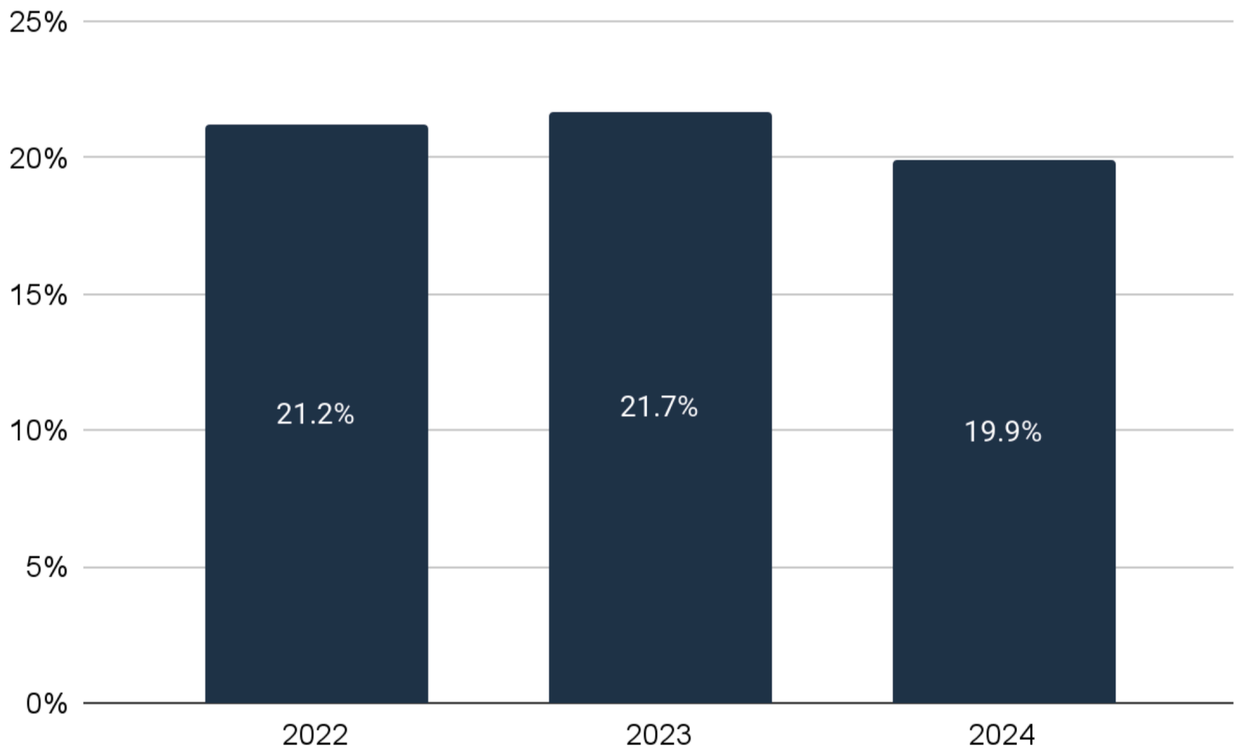
The proportions of both occasional purchasers (1-5 times per year) and frequent purchasers (12 or more times per year) have increased over time. The proportion of households buying plant-based milk and drinks frequently increased from 15.6% in 2022 to 17.1% in 2024, showing that consumption of these products is widespread in Spain.

Annual household purchase patterns for plant-based milk and drinks in Spain, 2022-2024 (% of households)



Data source: NIQ Homescan Consumer Panel. Data is nationally representative of the household population in Spain. The data covers 'Take Home' shopping and comes from a sample of 8,000 households. Data covers plant-based milk and drinks (bebidas vegetales).

Household purchase patterns for plant-based milk and drinks in Spain: proportion of sales value from discounter stores, 2022-2024 (%)



Data source: NIQ Homescan Consumer Panel. Data is nationally representative of the household population in Spain. The data covers 'Take Home' shopping and comes from a sample of 8,000 households. Data covers plant-based milk and drinks (bebidas vegetales).

The share of sales value from discounter stores such as Aldi and Lidl peaked in 2023 at 21.7%, before falling to 19.9% in 2024. It is possible that the strong growth of private-label products, shown by the Circana data above, means relatively cheap plant-based milk and drinks are now sufficiently widespread in non-discounter supermarkets that people are less strongly driven to shop for them in discounter stores.

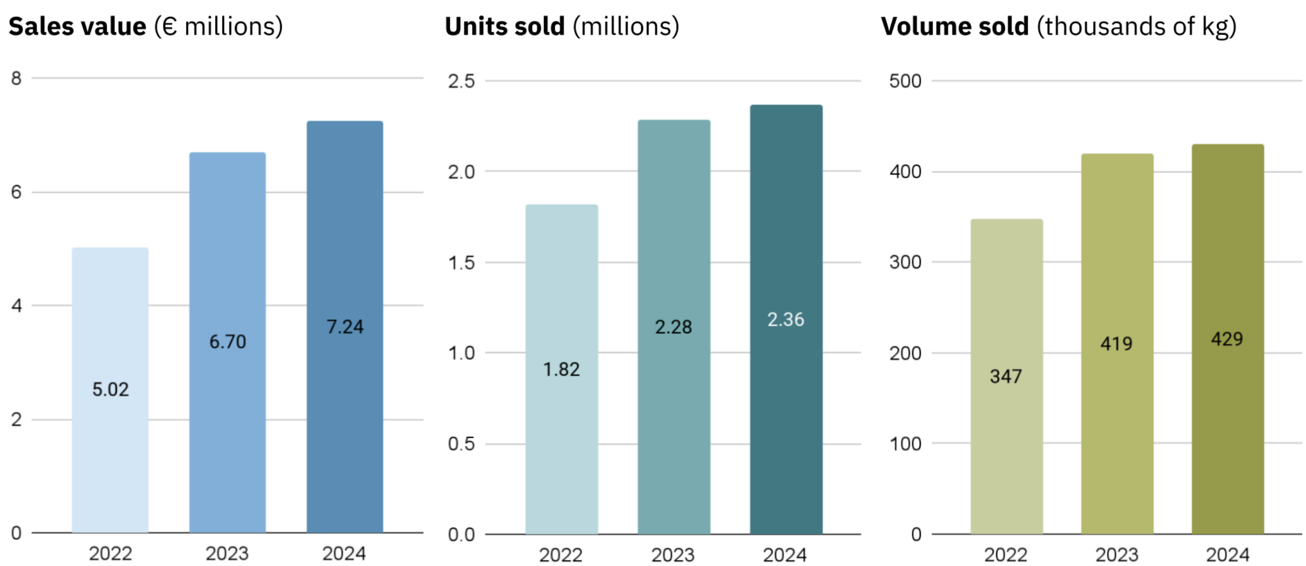
Plant-based cheese

Total market

Between 2022 and 2024, the sales value of Spain's plant-based cheese market increased by 44.2% to €7.24 million, while unit sales rose by 30.1% to 2.36 million units and sales volume rose by 23.6% to 429,000kg.

Most of this increase happened between 2022 and 2023, when sales volume grew by 20.6%, followed by a smaller rise of 2.5% between 2023 and 2024.

Plant-based cheese sales in Spain, 2022-2024



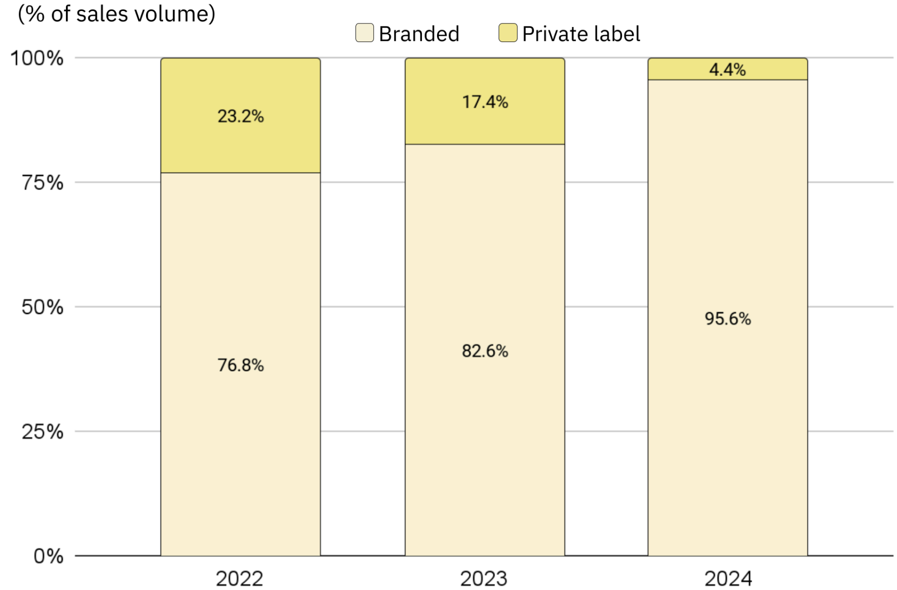
Branded versus private label

The proportion of private-label products in cheese is much smaller than in other plant-based categories such as milk and drinks.

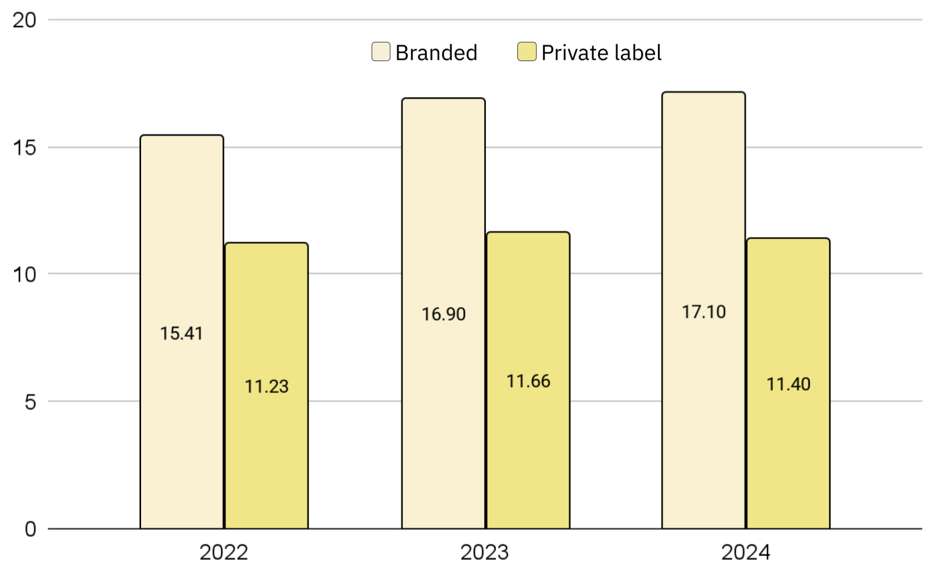
Furthermore, despite the relatively low price of private-label options, their share of sales volume fell from 23.2% in 2022 to just 4.4% in 2024.

This suggests that price has not been the key driver of sales growth in this small, emerging category. Rather, other factors, such as taste and texture, are likely to have been the top drivers of consumer choice.

Spain plant-based cheese sales by branded or private label, 2022-2024 (% of sales volume)



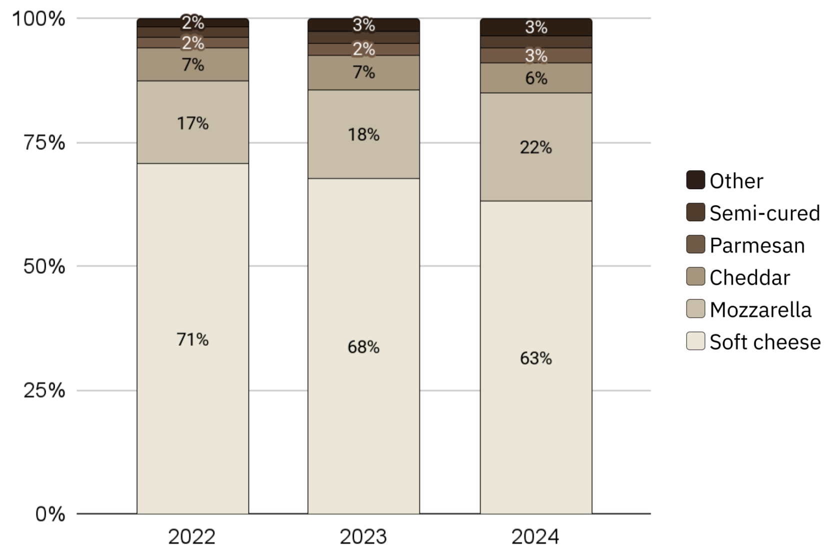
Average price per kg of plant-based cheese in Spain, by branded or private label, 2022-2024 (€/kg)



Product format breakdown

Soft cheese remains the largest segment, accounting for more than half of total sales volume. However, it has been losing market share to other options such as mozzarella, showing that the Spanish plant-based cheese market is becoming more diverse.

Spain plant-based cheese sales by type, 2022-2024 (% of sales volume)

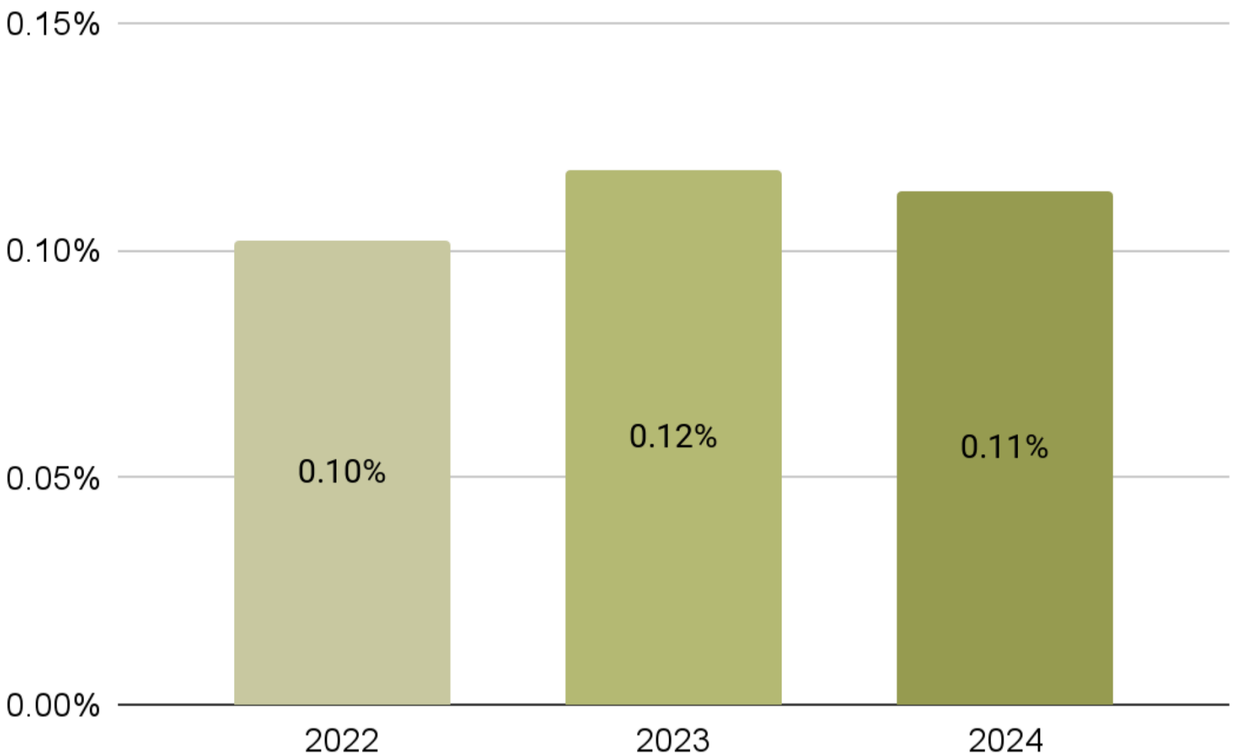


In an emerging market where taste is likely to be a top driver, an increased range of product types is probably good news for the industry as consumers have more options to experiment with.

Market share

Plant-based cheese represents a tiny fraction of the overall market for plant-based and animal-based cheese in Spain, peaking at 0.12% of sales volume in 2023. This shows that the industry has a long way to go before it can win over the mainstream consumer.

Plant-based cheese: share of Spain's total (plant- and animal-based) cheese market, 2022-2024 (% of sales volume)



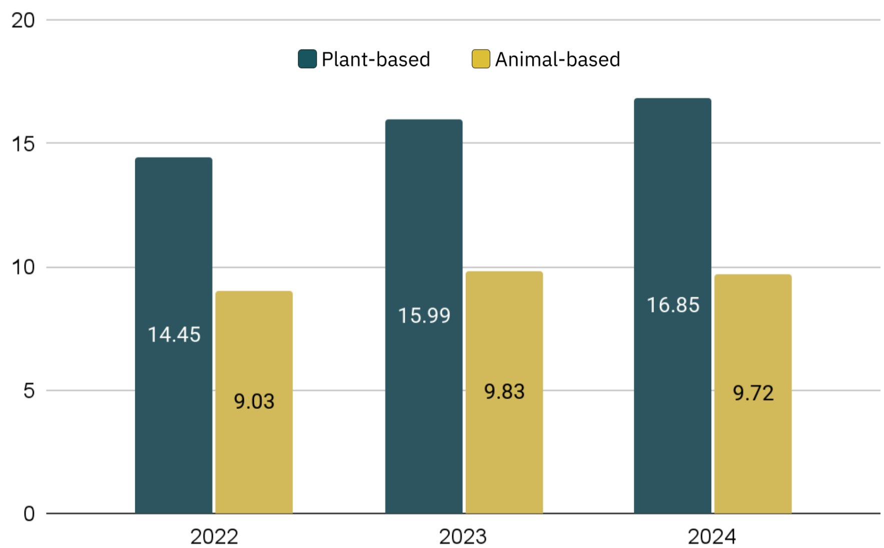
Price trends relative to animal equivalent

Plant-based cheese was around 60% more expensive per kg than animal-based cheese in 2022.

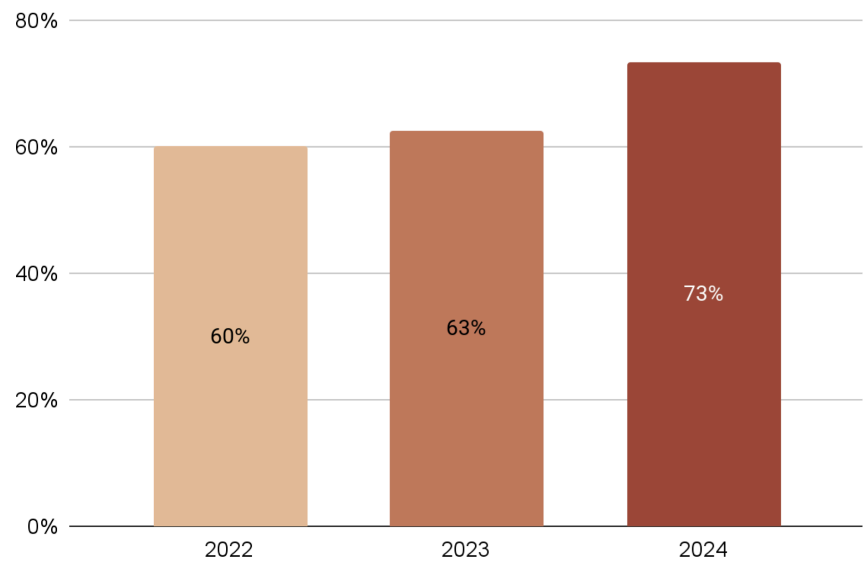
After increases in the price of both plant- and animal-based cheeses in 2023, the average price of plant-based cheese continued to rise in 2024 while that of animal-based cheese fell slightly. As a result, the price gap rose to 73% in 2024.

The fact that sales are still increasing despite this price gap suggests that current consumers are likely to be highly motivated early adopters, for whom sales might be more driven by factors other than price, such as health, as some recent studies suggest.

Average price per kg for plant-based and animal-based cheese in Spain, 2022-2024 (€/kg)



Price difference for plant-based cheese compared to animal-based cheese in Spain, 2022-2024 (% difference based on €/kg)



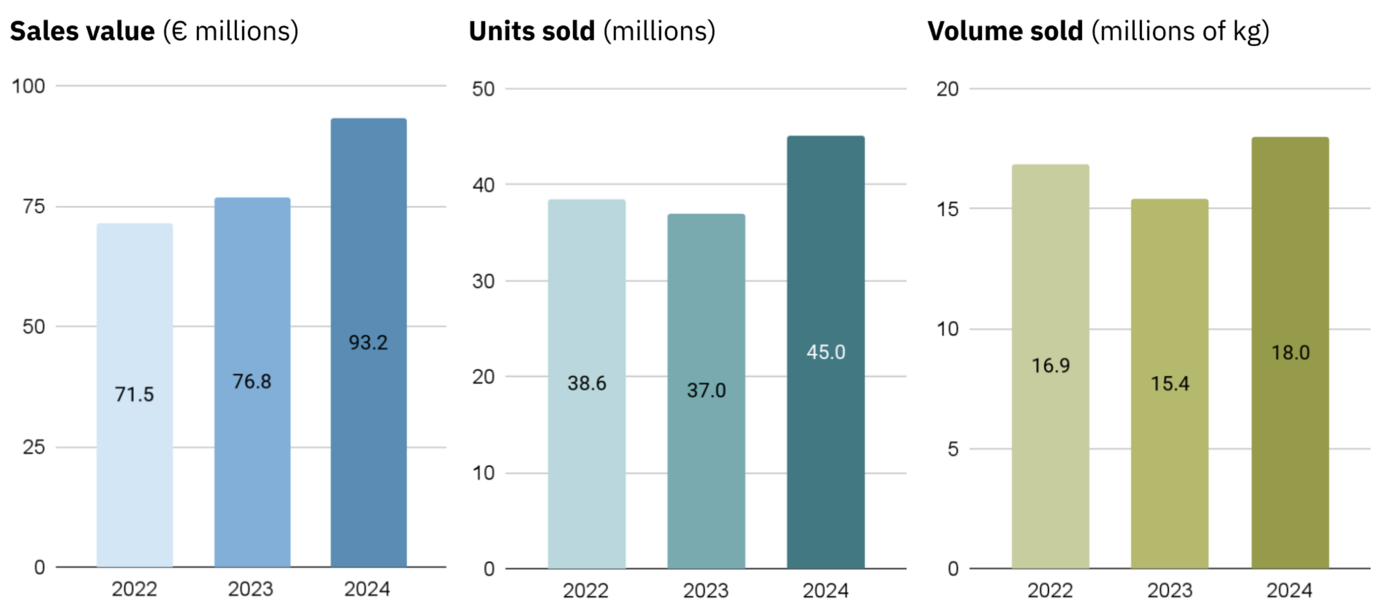
Plant-based yoghurt

Total market

The Spanish market for plant-based yoghurt appears to have rebounded.

Between 2023 and 2024, unit sales grew by 21.6% to 45.0 million units while sales volume grew by 16.7% to 18.0 million kg. This followed a decline in both unit sales and sales volume between 2022 and 2023. Sales value has increased each year, rising by 30.2% between 2022 and 2024 to €93.2 million.

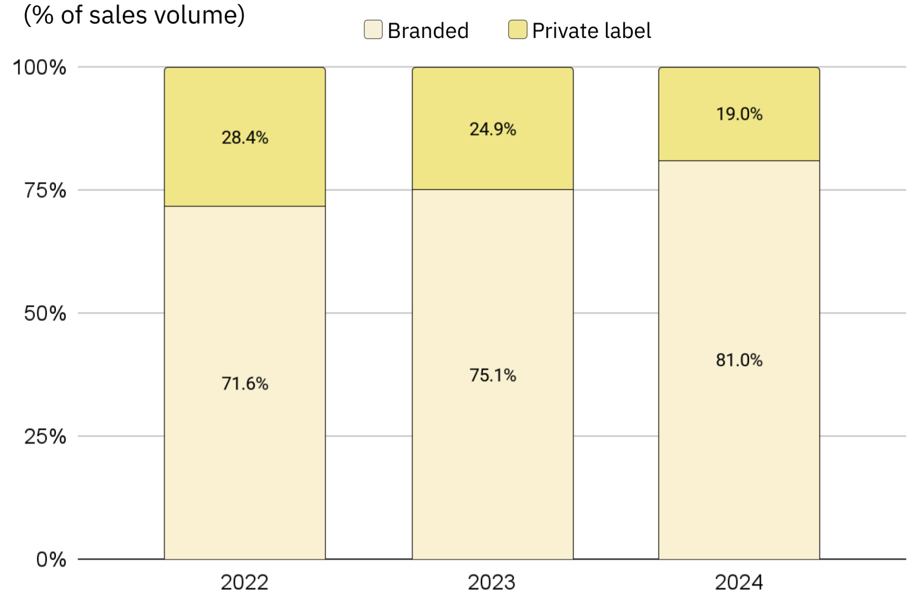
Plant-based yoghurt sales in Spain, 2022-2024



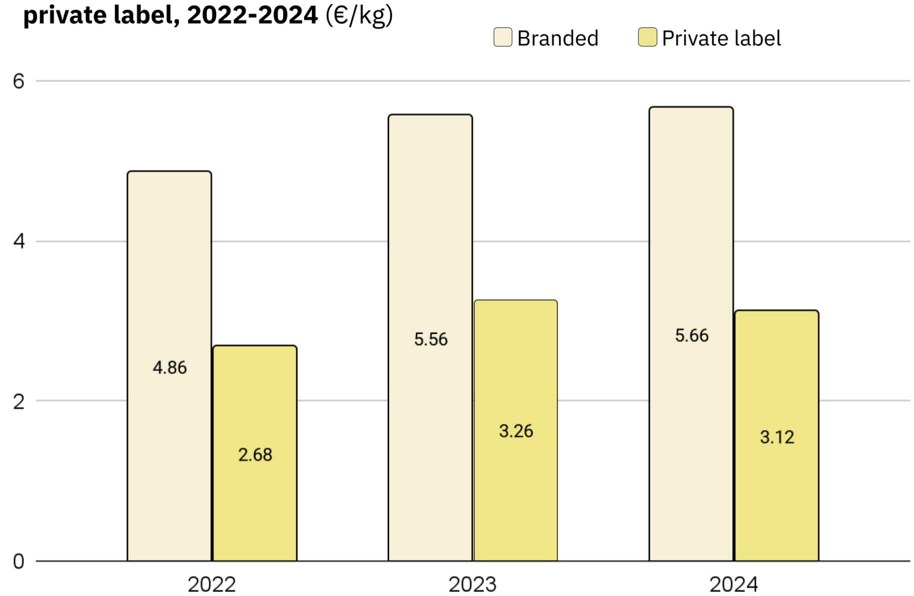
Branded versus private label

The proportion of private-label products fell from 28.4% in 2022 to 19.0% in 2024 despite their significantly lower price per kg compared to branded products. This suggests that performance on other factors such as taste and texture is also likely to be influencing plant-based yoghurt sales trends.

Spain plant-based yoghurt sales by branded or private label, 2022-2024 (% of sales volume)



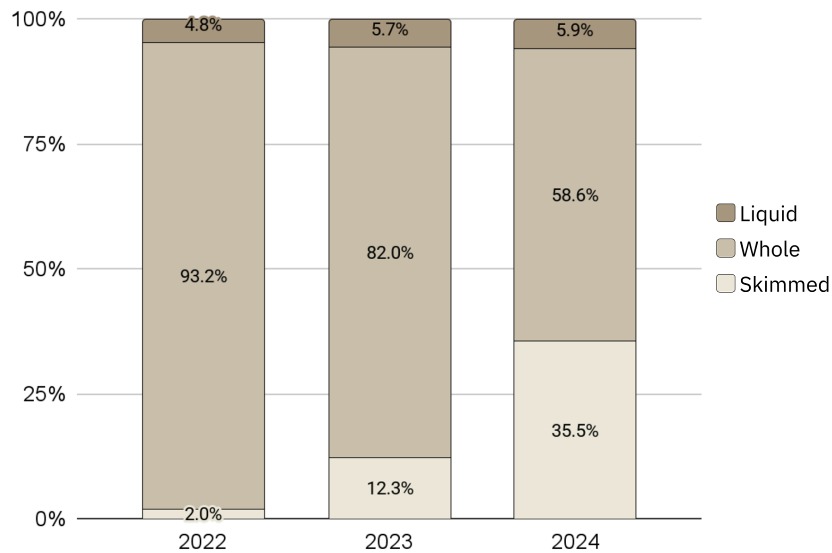
Average price per kg of plant-based yoghurt in Spain, by branded or private label, 2022-2024 (€/kg)



Product format breakdown

Skimmed plant-based yoghurt products have made significant headway, rising from 2.0% of sales volume in 2022 to 35.5% in 2024, suggesting that some consumers may be driven by health or nutrition considerations.

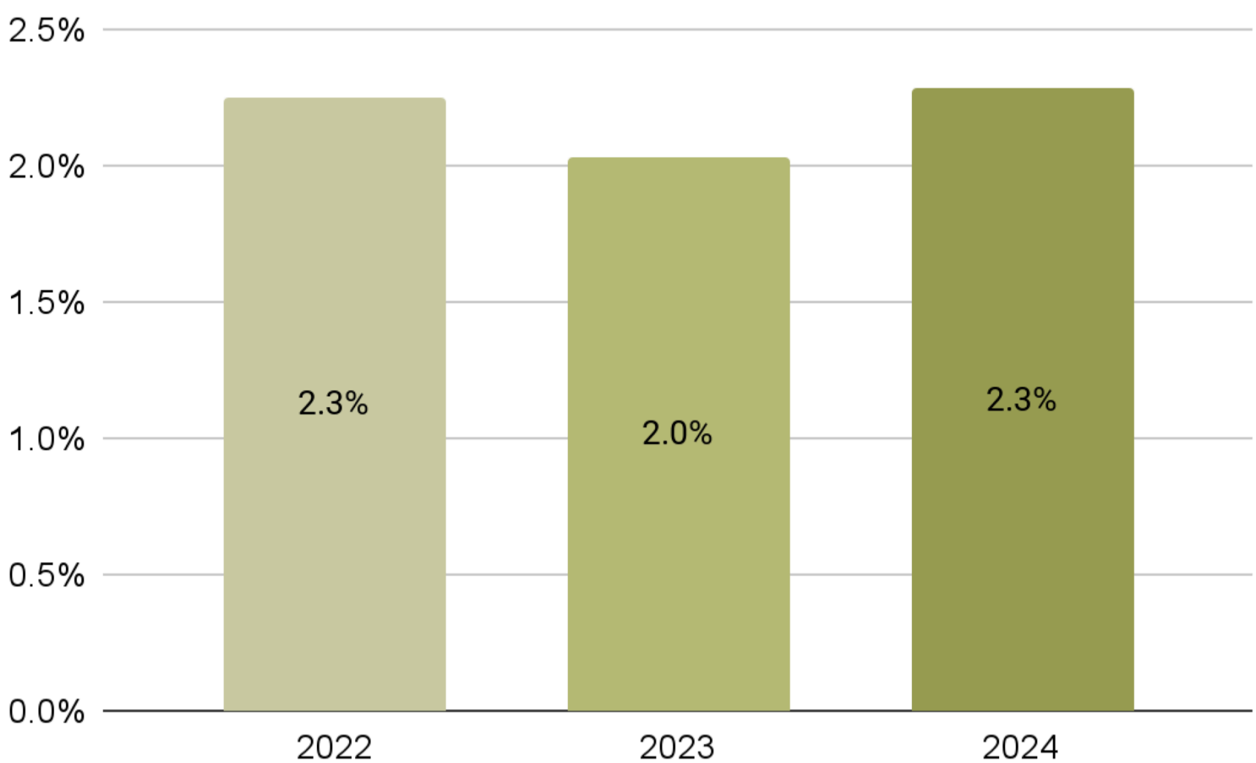
Spain plant-based yoghurt sales by type, 2022-2024 (% of sales volume)



Market share

As a share of Spain's overall plant- and animal-based yoghurt market, plant-based yoghurt accounted for 2.3% of sales volume in both 2022 and 2024, having dipped slightly to 2.0% in 2023. While not yet at the level of mainstream adoption seen with plant-based milk and drinks, plant-based yoghurt nevertheless has a greater market share than plant-based meat and cheese.

Plant-based yoghurt: share of Spain's total (plant- and animal-based) yoghurt market, 2022-2024 (% of sales volume)

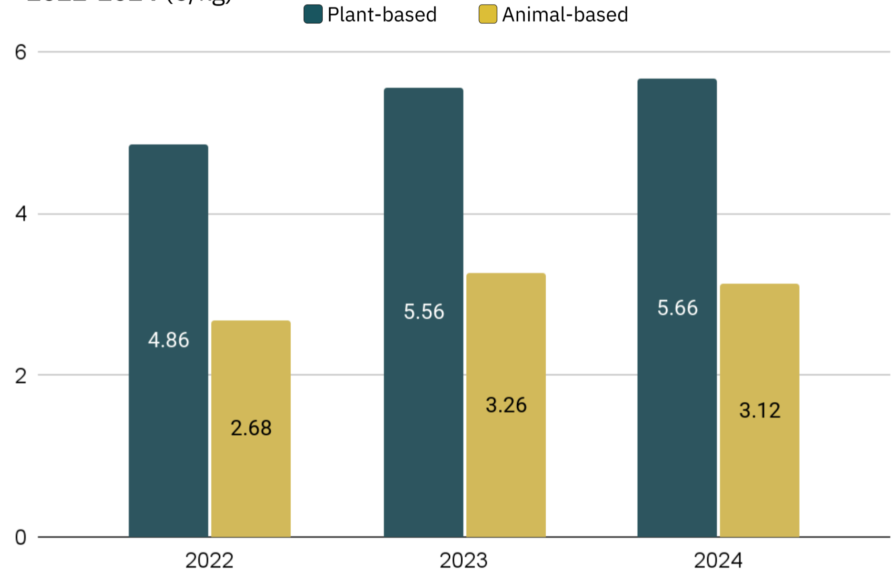


Price trends relative to animal equivalent

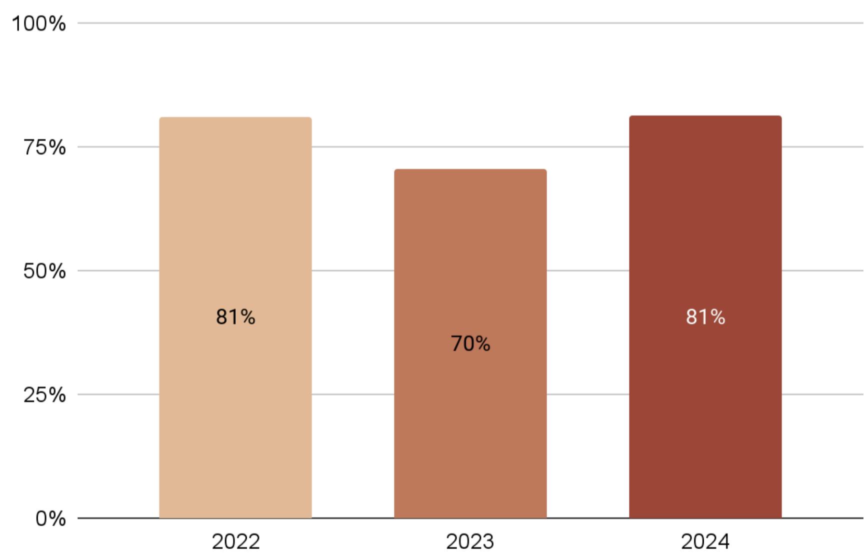
Plant-based yoghurt is considerably more expensive per kg than animal-based yoghurt. The price premium fell from 81% in 2022 to 70% in 2023, as both plant- and animal-based yoghurt increased in price. It then increased again to 81% in 2024, as animal-based yoghurt became less expensive while plant-based prices continued to grow.

The fact that sales volumes have rebounded despite this large and widening price gap, combined with the increased sales of branded plant-based yoghurt, suggests that price has not been a key factor in driving sales. It is possible that as inflation eases across the wider food sector, consumers may have more budget to spare for premium products.

Average price per kg for plant-based and animal-based yoghurt in Spain, 2022-2024 (€/kg)



Price difference for plant-based yoghurt compared to animal-based yoghurt in Spain, 2022-2024 (% difference based on €/kg)



Closing remarks

The Spanish plant-based sector continues to grow, with overall sales volume growth accelerating. While the well-established plant-based milk and drinks category is the primary driver of growth, particularly due to the success of affordable private-label products, the rebound of the plant-based yoghurt category is also encouraging. Plant-based cheese, although still a small category, also offers encouraging growth in relatively expensive branded products.

For other categories to reach the mainstream status of plant-based milk and drinks, the industry must continue to innovate to ensure products perform well on both taste and price.

Helen Breewood,
Senior Market and Consumer Insights Manager, the Good Food Institute Europe

Spain's plant-based sector continues to grow year-on-year, particularly in the plant-based milk and drinks segment. But while consumer demand is strong, price remains a major barrier to wider adoption.

Spanish national and regional governments should invest in R&I and infrastructure to scale up local production and ensure that sustainable, healthy plant-based foods become more accessible and affordable for consumers.

Carlos Campillos Martínez,
Public Affairs Manager (Spain), the Good Food Institute Europe

About the Good Food Institute Europe

The Good Food Institute Europe is a nonprofit and think tank helping to build a more sustainable, secure and just food system by diversifying protein production.

We champion the science, policies and investment needed to make alternative proteins delicious, affordable and accessible across Europe.

By advancing plant-based foods, cultivating meat from cells and producing ingredients through fermentation, we can boost food security, meet our climate targets and support nature-friendly farming. GFI Europe is powered by philanthropy.

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