







Economic Indicators

• GDP (USD Billion): 1,281

• GDP per capita (USD): 27,057

• Currency: **EUR** (Euro)

• Exchange Rate: 1 THB = **1.50 AUD** (23/5/2022)

 Mercer's 2019 Quality of Living Ranking (2020 report not released due to COVID-19): Barcelona - 43rd

• Human Development Index: 0.904 and ranked 25th

• Logistics Performance Index: 3.83 and ranked 17th

• Ease of Doing Business Rankings: 30th

Source: Trading Economics, World Bank, Mercer, DFAT

• Trade Agreements:

- Spain, by itself, is currently a part of 64 Bilateral Investment Agreements. As
 a member of the EU, Spain is a part of 57 Treaties with International
 Provisions that are currently in force.
- Spain can freely trade goods and services with other countries that belong to the EU, due to their Single Market system.

 $Source:\ https://investmentpolicy.unctad.org/country-navigator$







Demographic Indicators

• Total Population (million): 47.35

• Expatriate Population (million): 5.43

• Population Growth: 0.46%

• Median Age: 43.9

• Urban Population: 80.81%

• Population Ethnicity:

- 86.4% Spanish
- 1.8% Moroccan
- 1.3% Romanian
- 10.5% Others (including Portuguese, Algerian)

• Dominant Religious Groups:

- 68.9% Catholic
- 11.3% Atheist
- 7.6% Agnostic
- 12.2% Others (including Judaism, Islam)

 $Source: \ Trading \ Economics, \ World \ Bank, \ Statistics \ Body \ for \ individual \ countries$







Consumer Behaviour & Societal Trends

- Spain was one of Europe's most adversely affected nations by the GFC, and the
 resulting declines in consumer purchasing power have continued for more than
 a decade after the initial market crash. The pandemic further added to these
 financial pressures. This has resulted in Spanish consumers being very sensitive
 in their spending patterns to changes in product prices, leading to a reduced
 sense of brand loyalty.
- It is common for Spaniards to spend a comparatively high amount of time watching daily television and listening to the radio. This has led them to become very aware of brands that target these channels with marketing ads. As per a recent report on radio consumption, 60% Spaniards surveyed agreed that they spent at least two hours daily listening to the radio.
- Spanish consumers prefer to support local products. As a result, products with packaging that relate to Spanish culture often achieve higher sales.
- The rise of environmentally conscious consumerism in Spain has led to consumers demanding businesses improve their sustainability and traceability regimes within food and beverage products.
- There is a growing interest in the collaborative economy, especially as concerns
 about product wastage rise. This has led to the growth in apps like the
 Wallapop virtual marketplace, which uses Spain's high internet penetration
 rates to assist in large-scale sales of second-hand products.
- During the pandemic and the resulting lockdowns, Spaniards have increased their consumption of food for indulgence purposes, whereby sweet and savoury products became one of the highest growing food categories in terms of purchases. These sales are usually high value as surveyed consumers say that they are relatively prepared to spend up to 15% more for treats.
- Spanish consumers eat out at least 3 times weekly, on an average, usually doing so for breakfast. While snacks are usually consumed at home this trend being on the rise more so due to the pandemic's effects, Spaniards still eat dinner relatively later than other western countries.





• Spanish consumers are highly influenced by health-conscious practises, with 71% of families that were surveyed saying that purchasing healthy food is one of their top priorities while shopping. In this respect, foods that are fortified or offer functional benefits, such as probiotic-infused snacks, have become a successful category.

Source: Nielsen, Mintel, McKinsey, USDA

Digital Adoption:

- Spanish consumers spend approximately 9 hours and 6 minute daily online and about 2 hours 59 minutes is spent on social media sites and apps.
- As of January 2022, there were 43.93 million internet users in Spain, across all devices with a penetration rate of 94.0%.
- As per the 'Digital 2022' report, there are 40.70 million Spanish active social media users with a 87.1% penetration rate. This is a 8.8% increase compared to April 2021.
- Google is the most popular site with a monthly traffic of 670m visits. It is followed by Youtube with 227m visits and Facebook at 165m. Wikipedia gets about 119m monthly visits.

Source: Digital in 2022 Report







Grocery Retail Channel Developments

- During the forecast period, it is expected that supermarkets will only record limited growth in their retail current value sales. A small decline is predicted in the number of stores across the country, while a slightly larger decline is expected in the sizes of stores, which may result from consumers wanting to shop for groceries in local stores, closer to where they live.
- During the forecast period, consumer foodservice outlets will face growing competition from supermarkets, similar to that from convenience stores.
 Ready-to-go food is already commanding more space in many supermarket outlets.
- With more than half of the total supermarket value sales, Mercadona SA, based in Valencia, has gained even further market share in 2021. Mercadona's transformed supermarkets in the country are also category leaders.
- Unlike most other modern grocery retail outlets, hypermarkets did not perform
 well during 2020, with only minute growth in its retail current value sales. While
 the channel did do better sales in 2021, the rate of growth was nothing to write
 home about.
- It is expected that during the forecast period, hypermarket numbers will continue to fall, with most hypermarket operators looking to move towards smaller outlets. In a bid to reinvigorate the channel, brands may adopt the strategy of sharing space with more specialist suppliers, while simultaneously increasing the range of products offered.
- With more consumers changing their shopping habits and now wanting to shop for groceries closer to home, growth of the retail current value sales of hypermarkets will continue to decline.
- To set themselves apart from other grocery retailers, hypermarkets may need to adopt strategies that might include diverse formats. As an example, brands may look into a growing European trend of space sharing, where specialist retailers share space with general stores.





- While the retail current value sales of convenience stores declined marginally in 2021, numbers remain above pre-pandemic levels. When Spain was hit by the third wave of COVID-19 in early 2021, value sales soared as consumers preferred to shop close to home to avoid risk of infection.
- Due to the economic uncertainty brought about by the pandemic, many consumers have become less brand loyal as they try and keep a tighter rein on household budgets. Convenience stores now commonly offer special deals and promotions to attract consumers to their outlets.
- During the forecast period, it is expected that convenience stores will further develop and focus
 on their ready-to-eat food product ranges. When Spain was under lockdown, many convenience
 stores took advantage of the closure of consumer foodservice outlets and increased their range of
 pre-prepared food items for consumers looking for easy and convenient meals.

Grocery Retailing Brand Outlets:



Convenience/Petro-Convenience Brand Outlets:



Source: Euromonitor





Foodservice Channel Developments

- Spain's consumer foodservice sector was perhaps one of the worst hit sectors of the economy. There was a drastic decline in value sales and many outlets were forced to close in 2020 as most independent operators had little to no financial resources to fall back on.
- As compared to independent outlets with minimal resources, chained consumer foodservice outlets fared slightly better in terms of being able to see the pandemic through. The latter usually have access to far more resources to help cope with a loss in revenue and sales, as well as implementing new health and safety protocols.
- With strict measures used to control the spread of the virus, such as a two-month
 long lockdown in 2020's spring and another partial lockdown in the latter half of
 the year, full-service restaurants were considerably impacted by the pandemic.
 When allowed to re-open, full-service restaurants had to adhere to social
 distancing rules which led to them operating at reduced capacities.
- Launched prior to the onset of the pandemic, online ordering and home delivery services are predicted to continue to develop in full-service restaurants during the forecast period. The contribution of delivery orders to overall sales is expected to continue to grow. Third party delivery services will continue to remain popular with restaurant operators who use such services instead of introducing their own.
- The full-service restaurant sector in Spain is dominated by independent operators, and hence remains highly fragmented. La Tagliatella and its parent company Restauravia, along with Grupo Zena de Restaurantes SA were the only two key players who each controlled 1% of the value share in 2020.
- Limited-service restaurants with their focus on takeaway and delivery orders fared much better amongst all consumer foodservice categories. Since such restaurants are relatively less focused on dine-in services, they were able to remain flexible and respond quickly to the challenges of the pandemic.
- Limited-service restaurants may expect rising demands for vegan and vegetarian food throughout 2020-2025. Consumers are increasingly focused on health and wellness and also on the environmental impact of their food choices.



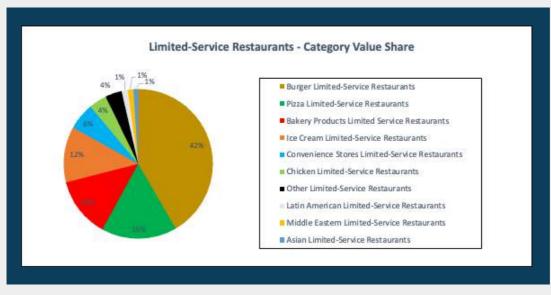


- It is expected that convenience stores and other grocery retail outlets will continue to expand their foodservice products during the forecast period. The pandemic has served as a catalyst in this regard by helping most consumers become familiar with fresh ready-to-eat food items in these channels.
- During the forecast period, limited-service restaurants will focus on improving the quality and diversity of their offerings. Even before the onset of the pandemic, Spanish consumers were already inclined towards premium-quality products that are fresh, within limited-service restaurants. This will continue to be a focal point, especially since the pandemic has put a spotlight on the importance of health and wellness.

Full-Service Restaurants - Category Value Share:



Limited-Service Restaurants - Category Value Share:



Source: Euromonitor







Food & Drink e-Commerce Channel Developments

- Even though food and drink remains a small part of the overall e-commerce sector, it is predicted that this category will grow swiftly during the forecast period, with supermarkets expanding their e-commerce presence on the internet and apps.
- Through the lockdown that was enforced in Spain, grocery retail outlets that remained open had to implement stringent sanitation policies. There were also social distancing measures in place, which resulted in all outlets operating at a reduced capacity and customers waiting in long queues.
- As consumer preferences are gradually changing from shopping at large hypermarkets to shopping at local convenience stores, discounters, and supermarkets since these outlets are usually closer to home and offer ease of access. Thus, in the forecast period, hypermarkets are increasing their focus on improving the overall shopping experience. Many hypermarket brands are also attempting to expand smaller hypermarkets that are closer to residential areas so that these outlets are easier for consumers to access.
- Having almost doubled during 2020, the rate of growth in retail current value sales
 of food and drink e-commerce slowed significantly in 2021. Food and drink ecommerce experienced a significant increase in retail current value sales,
 especially during the first weeks of lockdown in March 2020.
- In response to the boom in online orders, brands began to collaborate with third
 party delivery services to ensure customers orders were being fulfilled on time. Pre
 COVID-19, the only grocery retailer that worked with an on-delivery delivery app
 was Carrefour partnering with Glovo. However, after the onset of the pandemic,
 more outlets started collaborating with services like Glovo and Deliveroo.
- During 2021, Spain's food and drink e-commerce space was dominated by grocery retailer Mercadona, with the highest value share sales. These sales driven by its strong logistical network, rather than the usability of its app or online website.
- During the forecast period, it's predicted that the retail current value sales of the food and drink e-commerce category will only grow in single digits as most consumers remain hesitant to shop for groceries online.





- Key grocery chains like El Corte Inglés, Mercadona, and Carrefour are expected to increase their delivery options so customers have a wider choice set. Some options will include click-and-collect services, where consumers can avoid delivery fees and collect their orders at a time convenient to them. El Corte Inglés has also launched its Click&Car and Click&Express services. Click&Car allows consumers to collect their orders directly from the carpark of the store, while Click&Express delivers orders to a specified location within a two-hour window of the consumer's choice.
- With the continuing development in e-commerce infrastructure, shorter delivery times may be expected. For example, in addition to delivering orders in less than 20 minutes in specific urban areas, Glovo plans to open more dark supermarkets outlets that only fulfil online orders.

Key E-tailers:

- Mercadona remains the largest food & beverage e-tailer based on market share, and has been for numerous years. However, the partnership between Amazon and Dia, along with department giant El Corte Inglés who is currently developing a huge online catalogue, is expected to offer competition.
- One of Spain's highly popular Food & Beverage apps is Too Good to Go, an app which helps decrease food waste by enabling customers to opt for deliveries of leftover meals, ingredients, etc.
- UberEats and Glovo are other growing apps in Spain. Glovo also has exclusive deals with major retailers like Carrefour and ALDI to perform deliveries for them.

Source: Euromonitor

Seafood Consumption in Spain

- Fish and seafood supply per person in Spain is valued at 42.47 kg as of 2017 according to the United Nations Food and Agricultural Organization (FAO).
 - Food supply is defined as food available for human consumption. At a country level, it is calculated as the food remaining for human use after deduction of all non-food utilizations

Source: FAO, 2021







Market Access Requirements

Key Regulators:

- Ministry of Health, Consumption and Social Services: This ministry is responsible for the inspection of food imports at entry ports and, if required, providing customs certification.
- Spanish Tax Agency: This agency is responsible for the collection of relevant custom duties and the processing of import declaration forms.
- Spanish Agency for Food Safety and Nutrition (AESAN): They look after the safety of food products sold within Spain, and also deal with product certification and nutritional information.
- Spanish Chamber of Commerce: This department is responsible for the processing of importer license applications.

Product Registration/Import Procedure:

- An application to the Spanish Chamber of Commerce for an importers license must be submitted, attaching details of a future shipment.
- A Single Administrative Document, which is an import declaration form, must be submitted to the Spanish Tax Agency. This document must contain the Taric code for the product to be imported that can be found on the EU's online customs database. Information about the product being imported must also be outlined. Details of relevant duties are available on the EU's online customs database.
- The importer must also acquire an Economic Operator Registration and Identification number (EORI), and Freight Insurance.
- A Bill of Lading, Commercial Invoice, Certificate of Origin and Entry Summary
 Declaration must be submitted to customs by the operator of the vessel that will
 deliver the imported goods to Spain. This must be done either just before or upon
 the arrival of the products.
- On the arrival of the goods, a customs declaration form must be submitted using the EORI number.

Documentation Required:

- The following documents are generally required to facilitate the import process:
 - Application for Importer's License
 - Customs Declaration
 - Phytosanitary certificates are required for most fresh fruit and vegetable products
 - Single Administrative Document
 - Entry Summary Declaration
 - Bill of Entry
 - Commercial Invoice





- Invoice Number
- Certificate of Origin
- Freight Insurance
- Packing List

General Labelling Requirements:

- In general, food labels must include:
 - Product name
 - One of the language groups must be Spanish
 - Country of origin
 - Ingredient list
 - Allergy information
 - Declaration of GMO
 - Declaration of additives
 - Declaration of any irradiated foods
 - Expiry dates
 - Net weight
 - Name and address of manufacturer and importer (if different)
 - Declaration if Made in Poland with less than 25% of components from imported materials

Packaging Requirements:

- A phytosanitary check must be completed prior to shipments of products that use packaging materials containing wood or plant matter. Customs must be provided details of this inspection.
- Importers are required to have a system in place for recycling and reusing packaging materials.

Non-Tariff Barriers:

- Importer licenses are usually valid for around six months. This may vary.
- EU Quotas are applicable to several Australian agricultural products.

Tariffs Levied:

- All Food & Beverage imports from Australia have the Common External Tariff levied on them.
- Under the Harmonised System, Australian imports have standard EU tariffs levied on them. More details of the specific duties for product categories can be on the online Binding Tariff Information system.

Source: USDA Food and Agricultural Import Regulations and Standards Country Reports [FAIRS], Austrade, DFAT, Export.gov









Category Data

Fish and Seafood in Spain

- Total volume sales rose 2% in 2021 according to Euromonitor. The pandemic caused significant strain on the Spanish economy, causing a total volume decline in 2020 as part of a more long-term category decline, despite higher growth rates for frozen seafoods with longer shelf lives. These impacts were exacerbated by the effects on the foodservice sector, with Spain reliant on horeca sales, especially among tourists, for seafood sales. Thus, COVID-19 lockdowns in Spain caused a significant decline in foodservice. However, in 2021, total volume sales returned to growth, with some return from frozen to fresh fish and seafoods.
- During the pandemic, fish and seafood manufacturers have adapted to reduced consumer spending power by releasing new, more economical products such as pre-cooked fish and seafoods.
- Molluscs and cephalopods were the best performing category, experience 5% total
 volume sales growth. This may be partly attributed to a falling average unit price,
 due to stable supply of mussels and consistent demand, with mussels being a
 critical ingredient in Paella. Despite this growth, sales remain below pre-pandemic
 levels. Meanwhile, Merluza is the most popular fish among citizens, due to its
 accessibility and reasonable price.
- While producers focused on foodservice pre-pandemic, COVID-19 has drawn attention to the need to diversify and balance out the sales mix to protect against risk.
- The growth of retail sales in 2020 may represent an opportunity for Spain fish and seafood category in the longer term, with retailers expected to expand their frozen fish and seafood assortments and use their negotiation advantages to negotiate the best prices from producers, creating a more intense competitive landscape.
- Towards 2026, fresh fish and seafood is set stabilise in volume terms. The main driver of this trend is expected to be rising price points of fresh versus frozen fish or ready meals, despite consumer awareness of the nutritional benefits of fresh fish.





- Increased awareness of the environmental impacts of the fishing industry are set to limit sales growth as vegan, vegetarian and flexitarian diets become more common. Rising consumer consciousness of microplastics in seafood products, especially those procured from the Mediterranean Sea, is also limiting demand for category products.
- To reduce dependence on fish and seafood catches, there will be a greater focus on fish farming to achieve stable volumes of raw ingredients. Many manufacturers are already working on such projects, including the development of low-cost and scalable methods for mussel seed production with improved survival characteristics.
- Companies are adapting to the new normal in terms of distribution, with increased adoption of ecommerce platforms.

Sector	Category	Country	Year	Value M USD	5yr CAGR M USD (%)
	Ambient Fish & Seafood	Spain -	2021	3,106.97	3.03
	Ambient rish & Searood		2026	3,578.17	2.86
	Chilled Raw Packaged Fish & Seafood - Processed	Spain	2021	1,054.31	3.41
			2026	1,243.48	3.36
Fish & Seafood	Chilled Raw Packaged Fish & Seafood - Whole Cuts	Spain	2021	1,043.89	3.31
			2026	1,185.40	2.58
	Dried Fish & Seafood	Spain	2021	59.79	3.50
		эрап	2026 68.19	2.66	
	Fresh Fish & Seafood (Counter)	Capie	2021	4,931.23	3.33
		Spain	2026	5,756.80	3.14
	France Fish & Conford	Canin	2021	2,450.22	4.69
	Frozen Fish & Seafood	Spain	2026	2,976.51	3.97

Source: GlobalData, 2022





ITC - Trade Data

Frozen Albacore or Longfinned Tunas in Spain

Spain - Trade Data - HS Code 030341 Frozen Albacore or longfinned tunas "Thunnus alalunga"

(Import):

Rank	Country	Imported Value (USD Thousand)	Quantity Imported (Tons)	Annual Growth Imported Value % (Short Term *20 - *21)	Annual Growth Imported Value % (Long Term '17 - '21)	Annual Growth Imported Quantity % (Long Term '17 '21)
-	World	33,989	9,695	-11	3	4
1	South Africa	15,940	4,671	5	42	45
2	China	3,906	1,098	-16	1	-2
3	Indonesia	3,844	1,164	11	-5	-7
4	Namibia	2,387	710	33	68	71
5	New Zealand	1,327	352	33	31	-32
6	Australia	1,325	325	댿	38	9
7	Taipei, Chinese	802	233	311	721	-1
8	Fiji	782	194	92	27	-28
9	France	749	227	156	33	-30
10	Portugal	715	187	-64	18	-13

AUS - Trade Data - HS Code 030341 Frozen Albacore or longfinned tunas "Thunnus alalunga"

(Export):

Rank	Country	Exported Value (USD Thousand)	Quantity Exported (Tons)	Annual Growth Exported Value % (Short Term '20 - '21)	Annual Growth Exported Value % (Long Term *17 - *21)	Annual Growth Exported Quantity % (Long Term '17 '21)
-	World	3,215	870	24	25	18
1	Thailand	1,782	486	-29	90	63
2	Spain	1,432	385	2.60	-29	16
3		*	-44	2.49	890	
4		*	**	2.40	70#6	9.0
5		*	÷:	(4)	2861	: ÷ :
6		*	20	1.67	0#8	
7			20	10.00	29#3	*
8			¥2	1.40	19 4 0	0#0
9			¥3		0#31	200
10					940	

Source: ITC Trade Map, 2022

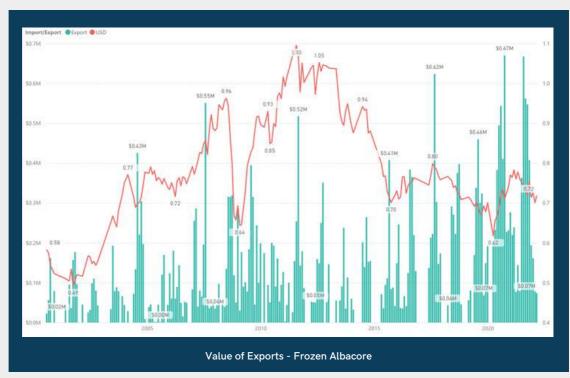


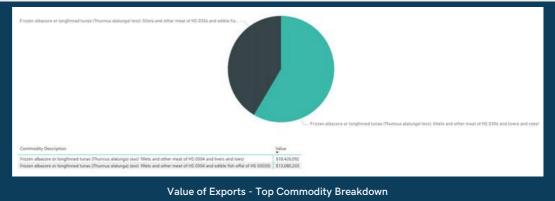




Albacore or Longfinned Tuna Exports - Value

AUS - Trade Data - Species: Frozen Albacore (incl. Longfinned Tuna) (Exports):





Country	Value
Thailand	\$16,428,796
Samoa (American)	\$7,362,170
Spain	\$4,677,681
Vietnam	\$1,839,092
United States of America	\$568,785
Netherlands	\$245,880
Japan	\$79,982
China	\$65,484
Singapore	\$65,312
Malaysia	\$59,878
Armenia	\$43,954
Fiji	\$37,405
Taiwan	\$28,452
United Arab Emirates	\$2,971
Papua New Guinea	\$440
Hong Kong	\$13

QLD	\$31,409,936
NSW	\$45,020
Foreign (re-export)	\$44,478
SA	\$3,890
WA	\$2,971

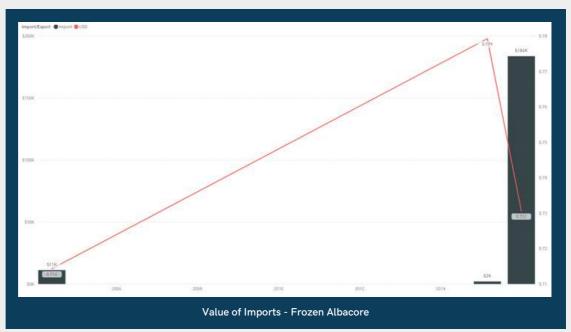


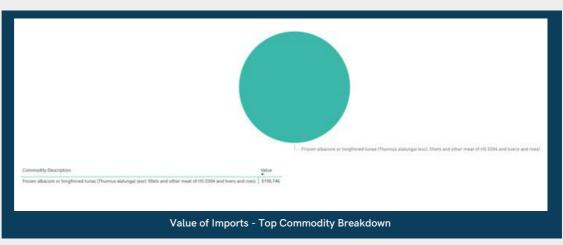




Albacore or Longfinned Tuna Imports - Value

AUS - Trade Data - Species: Frozen Albacore (incl. Longfinned Tuna) (Imports):





Country	Value ▼
Australia (Re-Imports)	\$183,592
Indonesia	\$11,121
New Zealand	\$2,033





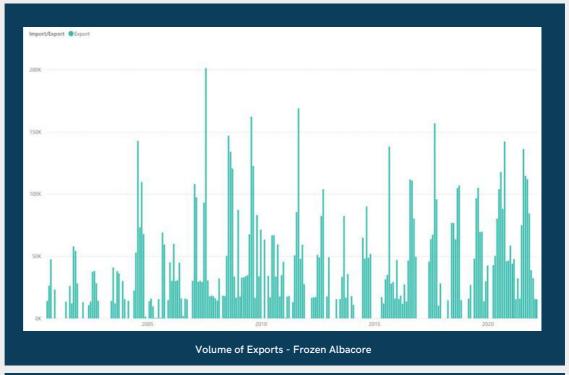


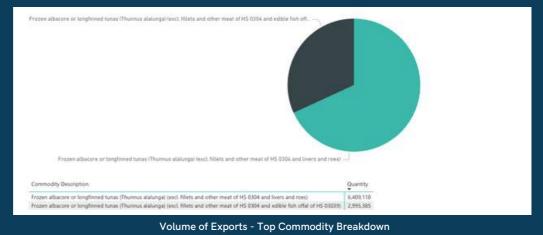


Albacore or Longfinned Tuna Exports - Volume

AUS - Trade Data - Species: Albacore (incl. Longfinned Tuna)

(Exports):





Country	Quantity
Thailand	4,703,176
Samoa (American)	2,518,08
Spain	1,315,41
Vietnam	660,677
United States of America	77,189
Singapore	28,075
China	16,789
Armenia	15,478
Netherlands	15,368
Malaysia	14,778
Taiwan	14,000
Fiji	13,647
Japan	11,489
United Arab Emirates	284
Papua New Guinea	52
Hong Kong	. 7

QLD	9,373,603
NSW	15,870
Foreign (re-export)	14,552
WA	284
SA	186





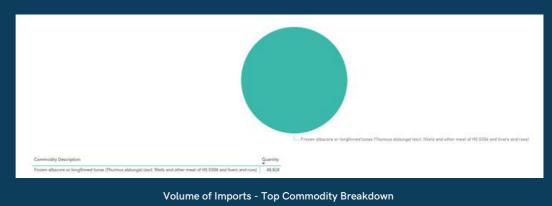


Albacore or Longfinned Tuna Imports - Volume

AUS - Trade Data - Species: Albacore (incl. Longfinned Tuna)

(Imports):





Country	Quantity
Australia (Re-Imports)	46,819
Indonesia	1,035
New Zealand	970









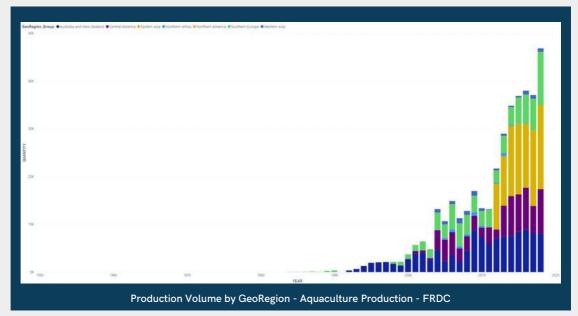
FRDC - Trade Data Sourced from FAO

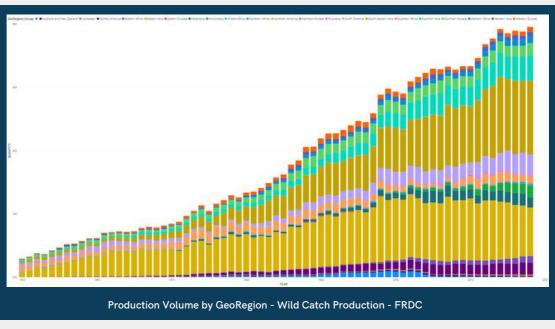
Food and Agriculture Organization (FAO) Capture Production Quantity - Tunas, Bonitos, Billfishes

ASFIS Species: Albacore (incl. Longfinned Tuna)

Production

Country Name En	Unit Name	2020		
Australia	Tonnes - live weight	982		
Spain	Tonnes - live weight	16,349		
Production Volume by ASEIS Species (Albacore) - EAO				





Source: FAO, FRDC, 2022







Additional Resources

COUNTRY INSIGHTS

Austrade - Spain Market Profile

DFAT - Spain Country Brief

DFAT - Spain Market Insights

FoodExport - Spain Country Profile

HKTDC Research - Spain Market Profile

Santandar Trade Markets - Spain Market Overview

USDA - Spain Exporter Guide

CONSUMER INSIGHTS

Euromonitor International - Consumer Lifestyles in Spain

GWI - Spain Consumer Snapshot

Santandar Trade Markets - Reaching the Spanish Consumer

CATEGORY & CHANNEL INSIGHTS

Agriculture and Agri-Food Canada - Spain and Portugal Fish & Seafood Sector Overview

<u>Euromonitor International - Spain Fish & Seafood Category Overview</u>

Fisheries Research and Development Corporation (FRDC) - Australia-Specific Trade Data

International Trade Centre - Market-Specific Trade Data

USDA - Spain Foodservice Overview

USDA - Spain Retail Overview

MARKET ACCESS INSIGHTS

<u>UNCTAD - Spain Investment Policy Hub</u>

USDA - Spain Import Regulations & Standards

DFAT - AEUFTA

OTHER RESOURCES

EFIC IbisWorld Nielsen
Export Connect Portal L.E.K. NZTE
Fitch Solutions Marketline Seafish UK
GlobalData McKinsey Statista

Google Trends Mintel Trading Economics



