

**BIO SPEAKER:**

Oscar Moreno Mingo.

A graduate in **Journalism** from the **Complutense University of Madrid**, he has spent virtually his entire career at **Alimarket**. **Head of Alimarket FMCG division since 2009**.



**COUNTRY: SPAIN**

**ABSTRACT:**

The Spanish FMCG market continues to grow thanks to population growth driven by immigration and the strong performance of the tourism sector. Conversely, most of the growth is driven by private-label products, fueled by inflation and rising cost of housing.

Opportunities are emerging for convenient products with a health-focused approach and an attractive value proposition in both retail and hospitality, although a good understanding of this quite fragmented channels is essential.