

Sweet Spreads in Italy

Market Direction | 2022-11-09 | 23 pages | Euromonitor

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Report description:

Retail sales of sweet spreads returned to positive growth in both volume and current value terms in 2022, following a decline in 2021. Demand for sweet spreads accelerated during the first year of the pandemic, as Italian consumers, no longer able to breakfast in bars close to their home or on the way to their workplace, purchased more products for home consumption.

Euromonitor International's Sweet Spreads in Italy report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Chocolate Spreads, Honey, Jams and Preserves, Nut and Seed Based Spreads.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Sweet Spreads market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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SWEET SPREADS IN ITALY

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Chocolate spreads lead growth, supported by expansion of usage occasions

Consumers seek out healthier alternatives in jams and preserves

Barilla highlights the lack of palm olive in its chocolate spread in an effort to lure consumers away from Nutella

PROSPECTS AND OPPORTUNITIES

Premium offerings will proliferate in chocolate spreads and honey

Nut and seed-based products offer future growth potential, given rising popularity of plant-based diets

Exotic ingredients to add premium touch to jams and preserves

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