

Sweet Spreads in France

Market Direction | 2023-11-21 | 23 pages | Euromonitor

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Report description:

Baseline trends are persisting in sweet spreads, heralding both value and volume growth for chocolate spreads and nut and seed based spreads. Concerning chocolate spreads, consumers appreciate the indulgence of such products as part of their breakfast or a snack. Nutella (Ferrero France SA) maintains its strong lead in chocolate spreads, holding over half of all brand shares. That said, we also see strong competition among the more fragmented players, with second-placed Nocciolata (Rigoni di Asi...

Euromonitor International's Sweet Spreads in France 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 2018-2022, 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 2027, 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.

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Table of Contents:

Sweet Spreads in France
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List Of Contents And Tables

SWEET SPREADS IN FRANCE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Baseline trends persist in sweet spreads, with chocolate spreads and nut and seed based spreads seeing healthy growth

Honey struggles to recover from a poor harvest

Bonne Maman uses shrinkflation to boost its profits following Intermarche dispute

PROSPECTS AND OPPORTUNITIES

Low sugar trends could boost sales through innovation in 65% fruit "jams"

Chocolate spreads will continue along its baseline trends, with ongoing competition between smaller players

Organic and "Made in France" trends see both opportunities and challenges

CATEGORY DATA

Table 1 Sales of Sweet Spreads by Category: Volume 2018-2023

Table 2 Sales of Sweet Spreads by Category: Value 2018-2023

Table 3 Sales of Sweet Spreads by Category: % Volume Growth 2018-2023

Table 4 Sales of Sweet Spreads by Category: % Value Growth 2018-2023

Table 5 Sales of Jams and Preserves by Leading Flavours: Rankings 2018-2023

Table 6 NBO Company Shares of Sweet Spreads: % Value 2019-2023

Table 7 LBN Brand Shares of Sweet Spreads: % Value 2020-2023

Table 8 Distribution of Sweet Spreads by Format: % Value 2018-2023

Table 9 Forecast Sales of Sweet Spreads by Category: Volume 2023-2028

Table 10 □Forecast Sales of Sweet Spreads by Category: Value 2023-2028

Table 11 □Forecast Sales of Sweet Spreads by Category: % Volume Growth 2023-2028

Table 12 □Forecast Sales of Sweet Spreads by Category: % Value Growth 2023-2028

COOKING INGREDIENTS AND MEALS IN FRANCE

EXECUTIVE SUMMARY

Cooking ingredients and meals in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for cooking ingredients and meals?

MARKET DATA

Table 13 Sales of Cooking Ingredients and Meals by Category: Volume 2018-2023

Table 14 Sales of Cooking Ingredients and Meals by Category: Value 2018-2023

Table 15 Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2018-2023

Table 16 Sales of Cooking Ingredients and Meals by Category: % Value Growth 2018-2023

Table 17 NBO Company Shares of Cooking Ingredients and Meals: % Value 2019-2023

Table 18 LBN Brand Shares of Cooking Ingredients and Meals: % Value 2020-2023

Table 19 Penetration of Private Label by Category: % Value 2018-2023

Table 20 Distribution of Cooking Ingredients and Meals by Format: % Value 2018-2023

Table 21 Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2023-2028

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Table 22 □Forecast Sales of Cooking Ingredients and Meals by Category: Value 2023-2028

Table 23 □Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2023-2028

Table 24 □Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

Sweet Spreads in France

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