

## **Sweet Spreads in Serbia**

Market Direction | 2023-11-22 | 17 pages | Euromonitor

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### **Report description:**

Sweet spreads is facing a slowdown in retail volume sales in 2023, with Serbians returning to their pre-pandemic lifestyles and spending less time at home. Consumers are opting to eat fewer meals and snacks at home and are visiting foodservice outlets more frequently. This trend is impacting consumption of sweet spreads as the number of usage occasions reduces. Traditionally, most of the jams and preserves consumed in Serbia have been home-made products. and this has meant that, traditionally, s...

Euromonitor International's Sweet Spreads in Serbia 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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November 2023

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