

## **Sweet Spreads in Belgium**

Market Direction | 2024-10-25 | 21 pages | Euromonitor

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### **Report description:**

While retail value sales were positive in 2024, this was the impact of inflation on price points, with a decline noted in retail volume sales. Two factors led to this volume decline in sweet spreads. Firstly, maturity on the landscape challenged sales, while high price points led consumers to reduce the volume they purchased, while others simply stopped buying sweet spreads. The latter factor proved especially true for chocolate spreads due to the sharp rise in prices for cocoa. In addition to r...

Euromonitor International's Sweet Spreads in Belgium 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 2019-2023, 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 2028, 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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Euromonitor International  
October 2024

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Health and wellness trends boost sales of nut and seed based spreads in 2024

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