

Sweet Spreads in France

Market Direction | 2024-10-28 | 22 pages | Euromonitor

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Report description:

Sweet spreads is providing to be fairly resilient in France in 2024, having crept back into small positive volume gains after the declines seen in the recent years. Within this, nut and seed based spreads is robust in both value and volume terms, while chocolate spreads is also seeing a positive, albeit not as strong, performance. These areas are supported by the indulgence aspect of chocolate spreads, and the perceived health benefits of nut and seed based spreads.

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 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.

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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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SWEET SPREADS IN FRANCE

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Honey continues to struggle due to price hikes caused by scarcity

Consumers of jams and preserves remain loyal to Bonne Maman

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Indulgence remains a key driver of sales in sweet spreads overall

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