

Sweet Spreads in Germany

Market Direction | 2024-10-28 | 21 pages | Euromonitor

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Report description:

In 2024, retail volume sales of chocolate spreads in Germany continue to decline, although they remain above pre-pandemic levels. Nevertheless, the weak performance reflects changing consumer preferences and challenges within the industry, including limited innovation. Many brands struggle to introduce exciting new flavours or formats that resonate with health-conscious consumers. As a result, there is little incentive for consumers to continue purchasing traditional chocolate spreads, which are...

Euromonitor International's Sweet Spreads in Germany 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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