



Euromonitor
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Sweet Spreads in Belgium

October 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Maturity and high price points lead to a fall in retail volume sales
- Health and wellness trends boost sales of nut and seed based spreads in 2024
- Ferrero Ardennes retains its lead, while private label options record a strong performance

PROSPECTS AND OPPORTUNITIES

- Increase for retail value sales, while retail volume for sweet spreads remains static
- Premiumisation and the rising health and wellness trends benefit branded products
- Nut and seed based spreads benefit from rising protein trends

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Cooking Ingredients and Meals in Belgium - Industry Overview

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