

# Sweet Spreads in Ukraine

October 2024

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## Sweet Spreads in Ukraine - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Sales of jams and preserves face pressure from the home cooking trend
Rising prices challenge sales of honey, which is increasingly considered a health product
Chocolate spreads record a strong performance, supported by major players' price promotions

#### PROSPECTS AND OPPORTUNITIES

Packaged honey faces challenges as homemade, artisanal products become popular Potential for nut and seed-based spreads as health trends rise and pack sizes reduce Craft jam has potential to expand, often sold alongside favoured cheese products

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