

# Sweet Spreads in Italy

October 2024

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## Sweet Spreads in Italy - Category analysis

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Honey remains in focus despite retail volume and value sales decreases Chocolate spreads players look to marry indulgence with lower sugar content Jams and preserves moves towards healthier variants

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Efforts to sweeten the appeal of honey continue Plant-based chocolate spreads may take-off amid sustainability and health trends One ingredient products gain traction in nut and seed based spreads

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