

Sweet Spreads in Germany

October 2024

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Sweet Spreads in Germany - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Weak performance for chocolate spreads amidst health concerns and limited innovation

Consumer concerns over sugar intake encourage brand reformulations

Schwartau and Zentis are leading brands of jams and preserves, while private label remains strong

PROSPECTS AND OPPORTUNITIES

Offer of different nut and seed based spreads to increase over forecast period High protein trend set to offer new possibilities to nut and chocolate spreads Sustainability and local value to transform sweet spreads in Germany

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