



Euromonitor
International

Sweet Spreads in France

October 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Nut and seed based spreads and chocolate spreads support the overall category
Honey continues to struggle due to price hikes caused by scarcity
Consumers of jams and preserves remain loyal to Bonne Maman

PROSPECTS AND OPPORTUNITIES

Indulgence remains a key driver of sales in sweet spreads overall
Local “expert in fruits” St Mamet enters jams and preserves
Nut and seed based spreads will continue to enjoy healthy growth

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Cooking Ingredients and Meals in France - Industry Overview

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