

# Sweet Spreads in Belgium

November 2023

**Table of Contents** 

## Sweet Spreads in Belgium - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Static volume sales

New products launched, while nut and seed based spreads performs well

Ferrero Ardennes retains lead, but private label continues to perform well

#### PROSPECTS AND OPPORTUNITIES

Modest performance expected

Indulgence and health and wellness to influence category development

Key role for innovation

#### **CATEGORY DATA**

Table 1 - Sales of Sweet Spreads by Category: Volume 2018-2023

Table 2 - Sales of Sweet Spreads by Category: Value 2018-2023

Table 3 - Sales of Sweet Spreads by Category: % Volume Growth 2018-2023

Table 4 - Sales of Sweet Spreads by Category: % Value Growth 2018-2023

Table 5 - Sales of Jams and Preserves by Leading Flavours: Rankings 2018-2023

Table 6 - NBO Company Shares of Sweet Spreads: % Value 2019-2023

Table 7 - LBN Brand Shares of Sweet Spreads: % Value 2020-2023

Table 8 - Distribution of Sweet Spreads by Format: % Value 2018-2023

Table 9 - Forecast Sales of Sweet Spreads by Category: Volume 2023-2028

Table 10 - Forecast Sales of Sweet Spreads by Category: Value 2023-2028

Table 11 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2023-2028

Table 12 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2023-2028

## Cooking Ingredients and Meals in Belgium - Industry Overview

## **EXECUTIVE SUMMARY**

Cooking ingredients and meals in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for cooking ingredients and meals?

#### MARKET DATA

Table 13 - Sales of Cooking Ingredients and Meals by Category: Volume 2018-2023

Table 14 - Sales of Cooking Ingredients and Meals by Category: Value 2018-2023

Table 15 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2018-2023

 $\textbf{Table 16 - Sales of Cooking Ingredients and Meals by Category: } \\ \text{Value Growth 2018-2023}$ 

Table 17 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2019-2023

Table 18 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2020-2023

Table 19 - Penetration of Private Label by Category: % Value 2018-2023

Table 20 - Distribution of Cooking Ingredients and Meals by Format: % Value 2018-2023

Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2023-2028

Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2023-2028

Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2023-2028

Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2023-2028

#### DISCLAIMER

## SOURCES

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sweet-spreads-in-belgium/report.