

# Sweet Spreads in the Czech Republic

November 2023

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

High demand for unlabelled artisanal honey continues to hamper retail sales of packaged honey

Nutella retains the lion's share in chocolate spreads, thanks to strong brand loyalty

Natural ingredients and flavour combinations remain key trends in jams and preserves

#### PROSPECTS AND OPPORTUNITIES

Demand for low- or zero-sugar sweet spreads set to accelerate in line with health trend

Potential for growth in nut and seed-based spreads as fitness community grows

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