



Euromonitor
International

Sweet Spreads in Bosnia and Herzegovina

November 2025

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Sweet Spreads in Bosnia and Herzegovina - Category analysis

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2025 DEVELOPMENTS

Impact of maturity and health concerns

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Further decline for mature chocolate spread

Rising demand for sweet spreads with a healthier positioning

WHAT'S NEXT?

Similar dynamics over the forecast period

Rising living costs constrain growth of healthier options

COMPETITIVE LANDSCAPE

Longstanding trust helps Nutella maintain its dominant position

All Crump's Pranutti appeals to consumers with tighter budgets

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Small local grocers tailor assortments to local preferences

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Cooking Ingredients and Meals in Bosnia and Herzegovina - Industry Overview

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Rising demand for budget options amid high inflation

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Price caps to help consumers with rising prices

Better-for-you options increasingly available

WHAT'S NEXT?

Shift to economy products and private label as prices continue to rise

Media focus on the importance of local food supply

Convenience and health trends to maintain momentum

COMPETITIVE LANDSCAPE

Podravka leads with its popular brands and innovation
Investor benefits from rising demand for healthier and convenient products

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