

# Sweet Spreads in France

November 2023

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## Sweet Spreads in France - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Baseline trends persist in sweet spreads, with chocolate spreads and nut and seed based spreads seeing healthy growth

Honey struggles to recover from a poor harvest

Bonne Maman uses shrinkflation to boost its profits following Intermarché dispute

#### PROSPECTS AND OPPORTUNITIES

Low sugar trends could boost sales through innovation in 65% fruit "jams"

Chocolate spreads will continue along its baseline trends, with ongoing competition between smaller players

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