



Euromonitor
International

Sweet Spreads in Belgium

November 2025

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Sweet Spreads in Belgium - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Healthy nut and seed based spreads appeal but other products suffer from high prices and unhealthy image

INDUSTRY PERFORMANCE

Health and wellness positioning drives nut and seed based spreads

Colruyt Group caters to both premium and economy demand with new launches

WHAT'S NEXT?

Slow rebound anticipated for chocolate spreads as cocoa prices drop from historical highs

Health and wellness to shape new product developments

Premiumisation trend to foster quality over quantity consumption

COMPETITIVE LANDSCAPE

Nutella leads but comes under pressure

Strong marketing support drives interest in Lotus Biscoff

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Supermarkets expand private label offer of fast-growing nut and seed based spreads

Convenience shopping gains momentum in sweet spreads

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Cooking Ingredients and Meals in Belgium - Industry Overview

EXECUTIVE SUMMARY

Good performance as unit prices stabilise

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INDUSTRY PERFORMANCE

Convenience and indulgence trends provide key growth drivers

Health and wellness positioning gains weight

Innovation helps to raise the profile of and stimulate interest in meal kits

WHAT'S NEXT?

Easing of economic pressures to engender a push-pull effect

Consumers to show sophistication in their product choices

Sunday opening to spur purchases of premium options

COMPETITIVE LANDSCAPE

Strong private label presence across cooking ingredients and meals

Lotus Bakeries creates dynamism through marketing and advertising

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