



# Sweet Spreads in the Czech Republic

November 2025

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Sweet spreads growth driven by health trends and private label expansion

### INDUSTRY PERFORMANCE

Falling chocolate spreads volume sales

Health and wellness trend boosting demand for nut and seed based spreads

### WHAT'S NEXT?

Economic improvements to support trend towards occasional indulgence

Consumers looking for natural products and clean labels

Local consumers increasingly aware of brands' environmental positioning

### COMPETITIVE LANDSCAPE

Orkla Foods leads, while Medokomerc benefits from growing demand for honey

Private labels adopt brand-orientated approach

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