



# Sweet Spreads in Germany

November 2025

Table of Contents

## Sweet Spreads in Germany - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Indulgence, health and sustainability shape sweet spreads

#### INDUSTRY PERFORMANCE

Nut and seed based spreads enjoy a perception of premium products at relatively low unit prices

Protein-enriched products to the fore

#### WHAT'S NEXT?

Health and affordability perceptions to continue to boost nut and seed based spreads

Companies set to focus on health benefits

Sustainability and ethical factors are set to grow in importance to consumers and players

#### COMPETITIVE LANDSCAPE

Ferrero Deutschland leverages Nutella's popularity to lead

The competition intensifies in sweet spreads

#### CHANNELS

Large modern grocery retailers cover consumer needs in sweet spreads

Preference to see and analyse products in-person limit interest in e-commerce

#### CATEGORY DATA

Table 1 - Sales of Sweet Spreads by Category: Volume 2020-2025

Table 2 - Sales of Sweet Spreads by Category: Value 2020-2025

Table 3 - Sales of Sweet Spreads by Category: % Volume Growth 2020-2025

Table 4 - Sales of Sweet Spreads by Category: % Value Growth 2020-2025

Table 5 - Sales of Jams and Preserves by Leading Flavours: Rankings 2020-2025

Table 6 - NBO Company Shares of Sweet Spreads: % Value 2021-2025

Table 7 - LBN Brand Shares of Sweet Spreads: % Value 2022-2025

Table 8 - Distribution of Sweet Spreads by Format: % Value 2020-2025

Table 9 - Forecast Sales of Sweet Spreads by Category: Volume 2025-2030

Table 10 - Forecast Sales of Sweet Spreads by Category: Value 2025-2030

Table 11 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2025-2030

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## Cooking Ingredients and Meals in Germany - Industry Overview

### EXECUTIVE SUMMARY

Strong retail value sales growth in line with key trends in packaged food

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Players adapt to market conditions

Convenience increases weight in consumer choices

Plant-based options enjoy rising demand

#### WHAT'S NEXT?

Sustainability to help shape the offer and presentation

Healthier and functional products to pique the interest of consumers

Easing price movements to push organic edible oils

## COMPETITIVE LANDSCAPE

Strong private label offer in cooking ingredients and meals

Branded players look to capitalise on key trends

## CHANNELS

Large modern grocery retailers dominate the distribution landscape

E-commerce enjoys ongoing development and growth

## MARKET DATA

Table 13 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 14 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 15 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 16 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 18 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 19 - Penetration of Private Label by Category: % Value 2020-2025

Table 20 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

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## SOURCES

Summary 1 - Research Sources

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