



Euromonitor
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Sweet Spreads in the Netherlands

November 2025

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Sweet Spreads in the Netherlands - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sharp price increases dampen demand

INDUSTRY PERFORMANCE

Shifting consumption patterns

Expansion of chocolate spreads

WHAT'S NEXT?

Volatility will lead to higher costs and higher consumer prices

Development of sweet spreads will be shaped by two opposing trends

Consumers will avoid products that they consider to be harmful to the planet or harmful to their health

COMPETITIVE LANDSCAPE

Unilever leads the way because of its dominance in peanut butter

Rigoni di Asiago Benelux benefits from upmarket demand

CHANNELS

Larger households with children appreciate the convenience of ordering sweet spreads online

Larger households with children appreciate the convenience of ordering sweet spreads online

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Cooking Ingredients and Meals in the Netherlands - Industry Overview

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Price increases boost value sales but so does premiumisation

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INDUSTRY PERFORMANCE

Consumers are increasingly interested in health and wellness

Convergence of trends

WHAT'S NEXT?

Positive outlook supported by demand for convenience

Health and wellness trend to exert growing influence

Potential threat from supply chain volatility

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Important role for private label

Major brand manufacturers experience contrasting fortunes

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