



Euromonitor  
International

# Sweet Spreads in Bosnia and Herzegovina

November 2025

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## Sweet Spreads in Bosnia and Herzegovina - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Impact of maturity and health concerns

#### INDUSTRY PERFORMANCE

Further decline for mature chocolate spread

Rising demand for sweet spreads with a healthier positioning

#### WHAT'S NEXT?

Similar dynamics over the forecast period

Rising living costs constrain growth of healthier options

#### COMPETITIVE LANDSCAPE

Longstanding trust helps Nutella maintain its dominant position

All Crump's Pranutti appeals to consumers with tighter budgets

#### CHANNELS

Small local grocers tailor assortments to local preferences

Robust e-commerce growth from a low base as consumers prefer to shop in person

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## Cooking Ingredients and Meals in Bosnia and Herzegovina - Industry Overview

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Rising demand for budget options amid high inflation

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Price caps to help consumers with rising prices

Better-for-you options increasingly available

#### WHAT'S NEXT?

Shift to economy products and private label as prices continue to rise

Media focus on the importance of local food supply

Convenience and health trends to maintain momentum

#### COMPETITIVE LANDSCAPE

Podravka leads with its popular brands and innovation  
Investor benefits from rising demand for healthier and convenient products

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/sweet-spreads-in-bosnia-and-herzegovina/report](https://www.euromonitor.com/sweet-spreads-in-bosnia-and-herzegovina/report).