



# Sweet Spreads in France

November 2025

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## Sweet Spreads in France - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Healthy image of nut and seed based spreads attracts many

#### INDUSTRY PERFORMANCE

Mixed performances seen within sweet spreads in 2025

Nut and seed based spreads benefiting from healthy and indulgent image

#### WHAT'S NEXT?

Similar growth patterns predicted for sweet spreads over the forecast period

Reducing the sugar content in sweet spreads presents a challenge for the market

Honey producers look to add value to kickstart the category's recovery

#### COMPETITIVE LANDSCAPE

Nutella remains the king of spreads while jams is a hotbed of flavour innovation

Peanut butter a key source of growth and a hotbed of activity

#### CHANNELS

Major grocery retailers continue to dominate sales

E-commerce helps small and large suppliers expand their reach

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## Cooking Ingredients and Meals in France - Industry Overview

### EXECUTIVE SUMMARY

Ongoing price-sensitivity despite lower inflation

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Cooking ingredients and meals sees steady growth as prices stabilise

France updates its Nutri-Score system to help consumers make healthier choices

"Made in France" remains a key selling point

#### WHAT'S NEXT?

Modest growth outlook with consumers likely to remain cautious in their spending

Sustainability becoming a growing concern

Manufacturers will need to respond to the growing demand for healthier options

## COMPETITIVE LANDSCAPE

Unilever leads but many consumers prefer local French brands or private label

Menguy's benefits from increasing popularity of peanut butter while HelloFresh targets higher value customers

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