



**Euromonitor  
International**

# Sweet Spreads in Belgium

November 2025

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## Sweet Spreads in Belgium - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Healthy nut and seed based spreads appeal but other products suffer from high prices and unhealthy image

#### INDUSTRY PERFORMANCE

Health and wellness positioning drives nut and seed based spreads

Colruyt Group caters to both premium and economy demand with new launches

#### WHAT'S NEXT?

Slow rebound anticipated for chocolate spreads as cocoa prices drop from historical highs

Health and wellness to shape new product developments

Premiumisation trend to foster quality over quantity consumption

#### COMPETITIVE LANDSCAPE

Nutella leads but comes under pressure

Strong marketing support drives interest in Lotus Biscoff

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Supermarkets expand private label offer of fast-growing nut and seed based spreads

Convenience shopping gains momentum in sweet spreads

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## Cooking Ingredients and Meals in Belgium - Industry Overview

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Good performance as unit prices stabilise

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#### INDUSTRY PERFORMANCE

Convenience and indulgence trends provide key growth drivers

Health and wellness positioning gains weight

Innovation helps to raise the profile of and stimulate interest in meal kits

#### WHAT'S NEXT?

Easing of economic pressures to engender a push-pull effect

Consumers to show sophistication in their product choices

Sunday opening to spur purchases of premium options

## COMPETITIVE LANDSCAPE

Strong private label presence across cooking ingredients and meals

Lotus Bakeries creates dynamism through marketing and advertising

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