



Sweet Spreads in the Czech Republic

November 2025

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2025 DEVELOPMENTS

Sweet spreads growth driven by health trends and private label expansion

INDUSTRY PERFORMANCE

Falling chocolate spreads volume sales

Health and wellness trend boosting demand for nut and seed based spreads

WHAT'S NEXT?

Economic improvements to support trend towards occasional indulgence

Consumers looking for natural products and clean labels

Local consumers increasingly aware of brands' environmental positioning

COMPETITIVE LANDSCAPE

Orkla Foods leads, while Medokomerc benefits from growing demand for honey

Private labels adopt brand-orientated approach

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