



**Euromonitor
International**

Sweet Spreads in Bosnia and Herzegovina

November 2025

Table of Contents

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

CATEGORY DATA

Table 1 - Sales of Sweet Spreads by Category: Volume 2020-2025

Table 2 - Sales of Sweet Spreads by Category: Value 2020-2025

Table 3 - Sales of Sweet Spreads by Category: % Volume Growth 2020-2025

Table 4 - Sales of Sweet Spreads by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Sweet Spreads: % Value 2021-2025

Table 6 - LBN Brand Shares of Sweet Spreads: % Value 2022-2025

Table 7 - Distribution of Sweet Spreads by Format: % Value 2020-2025

Table 8 - Forecast Sales of Sweet Spreads by Category: Volume 2025-2030

Table 9 - Forecast Sales of Sweet Spreads by Category: Value 2025-2030

Table 10 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2025-2030

Table 11 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2025-2030

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Cooking Ingredients and Meals in Bosnia and Herzegovina - Industry Overview

EXECUTIVE SUMMARY

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

CHANNELS

Modern retailers increasingly preferred for their convenience and prices
E-commerce sees robust growth, but sales remain relatively low

MARKET DATA

Table 12 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025
Table 13 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025
Table 14 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025
Table 15 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025
Table 16 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025
Table 17 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025
Table 18 - Penetration of Private Label by Category: % Value 2020-2025
Table 19 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025
Table 20 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030
Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030
Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030
Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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