



Euromonitor
International

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

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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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