Europe Sweet & Savory Spreads Market: By Type (Honey, Chocolate Spreads, Fruit preserves, Nut & seed-based spreads) By Distribution Channel - Forecast (2015-2020)

Description:
Spread is added onto food stuffs especially on bakery foods such as breads and crackers. Spreads add taste, color as well as texture the food stuffs. Sales of sweet & savory spreads are highly related to bakery foods consumption of particular region. The consumer choice regarding spreads depends on the food stuff that is being consumed, required taste profile and other factors such as sugar content, naturalness, source of the spread and so on. Spreads are mostly available as bottled and canned products. Squeeze containers are becoming popular in most of as they are flexible while using. Few sources of spreads include fruits, nuts, dairy, yeast and so on, of which fruit preserves especially jam is highly consumed across the world.

Europe is a saturated market for sweet & savory spreads as the consumption of bakery foods is highly penetrated in most of the European nations. Manufacturers have been trying to sustain the market demand by launching low-calorie and low-sugar spreads to meet the changing preferences of the consumers in this region. The market is characterized with high availability of spreads across various distribution channels and consumer preference to wide variety of spreads. The market for savory spreads is estimated to rise due to the increasing demand from older people. Furthermore, this market is propelled by rising concern on sugar intake among European consumers. The market is led by the domestic companies with high concentration of companies in Western Europe.

The report analyzes the market based on type of sweet and savory spreads namely: Honey, Chocolate Spreads, Fruit preserves, Nut & seed-based spreads and others. The report provides detailed analysis on distribution landscape and potential of various distribution channels such as Supermarkets/Hypermarkets, Convenience stores, specialty food stores, grocery stores and others. Country specific trends and market dynamics are also covered in the report.

Some of the key players in the European sweet & savory spreads market include:

- Ferrero Group
- Hero AG
- Andros SAS.

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