



Sweet Spreads in Serbia

November 2025

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Sweet Spreads in Serbia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Growing health consciousness boosts demand for reduced sugar, high in protein, natural and functional products

INDUSTRY PERFORMANCE

Busier lifestyles and established consumption patterns drive growth

Nut and seed based spreads benefits from growing demand for healthier options

WHAT'S NEXT?

Sweets spreads still offers significant growth potential

Rising demand for health-focused alternatives

Growing demand for smaller pack sizes

COMPETITIVE LANDSCAPE

Nectar continues to lead sales

Nutella benefits from premiumisation trend

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Small local grocers struggle to retain lead amid growing competition from modern retail

E-commerce continues to gain traction

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Cooking Ingredients and Meals in Serbia - Industry Overview

EXECUTIVE SUMMARY

Busy lifestyles boosting demand for convenient options but price sensitivity remains high

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Increasingly busy lifestyles drive sales

Consumers remain price sensitive

Shift towards natural, health-focused, and plant-based products

WHAT'S NEXT?

Government caps likely to ease food prices

Price sensitivity will continue to shape consumer behaviour

Health and wellness trend will gain traction

COMPETITIVE LANDSCAPE

Polimark continues to lead sales
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