

# Sweet Spreads in Belarus

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## Abstracts

Despite current retail value growth in 2020, sweet spreads continued to face a retail volume decline. This was due to the significant decline in the consumption of jams and preserves, which was by far the most largest product area in 2020. These traditional products were found in every household during Soviet times, but have since become less popular. The increase in the variety and availability of other snacks, such as biscuits and confectionery, is discouraging the consumption of jams and pres...

Euromonitor International's Sweet Spreads in Belarus report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2015-2019, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2024 illustrate how the market is set to change.

**Product coverage:** Chocolate Spreads, Honey, Jams and Preserves, Nut and Seed Based Spreads.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Sweet Spreads market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Sweet spreads see retail volume decline in 2020 caused by jams and preserves

Although local players dominate in 2020, the share of foreign companies rises

Honey boosted by the health trend and new launches in 2020

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Chocolate spreads expected to see growth into forecast period

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