

# Sweet Spreads in Italy

November 2023

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## Sweet Spreads in Italy - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Large packs of honey see losses as Italians feel the pinch, but new product development helps to sustain interest

Players look to present a healthier image for chocolate spreads

Consumers seek out healthier options in jams and preserves

#### PROSPECTS AND OPPORTUNITIES

New protocol to protect bees could help sweeten the appeal of honey

Sustainability set to play a key role in company strategies

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