

# Sweet Spreads in Australia

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## Abstracts

Support for local Australian producers and manufacturers has seen strong momentum as consumers try and help local businesses to bounce back after the pandemic. Manuka honey in general has been driving up value sales with its premium positioning, which is set to help honey to see the strongest current value growth within sweet spreads in 2022. Honey manufacturers in Australia have long challenged their New Zealand competitors' attempts to trademark the word manuka, as they argue that the plant fr

Euromonitor International's Sweet Spreads in Australia report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in directly informs our forecasts to 2026, clearly indicating how the market is expected 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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