

# Sweet Spreads in Singapore

<https://marketpublishers.com/r/S9754D7C8C7EN.html>

Date: January 2024

Pages: 21

Price: US\$ 990.00 (Single User License)

ID: S9754D7C8C7EN

## Abstracts

The consumption of sweet spreads in Singapore is largely limited to breakfast occasions, and typically applied to toast. Hence, it is challenging for the category to achieve greater penetration in the local market or record stronger growth. In addition, with the growing health and wellness trend, jams and preserves are less popular as consumers are becoming increasingly cautious regarding the amount of artificial sweeteners and refined sugar they eat, while questioning the fruit content. In ligh...

Euromonitor International's Sweet Spreads in Singapore 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 2019-2023, 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 2028, 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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