

Sweet Spreads Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

Market Overview:

The global sweet spreads market size reached US\$ 1.2 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 1.5 Billion by 2028, exhibiting a growth rate (CAGR) of 3.3% during 2023-2028.

Sweet spreads, such as jams, jellies and nut butter, play an integral role in the everyday diet of individuals. Although sweet spreads traditionally formed a part of western cuisines, they have rapidly gained traction in the untapped markets. They are generally consumed with baked wheat products, including bread, bagels, toasts and doughnuts, as a part of breakfast or snack items. Moderate consumption of sweet spreads assists in managing stress, maintaining weight, reducing the risk of cardiovascular diseases, and providing vitamins, minerals, amino acids and other nutrients. As a result, these spreads find applications in the preparation of dips, cakes, pudding, pancakes, smoothies, ice creams and salad dressings.

Owing to rapid urbanization, sedentary lifestyles and hectic schedules, consumers have shifted toward quick, healthy, convenient and on-the-go meal options. This, in turn, is boosting the overall sales of sweet spreads around the world. In addition to this, the growing prevalence of lifestyle diseases in confluence with the increasing health consciousness among consumers has resulted in the rising demand for low-fat and low-sugar sweet spread variants across the globe. Moreover, a significant part of the consumers seek natural and organic products without any artificial additives or preservatives. Further, as consumers are intrigued by different flavors, manufacturers are financing research and development (R&D) activities to introduce new products. Apart from this, several international brands are customizing their products based on

the local tastes, preferences and cultural influences to expand their consumer base.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global sweet spreads market report, along with forecasts at the global and regional level from 2023-2028. Our report has categorized the market based on product type, packaging type and distribution channel.

Breakup by Product Type:

Jams and Preserves

Honey

Chocolate Spreads

Nuts and Seed-Based Spreads

Others

Breakup by Packaging Type:

Glass Packaging

Plastic Packaging

Others

Breakup by Distribution Channel:

Hypermarkets and Supermarkets

Specialist Retail Stores

Convenience Stores

Online Stores

Others

Breakup by Region:

Europe

North America

Asia Pacific

Middle East and Africa

Latin America

Competitive Landscape:

The report has also analysed the competitive landscape of the market with some of the key players being J.M. Smucker Company, Kraft Heinz Company, Unilever PLC/NV, Conagra Brands, Inc., Ferrero International S.A., Mondelez International, Inc., Dabur India Limited, Hershey Company, Hormel Foods Corporation, Andros, SNC, etc.

IMARC Group's latest report provides a deep insight into the global sweet spreads market covering all its essential aspects. This ranges from macro overview of the market to micro details of the industry performance, recent trends, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc. This report is a must-read for entrepreneurs, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the sweet spreads market in any manner.

Key Questions Answered in This Report:

How has the global sweet spreads market performed so far and how will it perform in the coming years?

What are the key regional markets in the global sweet spreads industry?

What has been the impact of COVID-19 on the global sweet spreads industry?

What is the breakup of the market based on the product type?

What is the breakup of the market based on the packaging type?

What is the breakup of the market based on the distribution channel?

What are the various stages in the value chain of the global sweet spreads industry?

What are the key driving factors and challenges in the global sweet spreads industry?

What is the structure of the global sweet spreads industry and who are the key players?

What is the degree of competition in the global sweet spreads industry?

What are the profit margins in the global sweet spreads industry?

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