

Sweet Spreads in Peru

Market Direction | 2022-11-08 | 19 pages | Euromonitor

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Report description:

Demand in Peru for jams, jellies and preserves is driven by an increased preference for ready-to-eat products, changes in consumer lifestyles and food preferences, and the growing popularity of versatile flavoured food products. The industry is also experiencing high demand, as these products are widely enjoyed by consumers of all ages and income levels.

Euromonitor International's Sweet Spreads in Peru 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 <|Year|> 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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SWEET SPREADS IN PERU

KEY DATA FINDINGS

2022 DEVELOPMENTS

Innovative new flavours are attracting the tastebuds of experimental consumers

Consumption slumps as consumers return to out-of-home lifestyles, however such products see ongoing frequent uses

Peruvians are price oriented, thus explaining demand for affordable jams and preserves

PROSPECTS AND OPPORTUNITIES

Nut and seed based spreads will continue to attract strong growth, thanks to healthy image

Sugar-free products expected to perform better than mainstream ones, but traditional channel penetration is needed

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Alicorp maintains its overall category lead and grows its shares in 2022

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