

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.

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Table of Contents:

Sweet Spreads in Peru
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List Of Contents And Tables

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

Government continues to clamp down on sub-standard honey

CATEGORY DATA

Table 1 Sales of Sweet Spreads by Category: Volume 2017-2022

Table 2 Sales of Sweet Spreads by Category: Value 2017-2022

Table 3 Sales of Sweet Spreads by Category: % Volume Growth 2017-2022

Table 4 Sales of Sweet Spreads by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Sweet Spreads: % Value 2018-2022

Table 6 LBN Brand Shares of Sweet Spreads: % Value 2019-2022

Table 7 Distribution of Sweet Spreads by Format: % Value 2017-2022

Table 8 Forecast Sales of Sweet Spreads by Category: Volume 2022-2027

Table 9 Forecast Sales of Sweet Spreads by Category: Value 2022-2027

Table 10 Forecast Sales of Sweet Spreads by Category: % Volume Growth 2022-2027

Table 11 Forecast Sales of Sweet Spreads by Category: % Value Growth 2022-2027

COOKING INGREDIENTS AND MEALS IN PERU

EXECUTIVE SUMMARY

Cooking ingredients and meals in 2022: The big picture

Large unit price increments are affecting demand

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

Modern channel is gaining shares, whilst traditional "bodegas" retain the majority of sales

What next for cooking ingredients and meals?

MARKET DATA

Table 12 Sales of Cooking Ingredients and Meals by Category: Volume 2017-2022

Table 13 Sales of Cooking Ingredients and Meals by Category: Value 2017-2022

Table 14 Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2017-2022

Table 15 Sales of Cooking Ingredients and Meals by Category: % Value Growth 2017-2022

Table 16 NBO Company Shares of Cooking Ingredients and Meals: % Value 2018-2022

Table 17 LBN Brand Shares of Cooking Ingredients and Meals: % Value 2019-2022

Table 18 Penetration of Private Label by Category: % Value 2017-2022

Table 19 Distribution of Cooking Ingredients and Meals by Format: % Value 2017-2022

Table 20 Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2022-2027

Table 21 Forecast Sales of Cooking Ingredients and Meals by Category: Value 2022-2027

Table 22 □Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2022-2027

Table 23 □Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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