

## **Sweet Spreads in Ireland**

Market Direction | 2022-11-16 | 19 pages | Euromonitor

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### **Report description:**

The rate of growth in retail constant value sales (2022 prices) of sweet spread accelerated in 2022, with a sharp rise in unit pricing the main driver of this. While retail volume sales also increased, they did so at a much more modest pace. Natural and organic offerings with no added sugar are increasingly preferred. However, when it comes to indulgent spreads, Irish consumers are more likely to ignore sugar and fat levels.

Euromonitor International's Sweet Spreads in Ireland 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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Natural and organic offerings with no added sugar increasingly popular

Nut and seed based spreads benefit from healthy positioning

Healthy and natural image supports honey demand

#### PROSPECTS AND OPPORTUNITIES

Honey will overtake chocolate spreads and narrow the gap to jams and preserves

Jams and spreads will continue to receive significant marketing support

As inflation persists, discounters and private label will continue to gain ground

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