

## **Sweet Spreads in South Korea**

Market Direction | 2023-01-01 | 20 pages | Euromonitor

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### **Report description:**

Sales of sweet spreads are set to see a rebound in current value terms in 2022, after sluggish sales in 2021. However, performances are expected to vary at a category level. Considering South Koreans' lives and dietary patterns, rather than as a spread, honey is used as a natural sweet ingredient when cooking, as a healthier alternative to sugar. In this context, when home cooking naturally decreased in 2021, sales of honey were also negatively impacted, rebounding to decline after seeing except...

Euromonitor International's Sweet Spreads in South Korea 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 2018-2022, 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 2027, 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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