

Fruit Spreads Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 100 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

Report description:

The global fruit spreads market is projected to register a CAGR of 4.1% during the forecast period 2022-2027.

The COVID-19 crisis had a significant effect on the market. The change was observed in product purchasing patterns, this was due to the closures of various cafes, food services, and other retail stores, thus the consumers were opting for e-commerce as the medium for purchasing their products, also the consumers were preferring the food prepared by themselves which was due to the consciousness regarding their health. Majorly, consumers were using fruit spreads during the morning breakfast because of the convenience of consuming the product. Thus, the pandemic elevated the market.

Green label, ethical claims, fair trades, convenience, and health credentials are the most prominent attributes for market growth. Along with new jam and jelly products that contain health attributes and various taste profiles; For example, grape jelly is still the most popular jam and jelly flavour in all the regions.

Fruit spreads are prepared from the extracted fruit juices which is further processed and concentrated. The major ingredients used for the preparation of fruit spreads are sugar and pectin. These fruit spreads are highly concentrated which contains nearly 30% - 60% water content and are available in a variety of flavors depending on the type of fruit. Due to the numerous variants in the product segment the market is driven eventually.

Fruit Spreads Market Trends

Growing Popularity of Jam and Jelly Spreads

The nutritional value of fruit spreads and innovations in flavor are expected to boost the growth of the fruit spreads market. Currently, consumers are switching to sugar-free fruit spreads. The number of private-label brands for fruit spreads has been increasing due to a surge in the organized retailing. Several retailers are entering this market by extending their investments in

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

perishable food products, lured by the growing popularity of fruit spreads for "at-home" consumption. Moreover, accessibility of low-priced fruit spreads from different brands is anticipated to drive the growth of global fruit spreads market. Also, presence of preservatives in fruit spreads makes it more stable and can be used for a longer time period; this attracts the consumer towards fruit spreads.

Europe Holds the Largest Market Share

Europe is dominating the in the fruit spreads market followed by North America. Germany and France have been accounted for a higher consumption of fruit spreads owing to increasing consumer awareness towards natural fruit products. Furthermore, high demand for fruit spreads in breakfast meals and bakery products is considered to be a key driving factor in this region. Additionally, rise in the health conscious population and shifting inclination towards natural products has surged in the demand for fruit spreads market in this region. Also, growing demand for nutritive, healthy and sugar-free fruit spreads is likely to uplift the North American fruit spreads market.

Fruit Spreads Market Competitor Analysis

The global mezcal market is highly competitive, with the presence of various international and domestic players. Some of the major players in the fruit spread market are General Mills, Crofters Food, The J.M. Smucker Company, Polaner, and Unilever Company. Key players are majorly focusing on product development and product innovation to meet the consumer's needs by offering a variety in taste and in the product's quality to maintain premiumization. Some of the major players use mergers and acquisitions as their key strategy, this will enable the company to sustain a dominant position in the sector and also will be beneficial in an expansion of the business.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions and Market Definition

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET DYNAMICS

4.1 Market Drivers

4.2 Market Restraints

4.3 Porter's Five Forces Analysis

4.3.1 Threat of New Entrants

4.3.2 Bargaining Power of Buyers/Consumers

4.3.3 Bargaining Power of Suppliers

4.3.4 Threat of Substitute Products

4.3.5 Intensity of Competitive Rivalry

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

5 MARKET SEGMENTATION

5.1 By Product Type

5.1.1 Jams and Jelly

5.1.2 Preserves

5.1.3 Marmalades

5.2 By Distribution Channel

5.2.1 Supermarkets/ Hypermarkets

5.2.2 Convenience Stores

5.2.3 Retail Stores

5.2.4 Others

5.3 Geography

5.3.1 North America

5.3.1.1 United States

5.3.1.2 Canada

5.3.1.3 Mexico

5.3.1.4 Rest of North America

5.3.2 Europe

5.3.2.1 United Kingdom

5.3.2.2 Germany

5.3.2.3 France

5.3.2.4 Russia

5.3.2.5 Italy

5.3.2.6 Spain

5.3.2.7 Rest of Europe

5.3.3 Asia-Pacific

5.3.3.1 India

5.3.3.2 China

5.3.3.3 Japan

5.3.3.4 Australia

5.3.3.5 Rest of Asia-Pacific

5.3.4 South America

5.3.4.1 Brazil

5.3.4.2 Argentina

5.3.4.3 Rest of South America

5.3.5 Middle-East

5.3.5.1 United Arab Emirates

5.3.5.2 South Africa

5.3.5.3 Rest of Middle-East

6 COMPETITIVE LANDSCAPE

6.1 Most Active Companies

6.2 Most Adopted Strategies

6.3 Market Share Analysis

6.4 Company Profiles

6.4.1 The J.M. Smucker Company

6.4.2 General Mills

6.4.3 Polaner

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 6.4.4 Rigoni di Asiago USA
- 6.4.5 Santa Cruz Natural Incorporated
- 6.4.6 Small Planet Foods, Inc.
- 6.4.7 Crofters Food
- 6.4.8 Meridian Foods
- 6.4.9 Unilever Company
- 6.4.10 Orkla Group

7 MARKET OPPORTUNITIES AND FUTURE TRENDS

8 IMPACT OF COVID-19 ON THE MARKET

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Fruit Spreads Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 100 pages | Mordor Intelligence

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-01"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

