

## **United States Jam, Jelly, and Preserve Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)**

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

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### **Report description:**

The US jam, jelly, and preserve market is projected to record a CAGR of 1.7% during the forecast period (2023 - 2028).

The COVID-19 pandemic negatively impacted the jam, jelly, and preserve market, mostly in the first quarter, considering the supply chain disruption and strict government regulations. Online usage increased in the second quarter of the pandemic, and consumers preferred shopping through e-commerce platforms. Alongside, due to the shutdown of hotels and restaurants, people focussed on cooking at home, for which the companies came up with a unique advertising strategy to uplift market demand. For instance, in 2020, Blake Hill Preserves launched a Cooking with Jam series that helped consumers create recipes with Blake Hill jam jars.

Over the medium term, the market is quite stable with a steady growth rate in both value and volume of product consumption. The main factor for the increasing jam, jelly, and preserve consumption in the US market is the consumer preference for more affordable and comfort food items. Alongside, the consumers also resorted to organic jam, jelly, and preserves, owing to the changing lifestyle. This gave the market plays an option to create innovative products catering to health-conscious individuals.

The consumption of jams, jellies, and preserves is still largely dependent on the consumption of bread as the food spread material. Most of these products are primarily consumed as an accompaniment material at breakfast time. The market is majorly driven by the demand for organic and ready-to-eat food, along with the increasing popularity of versatile and flavored food materials.

US Jam, Jelly & Preserve Market Trends

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## Increasing Demand for Organic Food Products

As people seek components that are both nutritious and vegan, the demand for organic food is rising substantially. Owing to this, natural jams and jelly spreads are becoming increasingly popular across the United States. Focusing on the variety of flavors in food spreads is an important component of keeping products fresh on store shelves. Consumer demand for exotic fruit juice types, fruit content in products, and natural/organic claims are all growing in popularity. Traditional tastes dominate the US market, along with new jam and jelly products with higher health benefit attributes and various taste profiles. The market players are focusing on innovating products that suit the changing demand of consumers. The brands focus on creating products with no added sugar or artificial additives. For instance, in 2020, Crofter's Organic, an organic jams and fruit spreads manufacturer, extended its preserve line with three new flavors. This product launch was the company's response to the growing demand for organic jams, jellies, and preserves.

## Supermarkets/Hypermarkets Emerge as Largest Distribution Channel

Supermarkets and hypermarkets cater to the largest sales channel for jams, jellies, and preserves in the United States. These marketplaces offer a large variety of local as well as international items. Alongside, the supermarkets are situated close to where the people live, in different parts of urban, semi-urban, and rural places, making it convenient for people to shop from these places. Like innovation forms a key strategy for the company's growth, retaining modernization of supermarkets/hypermarkets add value to the place. Owing to this, the supermarkets offer many upscale options, along with huge offers. Even special discounts are available for loyal customers, making them visit the place repeatedly. The supermarket chains are very prominent in the United States, adding to the increased sales of jams, jellies, and preserves through these distribution channels. For instance, The Kroger Co., a leading supermarket chain in the United States, offers special discounts under its loyalty program. Whenever the shoppers use their shopper's card, they earn 1 fuel point for each dollar spent in the store.

## US Jam, Jelly & Preserve Market Competitor Analysis

The US jam, jelly, and preserves market is highly competitive, owing to the numerous players present in the market. The market also witnesses the presence of various local and regional players as well. The players compete to hold the major market share by expanding their portfolios through product innovations, such as incorporating healthy ingredients and introducing new flavors. Some major players in the market are B&G Foods Inc., Andros Group, The J.M. Smucker Company, and ConAgra Foods Inc. These players are focused on R&D to understand the changing consumer needs and adopting key strategies to achieve consolidation and offer differentiated products.

Additional Benefits:

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

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