

Sweet Spreads in Colombia

Market Direction | 2023-11-22 | 19 pages | Euromonitor

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Report description:

Retail sales of sweet spreads are seeing growth boosted in Colombia in 2023 by the expansion of consumption opportunities, with consumers increasingly choosing to use chocolate spreads as ingredients in the preparation of home-made desserts and pastries, as well as for a breakfast or snacking option. Even though mainstream brand Nutella remains a popular and extremely well-known choice, private label products led by D1 remain the most successful. Nutella continues to lose share in 2023 with some...

Euromonitor International's Sweet Spreads in Colombia 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.

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Honey benefits from persistent health and wellness trends while jams and preserves continues to fall

Nut and seed-based spreads sees sales supported by versatility and healthy image

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