

Sweet Spreads in Singapore

Market Direction | 2024-01-04 | 21 pages | Euromonitor

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Report description:

The consumption of sweet spreads in Singapore is largely limited to breakfast occasions, and typically applied to toast. Hence, it is challenging for the category to achieve greater penetration in the local market or record stronger growth. In addition, with the growing health and wellness trend, jams and preserves are less popular as consumers are becoming increasingly cautious regarding the amount of artificial sweeteners and refined sugar they eat, while questioning the fruit content. In ligh...

Euromonitor International's Sweet Spreads in Singapore 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 2019-2023, 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 2028, 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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Scotts International. EU Vat number: PL 6772247784

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

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Growing health and wellness trend drives nut and seed based spreads

Manuka honey continues to boost value growth

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