

## **Jam, Jelly, and Preserves - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029**

Market Report | 2024-02-17 | 100 pages | Mordor Intelligence

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### **Report description:**

The Jam, Jelly, and Preserves Market size is estimated at USD 4.82 billion in 2024, and is expected to reach USD 5.97 billion by 2029, growing at a CAGR of 4.38% during the forecast period (2024-2029).

The COVID-19 impact on the market has been positive, particularly during the first two quarters of 2020, attributable to consumers' increased reliance on convenient, easy-to-consume food products amid the emerging work-from-home culture.

Jams, jellies, and preserves are experiencing increasing demand worldwide. In regions like Europe and North America, these products are consumed daily by consumers of all age groups.

Most consumers in developed countries have been looking for food spreads without artificial additives, owing to the associated long-term adverse health effects. Manufacturers are inclined toward using natural flavoring agents, preservatives, and sweeteners as they are the key ingredients used in sweet spreads to extend the product's shelf-life. In 2018, Polaner launched Polaner Fruit & Maple fruit. The product is sweetened with golden maple grove farms' pure maple syrup and is available in four flavors: strawberry, rasp, peach, and blueberry.

Jam Jelly & Preserves Market Trends

Demand for Clean-label and Reduced Sugar/Fat Spreads

Regular jams contain huge quantities of sugar, aiding in shelf-life, taste, and mouth-feel. However, with the rising health concerns, sugar is being replaced with other alternatives, like artificial sweeteners, fruit concentrates, and others, to prepare

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low-sugar and sugar-free jams and preserves.

With low-carb and low-fat diets trending, consumers opt for healthier and tastier convenient food options, like reduced sugar and fat jams, jellies, marmalades, and preserves. Moreover, most consumers are looking for fruit spreads without any artificial preservatives or additives, as the continuous use of these artificial flavors and additives gradually can lead to long-term adverse health effects. Thus, this factor creates a growth opportunity for the players to establish their presence in the market with their high-quality products infused with zero-calorie sweeteners and natural preservatives.

#### North America to Dominate the Market

The increasing demand for convenient foods has boosted the market for jam, jelly, and preserves in North America. The jam, jellies, and preserves manufacturers in North America are using ripe and semi-ripe fruits and sugar alternatives, like pectin, to make their products more colorful and tastier. North America has increased demand for healthy, nutritious, innovative, and organically produced jams, jellies, and preserves. There has also been a recent shift from the normal sweet jams, jellies, and preserves to other variants, like sweet and spicy, sweet and smoky, and sweet and tangy, among other flavors.

#### Jam Jelly & Preserves Industry Overview

The jam, jelly, and preserves market is highly competitive with key players such as The J.M. Smucker Company, Orkla, Andros Group, and B&G Foods Inc. The sustainable competitive advantage through differentiation is high. Manufacturers are introducing product innovations in terms of offerings, ingredients, flavors, prices, and packaging, leading to a high degree of competition in the market.

Also, the high industrial profitability has led manufacturers to develop powerful, competitive strategies, intensifying competition among the existing market players. Major players are intensely embarking on product innovation as their prime strategy to consolidate the market. Additionally, these companies are increasing their investments in R&D to develop products in line with consumer needs, expand their presence, and maintain their position in the market.

#### 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

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- 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

## 5 MARKET SEGMENTATION

### 5.1 By Product Type

#### 5.1.1 Jams and Jellies

#### 5.1.2 Marmalade

#### 5.1.3 Preserves

### 5.2 By Distribution Channel

#### 5.2.1 Supermarkets/Hypermarkets

#### 5.2.2 Convenience Stores

#### 5.2.3 Online Retail

#### 5.2.4 Other Distribution Channels

### 5.3 By 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 Spain

##### 5.3.2.5 Italy

##### 5.3.2.6 Russia

##### 5.3.2.7 Rest of Europe

#### 5.3.3 Asia-Pacific

##### 5.3.3.1 China

##### 5.3.3.2 Japan

##### 5.3.3.3 India

##### 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 and Africa

##### 5.3.5.1 Saudi Arabia

##### 5.3.5.2 South Africa

##### 5.3.5.3 Rest of Middle-East and Africa

## 6 COMPETITIVE LANDSCAPE

### 6.1 Most Active Companies

### 6.2 Most Adopted Strategies

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- 6.3 Market Share Analysis
- 6.4 Company Profiles
  - 6.4.1 B&G Foods Inc.
  - 6.4.2 The J.M. Smucker Company
  - 6.4.3 Andros Group
  - 6.4.4 F. Duerr & Sons Ltd
  - 6.4.5 Orkla ASA
  - 6.4.6 Wilkin & Sons Ltd
  - 6.4.7 Unilever
  - 6.4.8 Crofters Food Ltd
  - 6.4.9 Ritter Alimentos SA
  - 6.4.10 GD Foods

## 7 MARKET OPPORTUNITIES AND FUTURE TRENDS

## 8 IMPACT OF COVID-19 ON THE MARKET

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