

## **Sweet Spreads in New Zealand**

Market Direction | 2024-10-28 | 19 pages | Euromonitor

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### **Report description:**

In 2024, retail value sales grew by 8% in current terms, reaching NZD201 million. Growth was heavily driven by honey, which showcased an uplift in sales of 13%. New Zealand has a solid reputation internationally as a leading producer of honey, with local manuka honey seeing strong demand abroad. New Zealand hives produce over 25,000 tonnes of honey each year, with production levels having more than doubled since 2012, with high export prices driving this trend. However, local consumption is less...

Euromonitor International's Sweet Spreads in New Zealand 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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reliable information resources to help drive informed strategic planning.

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