

Sweet Spreads in Singapore

Market Direction | 2024-10-30 | 21 pages | Euromonitor

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Report description:

Retail volume sales of sweet spreads in Singapore are projected to experience only modest growth in 2024, reflecting the category's maturity and limited potential for expansion. Consumption of sweet spreads primarily occurs during breakfast, typically on toast, which restricts their penetration into broader meal occasions. Moreover, the increasing focus on health and wellness has diminished the popularity of jams and preserves, as consumers become more discerning about artificial sweeteners, ref...

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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