

Sweet Spreads in Uruguay

Market Direction | 2024-11-06 | 17 pages | Euromonitor

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Report description:

After a slight contraction in retail volume sales in 2023, the sweet spreads category is expected to rebound in 2024. In 2023, the decline was mainly attributable to a rise in the number of Uruguayans crossing the border into Argentina in order to buy everyday consumer products, including jams and preserves, at a cheaper price than in Uruguay. However, in December 2024, Javier Milei was elected president in Argentina and devaluated the exchange rate, discouraging cross-border shopping due to sha...

Euromonitor International's Sweet Spreads in Uruguay 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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Demand for jams and preserves is driven by the affordability of thin plastic containers

Low level of innovation, with companies expanding into other categories

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Chocolate spreads to record the most dynamic growth

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