

# Sweet Spreads in the Philippines

November 2023

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## Sweet Spreads in the Philippines - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Sweet spreads registered growth in 2023

Revival of foodservice benefits sweet spreads, in a cross-category trend

Health and wellness trends fuel the popularity of honey

## PROSPECTS AND OPPORTUNITIES

Sweet spreads set for healthy growth over the forecast period

Plant-based spreads set to see wider availability

An increased variety of pack sizes expected to appeal to a wide range of consumers

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### **DISCLAIMER**

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