

# Sweet Spreads in South Africa

November 2023

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Rising price of bread negatively impacts volume sales of sweet spreads  
Honey bucks the trend and sees solid volume growth, from a low base  
Brands face competition from private label in a difficult economic environment

#### PROSPECTS AND OPPORTUNITIES

Return to volume growth, driven by nut and seed based spreads  
Brands will have to be creative to stay ahead of the competition  
Healthy products and variants set to perform well

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