

Sweet Spreads in China

November 2023

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Sweet Spreads in China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sweet spreads turns to value growth in 2023 after COVID-19 disrupts sales in 2022 Honey experiences significant fluctuations, and remains highly fragmented Claims of reduced fat and high protein increasingly common in sweet spreads

PROSPECTS AND OPPORTUNITIES

Health demands will continue to drive new product development in sweet spreads VEpiaopiao active in product development, with inspiration from foodservice Substitutes likely to prevent the stronger growth of sweet spreads

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