

Sweet Spreads in New Zealand

November 2023

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Sweet Spreads in New Zealand - Category analysis

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2023 DEVELOPMENTS

Inflationary pressures drive value growth, placing pressure on consumer spending Honey glut continues to inhibit value sales growth Inflationary pressures drive strongest value growth in chocolate spreads

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Cost-of-living pressures likely to create growth opportunities for private label Value sales growth expected to gradually ease over forecast period Nut and seed based spreads expected to be the most dynamic performer over forecast period

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