



Sweet Spreads in South Korea

October 2024

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Sweet Spreads in South Korea - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising demand for low sugar and calories
Nut and seed-based spreads sees double-digit growth in retail value terms
Convenient and hygienic jams and preserves target different consumption occasions

PROSPECTS AND OPPORTUNITIES

Gradual increase in sweet spreads expected due to changes in dietary preferences
Home baking is easier, but younger consumers still prefer eating out at bakeries
To further increase sales, finding a pairing product is essential

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