



Sweet Spreads in Singapore

October 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Sweet spreads see modest growth, in line with increased competition from other breakfast options as well as savoury spreads
Growth opportunities for sweet spreads with a health-focused positioning
Elevated cocoa prices drive retail value growth of chocolate spreads

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Polarisation of premiumisation and affordability
Product innovation will sustain consumer interest in nut based spreads
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Cooking Ingredients and Meals in Singapore - Industry Overview

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