

Sweet Spreads in Indonesia

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Sweet Spreads in Indonesia - Category analysis

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2024 DEVELOPMENTS

Moderate growth for sweet spreads despite rising costss Ceres and Nutella face growing competition from emergent players Supermarkets and convenience stores lead channel contribution

PROSPECTS AND OPPORTUNITIES

Trend towards healthier lifestyles will drive growth of honey as a popular alternative sweetener Packaged honey will see competition from unbranded alternatives Forecast stable growth for other sweet spreads, with foodservice leading the way

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