



**Euromonitor
International**

Sweet Spreads in Colombia

October 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Higher-income, health-conscious local consumers seek nut spreads
- Slowdown in product innovations as local consumers prioritise value for money
- Clear rules for honey aimed at promoting safe consumption

PROSPECTS AND OPPORTUNITIES

- Convenience will continue to drive demand for sweet spreads
- Honey, nut and seed-based spreads expected to benefit from healthy, natural profile
- Evolving distribution of sweet spreads will favour discounters in the years ahead

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Cooking Ingredients and Meals in Colombia - Industry Overview

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