

Sweet Spreads in Peru

October 2024

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Sweet Spreads in Peru - Category analysis

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2024 DEVELOPMENTS

Health trends rise in jams and preserves in 2024 Molitalia remains overall category leader Nut and seed based spreads leads growth

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Sugar-free and other health-positioned variants will drive growth in sweet spreads, with honey set to rise further Niche brands to expand in coming years Private label likely to gain ground

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