



Euromonitor
International

Sweet Spreads in Chile

October 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Honey consumption increases in 2024
- Nutella maintains leadership of chocolate spreads while Watt’s still dominates jams and preserves
- Private label likely to continue expand in hazelnut cream

PROSPECTS AND OPPORTUNITIES

- Demand for organic products will grow
- Adulterated honey threatens to hamper honey’s growth within the category
- Social networks as strategy to connect with customers

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Cooking Ingredients and Meals in Chile - Industry Overview

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