



Euromonitor  
International

# Sweet Spreads in New Zealand

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- The rise in health awareness drives ongoing sales of honey in 2024
- Collaboration leads to premiumisation on the sweet spreads landscape
- Nutrition and natural ingredients lead nut and seed-based spreads to lead sales

PROSPECTS AND OPPORTUNITIES

- Innovation in sweet spreads is set to align with dietary trends and habits
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Cooking Ingredients and Meals in New Zealand - Industry Overview

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