



Sweet Spreads in New Zealand

October 2024

Table of Contents

Sweet Spreads in New Zealand - Category analysis

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
Nut and seed based spreads is the most dynamic performer over the forecast period
As consumer confidence grows, brands focus innovations on functional ingredients

CATEGORY DATA

Table 1 - Sales of Sweet Spreads by Category: Volume 2019-2024
Table 2 - Sales of Sweet Spreads by Category: Value 2019-2024
Table 3 - Sales of Sweet Spreads by Category: % Volume Growth 2019-2024
Table 4 - Sales of Sweet Spreads by Category: % Value Growth 2019-2024
Table 5 - Sales of Jams and Preserves by Leading Flavours: Rankings 2019-2024
Table 6 - NBO Company Shares of Sweet Spreads: % Value 2020-2024
Table 7 - LBN Brand Shares of Sweet Spreads: % Value 2021-2024
Table 8 - Distribution of Sweet Spreads by Format: % Value 2019-2024
Table 9 - Forecast Sales of Sweet Spreads by Category: Volume 2024-2029
Table 10 - Forecast Sales of Sweet Spreads by Category: Value 2024-2029
Table 11 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2024-2029
Table 12 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2024-2029

Cooking Ingredients and Meals in New Zealand - Industry Overview

EXECUTIVE SUMMARY

Cooking ingredients and meals in 2024: The big picture
Key trends in 2024
Competitive landscape
Channel developments
What next for cooking ingredients and meals?

MARKET DATA

Table 13 - Sales of Cooking Ingredients and Meals by Category: Volume 2019-2024
Table 14 - Sales of Cooking Ingredients and Meals by Category: Value 2019-2024
Table 15 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2019-2024
Table 16 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2019-2024
Table 17 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2020-2024
Table 18 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2021-2024
Table 19 - Penetration of Private Label by Category: % Value 2019-2024
Table 20 - Distribution of Cooking Ingredients and Meals by Format: % Value 2019-2024
Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2024-2029
Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2024-2029
Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2024-2029
Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2024-2029

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SOURCES

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