

# Sweet Spreads in Ecuador

November 2023

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## Sweet Spreads in Ecuador - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Corporación El Rosado makes chocolate spreads more accessible

Local flavours drive the growth of jams and preserves

Holistic approach to wellness benefits honey consumption

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Sugar content is a challenge for the category

Premium, gourmet and organic products are key growth opportunities

Development of healthier and nutritious options provides growth opportunities

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