

Sweet Spreads in South Africa

November 2023

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Sweet Spreads in South Africa - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising price of bread negatively impacts volume sales of sweet spreads
Honey bucks the trend and sees solid volume growth, from a low base
Brands face competition from private label in a difficult economic environment

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Return to volume growth, driven by nut and seed based spreads
Brands will have to be creative to stay ahead of the competition
Healthy products and variants set to perform well

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