

Sweet Spreads in Chile

November 2023

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Sweet Spreads in Chile - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Maria Eliana Jofré - the innovative entrepreneur who produces honey in Northern Chile
Watt's retains dominance of jams and preserves due to wide portfolio and healthier options
Private label offers more affordable option during strong inflationary times

PROSPECTS AND OPPORTUNITIES

Honey set to continue performing strongly over the forecast period
Health and wellness trend will continue to boost consumption of low and no sugar jams and preserves
Nutella likely to remain most popular brand of chocolate spreads in Chile

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