



Euromonitor
International

Sweet Spreads in India

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Sweet Spreads in India - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Breakfast convenience sustains value growth in 2025

INDUSTRY PERFORMANCE

Evolving breakfast habits and versatility drive strong demand for sweet spreads

Honey remains favoured sweet spread as nut and seed based spreads rise fastest

WHAT'S NEXT?

Sweet spreads to witness steady demand fuelled by growing health consciousness

Jams and preserves face intense competition from substitutes as health-focused consumption rises

Distribution expansion will strongly influence growth trajectory of sweet spreads

COMPETITIVE LANDSCAPE

Competition continues to intensify as new-age brands expand distribution reach

Myfitness leads nut and seed based spreads

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Small local grocers remains vital distribution channel

E-commerce sees rapid growth fuelled by superior variety and convenience

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Cooking culture and price pressures underpin 2025 performance

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INDUSTRY PERFORMANCE

Cultural habits and evolving consumer preferences shape progress in 2025

Health trends impact purchasing decisions

Busy urban lifestyles push convenience demand

WHAT'S NEXT?

Improved economy and robust interest in home cooking ensure further growth for forecast period

Nutritional concerns will remain central for consumers

Labelling regulations set to sharpen focus on ingredient lists

COMPETITIVE LANDSCAPE

Adani leads through popular Fortune brand

D2C and new-age brands challenge established players

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