



**Euromonitor  
International**

# Sweet Spreads in Australia

November 2025

Table of Contents

## Sweet Spreads in Australia - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Value sales of sweet spreads boosted by rising prices amid consumer cut back

#### INDUSTRY PERFORMANCE

Cost of living pressures and changing consumer habits impact sales of sweet spreads

Honey the standout performer

#### WHAT'S NEXT?

Improved performance forecasted as consumer spending increases

Functional benefits set to drive growth within sweet spreads

Challenging for new brands to find a place in the market

#### COMPETITIVE LANDSCAPE

Bega invests in new product development despite being a tough year for sweet spreads

Private label wins share as consumers are forced to reduce their spending

#### CHANNELS

Supermarkets the preferred channel for sweet spreads

E-commerce continues to grow in popularity by offering convenience and value

#### CATEGORY DATA

Table 1 - Sales of Sweet Spreads by Category: Volume 2020-2025

Table 2 - Sales of Sweet Spreads by Category: Value 2020-2025

Table 3 - Sales of Sweet Spreads by Category: % Volume Growth 2020-2025

Table 4 - Sales of Sweet Spreads by Category: % Value Growth 2020-2025

Table 5 - Sales of Jams and Preserves by Leading Flavours: Rankings 2020-2025

Table 6 - NBO Company Shares of Sweet Spreads: % Value 2021-2025

Table 7 - LBN Brand Shares of Sweet Spreads: % Value 2022-2025

Table 8 - Distribution of Sweet Spreads by Format: % Value 2020-2025

Table 9 - Forecast Sales of Sweet Spreads by Category: Volume 2025-2030

Table 10 - Forecast Sales of Sweet Spreads by Category: Value 2025-2030

Table 11 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2025-2030

#### COUNTRY REPORTS DISCLAIMER

## Cooking Ingredients and Meals in Australia - Industry Overview

### EXECUTIVE SUMMARY

Cooking ingredients and meals growth impacted by financial hardship and price rises

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Slow economic recovery limits growth in cooking ingredients and meals in 2025

Healthy eating remains a key focus of demand and new product development

Global trends inform new product development

#### WHAT'S NEXT?

Sales set for steady growth as consumer spending sees a slow recovery

Products that support long-term health will be key to growth

Private label faces a fight to retain its share as the economy recovers

## COMPETITIVE LANDSCAPE

HelloFresh remains popular with its brand of healthy convenience

Marley Spoon finding success in food kits with its premium offering

## CHANNELS

Consumers continue to place their trust in supermarkets

E-commerce on the up as retailers and brands expand online

## MARKET DATA

Table 13 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 14 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 15 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 16 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 18 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 19 - Penetration of Private Label by Category: % Value 2020-2025

Table 20 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

## COUNTRY REPORTS DISCLAIMER

## SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/sweet-spreads-in-australia/report](http://www.euromonitor.com/sweet-spreads-in-australia/report).