



# Sweet Spreads in China

November 2025

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### 2025 DEVELOPMENTS

Honey hit by economic challenges and cost concerns

### INDUSTRY PERFORMANCE

Players introduce health-focused options to offset an unhealthy image

Strong company activity pushes jams and preserves

### WHAT'S NEXT?

Slow recovery anticipated for sweet spreads

Clean label to remain the key health direction

Government health programmes may shape trends

### COMPETITIVE LANDSCAPE

Guan Sheng Yuan Group benefits from the rejuvenation of its key brand

Nutella sees extended distribution

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The competition intensifies in the distribution of sweet spreads

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[Cooking Ingredients and Meals in China - Industry Overview](#)

## EXECUTIVE SUMMARY

Sales hit by sluggish economy and declining household consumption

## KEY DATA FINDINGS

### INDUSTRY PERFORMANCE

Healthier direction of travel

Clean label remains the key health claim in meals and soups

Health-orientated move in sauces, dips and condiments

### WHAT'S NEXT?

Convenience categories to the fore

Online grocery retailers to increase penetration and gain importance in ready meals and quick recipe kits

Use of technology to develop healthier pickled products

## COMPETITIVE LANDSCAPE

The leading player develops a functional and customised offer

Fujian Xinmeichen Food answers consumers cooking and lifestyle needs with NIUSAZZ frozen pizza

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