



Euromonitor
International

Sweet Spreads in China

November 2025

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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

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Slow recovery anticipated for sweet spreads

Clean label to remain the key health direction

Government health programmes may shape trends

COMPETITIVE LANDSCAPE

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Sales hit by sluggish economy and declining household consumption

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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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