



Sweet Spreads in the United Kingdom

November 2025

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Sweet Spreads in the United Kingdom - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Economic uncertainty and health concerns hinder sales

INDUSTRY PERFORMANCE

Rising ingredient costs and increased health focus reshape sweet spreads

Honey and nut and seed based spreads the standout performers in 2025

WHAT'S NEXT?

Sweet spreads set for modest growth as innovation offsets ongoing pressures

Pursuit of wellness and indulgence fuelling creative innovation in sweet spreads

Wellness driven indulgence, creative versatility and transparency

COMPETITIVE LANDSCAPE

Ferrero leads but faces growing competition as innovation intensifies

Private label brands win shares in challenging economic time while mainstream brands hold position

CHANNELS

Shifting retail landscape helps shape consumer access and brand strategy

E-commerce thriving as consumers appreciate the convenience and the wide choice of options

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Cooking Ingredients and Meals in the United Kingdom - Industry Overview

EXECUTIVE SUMMARY

Growing interest in global cuisine and authentic flavours

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Sales increase thanks to increased price stability and the need for convenience

Consumers look for innovation and a more authentic experience

Focus on UPFs pushes demand towards healthier and more natural options

WHAT'S NEXT?

Sales set to grow despite further price increases

Government regulation and a focus on healthier eating set to influence the market

Innovation will be key to building and retaining interest across the market

COMPETITIVE LANDSCAPE

Kraft Heinz retains the lead by adapting to evolving market trends

Smaller players seeing dynamic growth through authentic and innovative offerings

CHANNELS

Supermarkets and hypermarkets remain the key distribution channels

Competition increases as online and offline retailers compete for share

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