



# Sweet Spreads in Australia

November 2025

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## Sweet Spreads in Australia - Category analysis

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#### 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

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

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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

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