



Euromonitor  
International

# Sweet Spreads in New Zealand

November 2025

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Honey benefits from healthy and natural image

### INDUSTRY PERFORMANCE

Honey consolidates its leadership amid wellness and flavour trends

Chocolate, nut, and fruit spreads face cost pressures and evolving expectations

### WHAT'S NEXT?

Outlook shaped by innovation, cost management, and global honey dynamics

Honey and functional spreads anchor the “better-for-you” evolution

### COMPETITIVE LANDSCAPE

Heinz Wattie's reinforces leadership through scale and everyday relevance

Comvita seeks stability through potential acquisition and strategic realignment

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Specialist outlets and local artisans build niche loyalty

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## Cooking Ingredients and Meals in New Zealand - Industry Overview

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Price-sensitivity persists, benefiting private label

### KEY DATA FINDINGS

### INDUSTRY PERFORMANCE

Health and wellness steer product development

Reformulation and transparency reshape sauces and condiments

From “quick fixes” to “fakeaways”

### WHAT'S NEXT?

Moderate value growth amid cost and supply pressures

Health and wellness define long-term value

Market reform and digital retail transformation

## COMPETITIVE LANDSCAPE

Heinz Wattie's maintains market leadership

Foodstuffs drives growth through Pams private label

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