



Euromonitor
International

Sweet Spreads in Singapore

November 2025

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Sweet Spreads in Singapore - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health concerns shape demand

INDUSTRY PERFORMANCE

Sweet spreads sees healthy growth in 2025 but challenges remain

Demand for chocolate spreads continues to grow despite rising prices

WHAT'S NEXT?

Positive outlook for sweet spreads despite jams and preserves losing their appeal

Health and wellness trends set to shape the future trajectory of sweet spreads

Foodservice set to play an important role in dictating market trends

COMPETITIVE LANDSCAPE

Hormel Foods Corp continued to lead the category in 2025

Honey World creating a buzz with its healthy product range

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Supermarkets remains the dominant distribution channel for sweet spreads.

E-commerce thriving as online services develop and improve

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Cooking Ingredients and Meals in Singapore - Industry Overview

EXECUTIVE SUMMARY

Consumers demanding healthy foods and convenience

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INDUSTRY PERFORMANCE

Cooking ingredients and meals sees steady growth in 2025 with Nutri-Grade labelling on the horizon

Liquid recipe sauces and olive oil the standout performers in 2025

Chilled and frozen ready meals benefit from new product development

WHAT'S NEXT?

Stronger growth predicted thanks to influence of social media and a stronger focus on home cooking

Health and wellness trend informing new product development

Foodservice presents challenges and opportunities for the market

COMPETITIVE LANDSCAPE

Lam Soon retains the lead with broad offering of popular edible oils

Swift Health thriving with its premium honey while private label also makes gains

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E-commerce on the rise thanks to improvements in functionality, accessibility and security

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