



Euromonitor
International

Sweet Spreads in the US

November 2025

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Sweet Spreads in the US - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

More erratic daily routines impact breakfast demand

INDUSTRY PERFORMANCE

Value growth is stifled by weak price growth over 2025

Honey remains the sweet spot aided by rising consumption

WHAT NEXT?

Consumer lifestyles and industry perceptions will disproportionately affect growth

Greater ingredient scrutiny to benefit independent brands and minimally processed goods

Global volatility poses threat to supply chain stability

COMPETITIVE LANDSCAPE

The JM Smucker Co asserts leading position in sweet spreads

Premiumisation and wellness trends support demand for specialist brands

CHANNELS

Convenience and product diversity draws consumers online

Small honey producers leverage social media to engage with consumers

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Cooking Ingredients and Meals in the US - Industry Overview

EXECUTIVE SUMMARY

Shift to home cooking benefits sales, as consumers seek to save money

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INDUSTRY PERFORMANCE

Home cooking trends bolster demand, but economic factors and US tariffs present challenges

Sauces, dips and condiments grows as consumers seek to enhance flavour, add variety, and recreate restaurant-style dishes at home

Major players respond to use of GLP medications

WHAT'S NEXT?

Economic pressures will place stronger emphasis on home cooking

GLP-1 use will guide further product development

New legal definition of 'healthy' will lead to reformulation of products

COMPETITIVE LANDSCAPE

Private label share accounts for majority of sales

Stability is anticipated for the competitive landscape

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DISCLAIMER

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