



**Euromonitor
International**

Sweet Spreads in New Zealand

November 2025

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Sweet Spreads in New Zealand - Category analysis

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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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Supermarkets remain the anchor but local outlets add vitality

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

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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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