



# Sweet Spreads in New Zealand

November 2023

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## Sweet Spreads in New Zealand - Category analysis

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Inflationary pressures drive value growth, placing pressure on consumer spending

Honey glut continues to inhibit value sales growth

Inflationary pressures drive strongest value growth in chocolate spreads

#### PROSPECTS AND OPPORTUNITIES

Cost-of-living pressures likely to create growth opportunities for private label

Value sales growth expected to gradually ease over forecast period

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