**North America Sweet & Savory Spreads Market: By Type (Honey, Chocolate Spreads, Fruit preserves, Nut & seed-based spreads); By Distribution Channel - Forecast (2015-2020)**

**Description:**

"North America Sweet & Savory Spreads Market: By Type (Honey, Chocolate Spreads, Fruit preserves, Nut & seed-based spreads); By Distribution Channel (Supermarkets/Hypermarkets, Convenience stores, Grocery stores, Specialty food stores) - Forecast (2015-2020)"

Spread is a food substance that is added onto food stuffs especially on bakery foods such as breads, crackers and so on. Spreads add taste, color as well as texture the food stuffs. Sales of sweet & savory spreads are highly related to bakery foods consumption of particular region. The consumer choice regarding spreads depends on the food stuff that is being consumed, required taste profile and other factors such as sugar content, naturalness, source of the spread and so on. Spreads are mostly available as bottled and canned products. Squeeze containers are becoming popular in most of as they are flexible while using. Few sources of spreads include fruits, nuts, dairy, yeast and so on, of which fruit preserves especially jam is highly consumed across the world.

North American sweet & savory spreads market is fairly matured market especially for fruit preserves. Generally consumers in North America choose the savory spreads which acts as best complement to sweet dishes and vice versa. Major manufacturers have been shifting their focus from mature segments such as jams and jellies to emerging segments like nut butters, sweet & savory combinations. Small players have been posing stiff competition to the market leaders by entering into niche segments with their high quality tailored premium brands. Nut based spreads grew rapidly in the recent and the trend is estimated to continue in the coming years as well with innovation as the key driver.

The report analyzes the market based on type of sweet & savory spreads namely: Honey, Chocolate spreads, fruit preserves, nut & seed-based and others. The report provides detailed analysis on distribution landscape and potential of various distribution channels such as Supermarkets/Hypermarkets, Convenience stores, specialty food stores, grocery stores and others. Country specific trends and market dynamics are also covered in the report.

Some of the key players in the North American sweet and savory spreads market include:

- J.M. Smucker Company
- General Mills Inc.
- E.D Smith foods Ltd.

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