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.

Asia-Pacific market has been growing consistently in the recent years and this trend is estimated to continue in the coming years with the considerable growth in the consumption of bakery and snack items. Changing lifestyles and breakfast patterns have significantly affected the sweet & savory spreads sales. The increasing popularity of packaged foods and its availability in the retail chains is also one of the favorable factors for the market growth. Price and taste are the two important factors the consumer look into while buying a packaged spread product in this region. There are many homemade traditional spreads which are losing prominence in the recent years based with the increasing penetration of packaged ones.

The report analyzes the market based on type of sweet and savory spreads namely: Honey, Chocolate Spreads, Fruit preserves, Nut & seed-based spreads 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 Asia-Pacific sweet & savory spreads market include:

- Unilever Group
- Wang's Bee Garden Co Ltd
- Dabur India Ltd.
4.1.1.1 Strong hold in the honey category puts Wang’s bee garden at the leading position

4.1.2 India

4.1.2.1 Dabur India Ltd dominates the market with its high penetration in honey category

4.1.3 Japan

4.1.4 Indonesia

4.1.4.1 Wide distribution network puts Marizarasa in the leader’s position

4.1.5 Australia & New Zealand

4.1.6 Rest of the ASIA-PACIFIC

4.2 Competitive Developments

4.2.1 Companies are rolling out healthier options especially in fruit preserves category

4.3 Consumer Insights

4.3.1 Increasing consumption of bakery and snacks in combination with spreads

4.3.2 Consumers prefer fair quality products at affordable prices

5. Asia-Pacific Sweet & Savory Spreads Market: By Flavor

5.1 Honey

5.2 Fruit preserves

5.2.1 Jam

5.2.1.1 Limited number of flavors as compared to other regions

5.2.2 Jelly

5.2.3 Marmalade

5.2.4 Others

5.3 Chocolate spreads

5.4 Nut and seed based

5.4.1 Hazelnut

5.4.2 Hummus

5.4.3 Peanut

5.4.3.1 High consumption in Australia

5.4.4 Others

5.5 Others

6. Asia-Pacific Sweet & Savory Spreads Market: By Distribution Channel

6.1 Supermarkets/Hypermarkets

6.1.1 Emergence of private label brands due to strengthening retail chains
6.2 Convenience Stores
6.3 Grocery stores
   6.3.1 Remains as the mainstream channel in South east Asian countries
6.4 Specialty food stores
6.5 Others

7. Asia-Pacific Sweet & Savory Spreads Market: By Country
   7.1 China
       7.1.1 Increasing preference of breads in combination with spreads as a breakfast option
   7.2 India
   7.3 Japan
       7.3.1 Rising demand for healthier products such as low-sugar and low-calorie spreads
   7.4 Indonesia
       7.4.1 Rising consumption bread and snacks fuels the market growth
   7.5 Australia & New Zealand
   7.6 Rest of the Asia-Pacific

8. Asia-Pacific Sweet & Savory Spreads Market: Company Profiles
   8.1 Angel Camacho SA
   8.2 Dongsuh Foods Co
   8.3 Dabur India Ltd
   8.4 Mother Dairy Fruit & Vegetable Pvt. Ltd
   8.5 Jiangxi Wang's Bee Garden Co. Ltd
   8.6 Kraft Foods Ltd
   8.7 Kewpie Corporation
   8.8 Mitchell's Fruit Farms Ltd
   8.9 Unilever Group
   8.10 Marizarasa Sarimurni

9. Appendix
   9.1 Abbreviations
   9.2 Sources
   9.3 Research Methodology
   9.4 Disclaimer
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