

# Sweet Spreads in India

February 2024

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## Sweet Spreads in India - Category analysis

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#### 2023 DEVELOPMENTS

Popularity of convenient Western breakfast options drives growth of sweet spreads

Marico makes inroads in honey by highlighting unique value proposition

Quick commerce becomes an important channel in urban areas

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Innovation will remain key for the future growth of sweet spreads

The intensity of competition will increase going forward

Major players will look to scale beyond Tier 1 cities

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