Focus On: Jams, Spreads & Honey

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Intro: Health-conscious shoppers are avoiding ultra-processed foods and empty calories – which is having a clear impact on jams, spreads & honey. Preserve brands are dialling up their fruit content and reducing sugar, while peanut butters are ditching palm oil – so how are they faring?

UPFs: Shopper concerns

- How are UPF concerns impacting spreads & preserves?
- Which brands are cleaning up their ingredient decks?
- Which are losing sales as a result of inactivity?

Sugar: Cutting back

- How are shoppers' sugar concerns impacting honey and jam sales?
- Which brands are reformulating to cut sugar and boost fruit?
- What are the standout healthier innovations?

Peanut butter: Further growth

- How have the protein and fibremaxxing trends impacted peanut butter?
- Outside of toast, how are brands encouraging shoppers to eat more peanut butter?
- Is peanut butter's growth set to slow down any time soon?

Innovations: We will profile two new products or ranges. We need launch date, rsp, and a hi-res picture of each