

MARKET INNOVATION OVERVIEW

CATEGORY: Honey & Sweet Spreads | **COUNTRY:** Colombia

Este documento foi elaborado no âmbito do projeto PortugalFoods Qualifica, com o objetivo de criar informação de alto valor acrescentado para as PME e restantes entidades do setor agroalimentar nacional, para que estas se possam posicionar estrategicamente no contexto do mercado global.

A informação contida neste documento provém do Observatório da PortugalFoods que, com recurso à plataforma Mintel, permite contribuir para a qualificação e sensibilização do setor agroalimentar, tanto ao nível do conhecimento sobre novos produtos e técnicas de produção, como ao nível do acompanhamento da evolução tecnológica e da evolução das preferências do consumidor.

A Mintel cataloga mais de 38 000 novos lançamentos de produto por mês, provenientes dos 86 mercados que monitoriza, analisando e categorizando todos os seus atributos, tais como os ingredientes, posicionamento e comunicação ao consumidor.

O Observatório da PortugalFoods constitui-se assim como uma ferramenta de grande importância para alicerçar o conhecimento das empresas do Setor Agroalimentar.



A REGIONAL INTRODUCTION:

HONEY & SWEET SPREADS IN THE AMERICAS

Novel and international flavours add appeal: Consumers are seeking new flavour combinations and internationally inspired recipes in spreads, which opens opportunities for greater innovation. However, it can be challenging to achieve such a balance of exotic and palatable flavours.

Leverage natural claims: Brands can leverage the healthful perceptions of natural products by reformulating with organic ingredients, eliminating artificial additives and GMOs, and positioning natural spreads as a more premium and healthy alternative.

Tap into portable snack formats: Offering spreads with snacks (eg crackers, mini toasts), or in pre-portioned single-serve packs, will appeal to today's busy consumer, potentially as a TV comfort food or as an on-the-go hunger buster.



HONEY & SWEET SPREADS IN BRAZIL

Market Overview

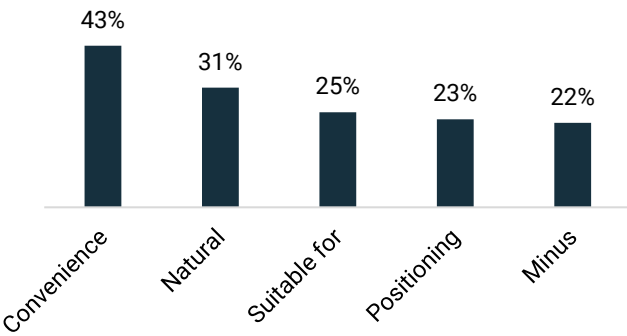
The Colombian honey and sweet spreads sector is expected to grow from €117.3 million in 2018 to €136.3 million by 2023, at a CAGR of 3.1%. In volume terms, the sector is expected to grow from 23.6 million kg in 2018 to 25.0 million kg by 2023, registering a CAGR of 1.2%.

Per capita consumption of honey and sweet spreads in Colombia stood at 0.47kg in 2018 and is expected to slightly grow to 0.48kg by 2023. Per capita expenditure in Colombia stood at €2.35 in 2018 and is expected to grow and reach €2.60 by 2023. (GlobalData, 2020)

New Product Development Analysis

3% of food products launched in Colombia in 2019 were Honey & Sweet Spreads.

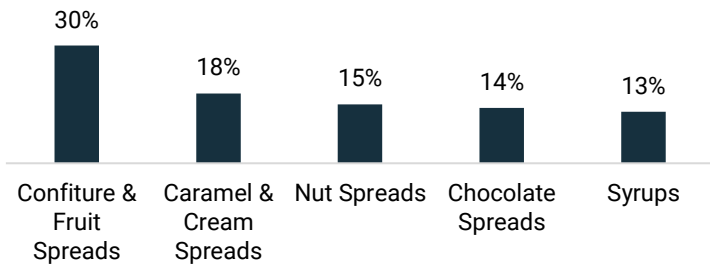
Top 5 Claim Categories in Honey & Sweet Spreads product launches, 2019



More than 40% of new product launches in the honey & sweet spreads sector featured a 'Convenience' claim, namely the 'Ease of Use' one. The 'All Natural Product' claim, from the 'Natural' category, was present in over 15% of products. Finally, the most responsible claim for the 'Suitable for' category was the 'Kosher'.

Almost a third of new products launched in Colombia's retail market, in the honey & sweet spreads sector, was from the 'Confiture & Fruit Spreads' sub-category. The rest of the sub-categories were close to each other.

Top 5 Sub-Categories of Honey & Sweet Spreads product launches, 2019



This ready to use product is described as a high quality, delicious guava slice from families in the Velez, Santander region in Colombia.



This kosher certified product is made with 100% Colombian milk, and retails in a 250g pack.



This 100% natural product contains no oils or added sugars, and retails in a 200g pack featuring the Instagram logo.



THE COLOMBIAN CONSUMER

Do you think honey will have a positive or negative impact on your health? (2019)



(GlobalData, 2020)

A GLOBAL LOOK INTO THE FUTURE

Sugar reduction could be forced: The biggest factor that will impact formulations of sweet spreads over the next decade will be sugar. There have been many strong requests from government bodies for companies to convincingly reduce sugar levels in other categories. However, obesity levels are still rising and governments will likely look to take a more drastic approach. Food and drink brands will be forced to make formulations of indulgent products healthier or risk either taxation or an ingredient ban. For sub categories like jams, preserves and chocolate spreads this will change the face of ranges on shelves.

Flavour and health-boosting add-ins rejuvenate honey: Development opportunities for brands that are looking to breathe new life into the honey category lie in incorporating added ingredients, such as fruit, nuts, seeds, flowers, spices, chocolate, coffee and alcohol, as well as in exploring category blurring concepts. These include honey/chocolate spread and honey/dietary supplement hybrids, which could establish closer connections with both experimental and health-conscious users, particularly in the younger age group.

*Para mais informações acerca do Observatório da PortugalFoods, por favor contactar
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