

Butter and Spreads in the United Kingdom

September 2023

Table of Contents

Butter and Spreads in the United Kingdom - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Unstable supply and price hikes hinder consumption of butter and spreads Inflation, between downtrading and reducing consumption Innovation boosts value performance through sustainability and premiumisation

PROSPECTS AND OPPORTUNITIES

Prices to continue growing amid uncertain supply chain developments Sustainability dominates butter and spreads as consumers seek specific value E-commerce sales to continue rising as convenience remains pivotal

CATEGORY DATA

Table 1 - Sales of Butter and Spreads by Category: Volume 2018-2023
Table 2 - Sales of Butter and Spreads by Category: Value 2018-2023
Table 3 - Sales of Butter and Spreads by Category: % Volume Growth 2018-2023
Table 4 - Sales of Butter and Spreads by Category: % Value Growth 2018-2023
Table 5 - NBO Company Shares of Butter and Spreads: % Value 2019-2023
Table 6 - LBN Brand Shares of Butter and Spreads: % Value 2020-2023
Table 7 - Distribution of Butter and Spreads by Category: Volume 2023-2028
Table 8 - Forecast Sales of Butter and Spreads by Category: Value 2023-2028
Table 9 - Forecast Sales of Butter and Spreads by Category: % Volume Growth 2023-2028
Table 10 - Forecast Sales of Butter and Spreads by Category: % Value Growth 2023-2028
Table 11 - Forecast Sales of Butter and Spreads by Category: % Value Growth 2023-2028

Dairy Products and Alternatives in the United Kingdom - Industry Overview

EXECUTIVE SUMMARY

Dairy products and alternatives in 2023: The big picture Key trends in 2023 Competitive Landscape Channel developments What next for dairy products and alternatives?

MARKET DATA

 Table 12 - Sales of Dairy Products and Alternatives by Category: Value 2018-2023

- Table 13 Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023
- Table 14 NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023
- Table 15 LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023
- Table 16 Penetration of Private Label by Category: % Value 2018-2023
- Table 17 Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023
- Table 18 Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028
- Table 19 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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