

Butter and Spreads in Spain

September 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

- Price pressures negatively impact demand for butter and spreads
- Private label on top as brands focus on low fat and plant-based options
- Distribution favouring supermarkets and discounters with a focus on obtaining the best value

PROSPECTS AND OPPORTUNITIES

- Spanish consumers expected to embrace a bit of butter as tastes evolve
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Dairy Products and Alternatives in Spain - Industry Overview

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DISCLAIMER

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