



Butter and Spreads in the United Kingdom

August 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Consumers turn to butter as ingredient transparency becomes key
Butter and spreads market shifts toward natural appeal and functional indulgence
Supermarkets lead sales while e-commerce continues to gain ground

PROSPECTS AND OPPORTUNITIES

Butter drives modest growth as consumers prioritise taste and naturalness
Flavour development is set to balance premium appeal with everyday relevance
Clean label innovation could reinforce growth in margarine and spreads

CATEGORY DATA

- Table 1 - Sales of Butter and Spreads by Category: Volume 2020-2025
- Table 2 - Sales of Butter and Spreads by Category: Value 2020-2025
- Table 3 - Sales of Butter and Spreads by Category: % Volume Growth 2020-2025
- Table 4 - Sales of Butter and Spreads by Category: % Value Growth 2020-2025
- Table 5 - NBO Company Shares of Butter and Spreads: % Value 2021-2025
- Table 6 - LBN Brand Shares of Butter and Spreads: % Value 2022-2025
- Table 7 - Distribution of Butter and Spreads by Format: % Value 2020-2025
- Table 8 - Forecast Sales of Butter and Spreads by Category: Volume 2025-2030
- Table 9 - Forecast Sales of Butter and Spreads by Category: Value 2025-2030
- Table 10 - Forecast Sales of Butter and Spreads by Category: % Volume Growth 2025-2030
- Table 11 - Forecast Sales of Butter and Spreads by Category: % Value Growth 2025-2030

Dairy Products and Alternatives in the United Kingdom - Industry Overview

EXECUTIVE SUMMARY

Dairy products and alternatives in 2025: The big picture
Key trends in 2025
Competitive Landscape
Channel developments
What next for dairy products and alternatives?

MARKET DATA

- Table 12 - Sales of Dairy Products and Alternatives by Category: Value 2020-2025
- Table 13 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2020-2025
- Table 14 - NBO Company Shares of Dairy Products and Alternatives: % Value 2021-2025
- Table 15 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2022-2025
- Table 16 - Penetration of Private Label by Category: % Value 2020-2025
- Table 17 - Distribution of Dairy Products and Alternatives by Format: % Value 2020-2025
- Table 18 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2025-2030
- Table 19 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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