

# **Butter and Spreads in Australia**

September 2023

**Table of Contents** 

# Butter and Spreads in Australia - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Butter maintains its strong position in spreads Inflation drives value growth, while volume growth suffers Cooking fats continues to decline

# PROSPECTS AND OPPORTUNITIES

Consumer perceptions to drive further volume decline for margarine and spreads Volume growth of butter to return in 2024 and beyond as prices come down Unsalted butter gives consumers flexibility and caters to health-conscious consumers

#### 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: % Volume Growth 2023-2028
Table 11 - Forecast Sales of Butter and Spreads by Category: % Value Growth 2023-2028

#### Dairy Products and Alternatives in Australia - 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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