

# Butter and Spreads in Canada

September 2022

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## Butter and Spreads in Canada - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Retail sales of butter and spreads resume pre-pandemic patterns while foodservice sales continue to recover

Butter grows due to its natural image, but plant-based products also do well

Smaller players perform well due to their speciality positioning

#### PROSPECTS AND OPPORTUNITIES

Rebound expected for foodservice, but retail will struggle to achieve volume growth

Butter and spreads perceived as healthier set to fare better in post-pandemic era

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