

Butter and Spreads in France

September 2022

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Butter and Spreads in France - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Mixed performance for butter and spreads as a return to eating outside of the home boosts foodservice volume but impacts retail volume sales
Groupe Lactalis retains the lead in butter in 2022, but more regional options continue to gain popularity and value share
E-commerce gains ground thanks to the proliferation of delivery services and the consumer desire for convenience

PROSPECTS AND OPPORTUNITIES

Large players will face increasing competition from local artisanal producers in the years ahead
Butter is set to be the winner in current volume and value terms, thanks to its natural profile
Cooking fats will see a decline, while spreads will become increasingly healthy in profile as players seek to compete with butter

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DISCLAIMER

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