

# Sweet and Savoury Spreads - UK - July 2009

Report Price: £1500 / \$3000 / €2250

## What is this report about?

The spreads market is valued at £590 million in 2008 and is almost evenly split between sweet and savoury products. Sales of honey and chocolate/nut spreads have been particularly buoyant of late in sweet spreads, while in savoury spreads, chilled spreadables, such as sandwich fillers and pâtés, account for the bulk of sales.



## Key issues covered in the analysis

- Seven million adults have sweet spreads in their cupboard. Unused and gathering mould, purchases of sweet spreads have to be encouraged on different occasions other than breakfast. New product development could drive greater demand. Overseas, innovations such as mixing jam or marmalade with yogurt or ice cream to create different desserts and snacks are driving increased demand.
- Three to four million affluent adults are looking for naturally-sourced sweet spreads, such as jams with higher fruit content. And they are willing to pay a premium for this.
- The savoury spreads market still has to persuade 12.5m consumers of traditional sandwich fillers that spreads offer benefits (whether tangible or intangible) over the likes of cooked meat, cheese or salad.
- Changing demographic will drive the market for peanut butter and chocolate/nut spreads in the next five years: the core market – 25-34 year olds – is set to increase by almost one million by 2014.
- Cost and convenience are the clear differentiators against traditional fillers: adults who eat chilled sandwich spreads are three times more likely than average to find these cheaper and more convenient than traditional sandwich fillers.
- Almost 14m women over 45yrs old could represent the ideal future target for processed cheese spreads: low in fat and rich in calcium represent tangible benefits to a large demographic with cholesterol concerns and greater calcium needs.

## Scope of the report

This report covers all sweet and savoury spreads that can be used to spread on toast, bread, biscuits and crackers, or to make sandwiches, for example:

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