

Nut-based Spreads and Sweet Spreads - US - March 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"Four in 10 respondents to Mintel's survey say they want gourmet nut and fruit spreads, but most producers are small brands with little advertising clout. Leading brands should spend more effort in the category, backed by established processing plants and bigger ad budgets, which could lead to a higher profile for gourmet products."

– John N. Frank, Category Manager, Food and Drink Reports

In this report we answer the key questions:

- Will more consumers go for gourmet?
- Can spread brands do more to alleviate contamination concerns?
- Can seed-based spreads and nut substitute brands capitalize on consumer fears of contamination or allergens?
- How can natural/organic products increase market share?

The U.S. market for nut-based spreads and sweet spreads grew strongly in 2011 and 2012 as high retail peanut butter prices drove sales after manufacturers were forced to raise retail prices because a poor crop of peanuts increased the price of raw peanuts. The market also is driven by consumption of peanut butter and jelly among households with children; the child population in the U.S. is forecast to grow slowly in coming years. This report features close analysis of these factors, as well as in-depth examination of the following:

- Economic factors that impact sales, including fluctuating consumer confidence, high unemployment, and rising food costs
- The effect of peanut butter brand recalls in recent years and growing awareness of nut allergens, especially among children
- How nut spreads have managed growth despite volume losses, and why fruit spreads have not managed the same growth
- The rise of private label in the wake of the recession and why many consumers are sticking with store brands even as the economy recovers
- How mass merchandisers outperform supermarkets and other channels for sales of nut and fruit spreads
- Innovations in the market, including flavor variations and natural/organic products
- Marketing strategies of the leading spread brands

This report also provides special focus on the results of Mintel's exclusive consumer research survey, as well as the results of the Experian Simmons NCS, including usage and purchases, occasions for consumption, attitudes toward and opinions about nut and fruit spreads, interest in various products, and analysis of the role of race/Hispanic origin on the market.

BUY THIS
REPORT NOW

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

APAC
+61 (0) 2 8284 8100

EMAIL:
oxygen@mintel.com

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

Nut-based Spreads and Sweet Spreads - US - March 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Scope and Themes

What you need to know
 Definition
 Data sources
 Sales data
 Consumer survey data
 Advertising creative
 Abbreviations and terms
 Abbreviations
 Terms

Executive Summary

Sales of nut and fruit spreads estimated to grow into 2017

Figure 1: Total U.S. sales and fan chart forecast of nut and fruit spreads, at current prices, 2007-17

Demographic and economic factors play heavily on the market

Kids translate to sales of nut and fruit spreads

Figure 2: U.S. child population, 2013-18

Hispanics and Asians report more likelihood than other groups to buy

Economic factors

Figure 3: Runner peanut price per ton, Jan. 4, 2011-Jan. 2, 2013

The consumer

Peanut butter, fruit jelly, and jam most likely to be purchased

Figure 4: Nut spread and fruit spread purchases, November 2012

Presence of children translates to higher likelihood of purchase

Figure 5: Any nut spread and fruit spread purchases, by presence of children in household, November 2012

A majority report buying at supermarkets, but mass and other channels sell most

Figure 6: Where nut and fruit spreads were purchased in last Six months, November 2012

Most use spreads for breakfast, lunch, and snacking

Figure 7: Occasions for using peanut butter, other nut-or seed-based spreads, or fruit spreads, November 2012

Roughly half agree natural/organic products are better for you

Figure 8: Attitudes toward nut spreads and sweet spreads, November 2012

More than six in 10 interested in spreads with no additives/preservatives

Figure 9: Interest in nut spread and fruit spread attributes, November 2012

Hispanics, Asians most likely to buy other nut/seed spreads, almond butter

Figure 10: Any nut spread and fruit spread purchases, by race/Hispanic origin, November 2012

What we think

Issues in the Market

Will more consumers go for gourmet?

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com
 CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
 Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
 EMAIL: oxygen@mintel.com

Nut-based Spreads and Sweet Spreads - US - March 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- Can spread brands do more to alleviate contamination concerns?
- Can seed-based spreads and nut substitute brands capitalize on consumer fears of contamination or allergens?
- How can natural/organic products increase market share?

Insights and Opportunities

- National gone local
- Nut, fruit, and seed spreads as the new super food
- Recipes as a gateway to more use
- Demand for single servings should be met

Trend Applications

- Trend: Prove It
- Trend: The Nouveau Poor
- 2015 trend: Brand Intervention

Market Size and Forecast

- Key points
 - Spreads market growth in 2012 driven by nut butter sales
 - Households with children most likely to buy nut and sweet spreads
 - Hispanics and Asians most likely to buy a range of spreads
 - Slow economic recovery has dual effect on market
 - Health concerns may also drive sales, but nut butters have high calories
- Nut and fruit spread products market size and forecast
 - Figure 11: Total U.S. retail sales and forecast of nut and fruit spread products, at current prices, 2007-17
 - Figure 12: Total U.S. retail sales and forecast of nut and fruit spread products, at inflation-adjusted prices, 2007-17
- Fan chart forecast
 - Figure 13: Total U.S. sales and fan chart forecast of nut and fruit spreads, at current prices, 2007-17

Market Drivers

- Key points
 - Kids drive household purchases of nut butters
 - Figure 14: Households with children, 2002-12
 - Hispanics, Asians most likely to buy other seed/nut butters, almond butter
 - Slowly recovering economy may limit replacement cycles
 - Consumer confidence fluctuates
 - Unemployment remains high
 - Food costs
 - Figure 15: Runner peanut prices per ton, January 2011-January 2013
 - Nutritional value of nut/seed butter, low fat in jellies also drive sales
 - Obesity rates linked to poor diet
 - Figure 16: Nutritional value of peanut butter and jelly
 - Food safety scares and higher nut allergy prevalence cause concern

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com
 CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
 Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
 EMAIL: oxygen@mintel.com

Nut-based Spreads and Sweet Spreads - US - March 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Competitive Context

Private label vs. national brands: price, quality, value
 Consumers recognizing the merits of natural/organic

Segment Performance

Key points
 Nut spreads jump 44%, fruit spreads manage only 1% growth in 2010-12
 Sales of nut and fruit spread products by segment
 Figure 17: Total U.S. retail sales of selected nut and fruit spread products at current prices, by segment, 2010-12

Segment Performance—Peanut Butter/Other Nut Butters

Key points
 Beyond price hikes, natural products have helped segment grow
 Perceptions of peanut butter as healthy help drive sales
 Food safety scares, rising incidence of nut allergies have little effect on sales
 Sales and forecast of peanut butter/other nut butters
 Figure 18: Total U.S. retail sales and forecast of peanut butter/other nut butters, at current prices, 2007-17

Segment Performance—Jams, Jellies, and Fruit Butters

Key points
 Innovation needed to grow sales
 Sales and forecast of jams, jellies, and fruit butters
 Figure 19: Total U.S. retail sales and forecast of jams, jellies, and fruit butters, at current prices, 2007-17

Retail Channels

Key points
 Other channels, including mass stores, grow sales by more than 50%
 Supermarkets drop sales slightly, lose substantial share to other retailers
 Drug stores increase food merchandising, but still fail to gain in 2010-12
 Other channels, including mass stores, grow sales by more than 50%
 Channel sales of nut and fruit spread products
 Figure 20: Total U.S. retail sales of nut and fruit spread products, by channel, at current prices, 2010 and 2012
 Supermarkets should highlight their time-saving aspects over mass
 Figure 21: Supermarket sales of nut and fruit spreads, at current prices, 2007-12
 Drug stores comprise small share of the market
 Figure 22: Drug store sales of nut and fruit spreads products, at current prices, 2007-12
 Mass stores and dollar stores take advantage of consumer focus on price
 Figure 23: Other channel sales of nut and fruit spreads, at current prices, 2007-12

Leading Companies

Key points
 J.M. Smucker Co. comprises 41.6% of the MULO market

BUY THIS
 REPORT NOW

VISIT: store.mintel.com
 CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
 Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
 EMAIL: oxygen@mintel.com

Nut-based Spreads and Sweet Spreads - US - March 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Unilever sells its Skippy brand to Hormel
 ConAgra and Ferrero post more growth than all other companies
 National Grape Cooperative up 8.3% due to Welch's Naturals growth
 Private label outsells all national brands except Smucker's
 Leading nut and fruit spread products companies

Figure 24: MULO sales of leading nut and fruit spread product companies, 2011-12

Brand Share—Nut-based Spreads

Key points
 Smucker's expands its Jif line
 Top Skippy brands increase across the board
 New Peter Pan products positioned as value added
 Nutella leverages its niche positioning
 Planters more than doubles sales
 Private label peanut butter outperforms most leading brands
 Leading nut-based spread brands

Figure 25: MULO sales of nut-based spread brands, 2011-12

Brand Share—Sweet Spreads

Key points
 Smucker's also tops fruit spreads segment
 Welch's Naturals helps grow sales for National Grape Cooperative
 Polaner angles for value added
 Private label again second to Smucker's
 Leading sweet spreads products brands

Figure 26: MULO sales of leading sweet spreads products brands, 2011-12

Innovation and Innovators

Kosher, low/no/reduced allergen top nut spread claims in 2009-12
 Figure 27: Nut spread product claims, 2009-12
 Kosher is also the top claim for fruit spreads
 Figure 28: Fruit spread product claims, 2009-12
 Flavor variations keep the market interesting
 Gourmet/artisanal products
 Demand increases for all natural/organic
 Seed butter products provide an alternative for nut allergies

Marketing Strategies

Overview
 Jif
 Figure 29: Brand analysis of Jif, 2013
 Jif TV spot

BUY THIS
 REPORT NOW

VISIT: store.mintel.com
 CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
 Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
 EMAIL: oxygen@mintel.com

Nut-based Spreads and Sweet Spreads - US - March 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 30: Jif television ad, 2013

Jif To Go TV spot

Figure 31: Jif To Go television ad, 2013

Online initiatives

Nutella

Figure 32: Brand analysis of Nutella, 2013

Nutella TV spot

Figure 33: Nutella television ad, 2013

Online initiatives

Smucker's

Figure 34: Brand analysis of Smucker's, 2013

Smucker's Jam TV spot

Figure 35: Smucker's Jam television ad, 2012

Smucker's Orchard's Finest TV spot

Figure 36: Smucker's Orchard's Finest television ad, 2013

Online initiatives

Welch's

Figure 37: Brand analysis of Welch's, 2013

Welch's Concord Grape Jelly TV spot

Figure 38: Welch's Concord Grape Jelly television ad, 2013

Online initiatives

Social Media – Nut-based Spreads and Sweet Spreads

Key points

Key social media metrics

Figure 39: Key brand metrics, nut-based spreads and sweet spreads, February 2013

Market overview

Brand usage and awareness

Figure 40: Usage and awareness of selected nut-based spreads and sweet spreads, November 2012

Interaction with brands

Figure 41: Interaction with selected nut-based spreads and sweet spreads, November 2012

Online conversations

Figure 42: Percentage of consumer conversation by nut-based spreads and sweet spreads, Jan. 21, 2013-Feb. 20, 2013

Figure 43: Online mentions, selected nut-based spreads and sweet spreads, by day, Jan. 21, 2013-Feb. 20, 2013

Where are people talking about nut-based spreads and sweet spreads?

Figure 44: Mentions by page type, selected nut-based spreads and sweet spreads, Jan. 21, 2013-Feb. 20, 2013

What are people talking about?

Figure 45: Mentions by type of conversation, selected nut-based spreads and sweet spreads, Jan. 21, 2013-Feb. 20, 2013

Figure 46: Major areas of discussion surrounding nut-based spreads and sweet spreads, by day, Jan. 21, 2013-Feb. 20, 2013

Figure 47: Major areas of discussion surrounding nut-based spreads and sweet spreads, by page type, Jan. 21, 2013-Feb. 20, 2013

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: oxygen@mintel.com

Nut-based Spreads and Sweet Spreads - US - March 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Brand analysis

Nutella

Figure 48: Nutella key social media metrics, February 2013

Key online campaigns

What we think

Jif

Figure 49: Jif key social media metrics, February 2013

Key online campaigns

What we think

Skippy

Figure 50: Skippy key social media metrics, February 2013

Key online campaigns

What we think

Smucker's

Figure 51: Smucker's key social media metrics, February 2013

Key online campaigns

What we think

Justin's Nut Butter

Figure 52: Justin's Nut Butter key social media metrics, February 2013

Key online campaigns

What we think

Welch's

Figure 53: Welch's key social media metrics, February 2013

Key online campaigns

What we think

Consumption and Purchases

Key points

Peanut butter and fruit spread products nearly universal

Figure 54: Consumption of peanut butter and jellies, jams, or preserves, August 2011-August 2012

More than three quarters personally buy peanut butter

Figure 55: Nut spread and fruit spread purchases, November 2012

Purchases of almond/other nut butters decline with age

Figure 56: Any nut spread and fruit spread purchases, by age, November 2012

Households with children more likely to buy nut and fruit spreads

Figure 57: Any nut spread and fruit spread purchases, by presence of children in household, November 2012

Buyers of nut spreads are good candidates for fruit spread purchases

Figure 58: Any fruit spread purchases, by any nut spread purchases, November 2012

Types of Peanut Butter and Jellies/Jams/Preserves Eaten

Key points

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: oxygen@mintel.com

Nut-based Spreads and Sweet Spreads - US - March 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Most households eat creamy peanut butter

Figure 59: Types of peanut butter eaten in household, by age, August 2011-August 2012

18-24s most likely to eat regular-style fruit spreads

Figure 60: Types of jellies, jams, or preserves eaten in household, by age, August 2011-August 2012

Consumption Frequency

Key points

Nearly three in 10 report eating two jars of peanut butter per month

Figure 61: Number of jars of peanut butter eaten in last 30 days, by age, August 2011-August 2012

Six in 10 eat only one jar of fruit spread per month

Figure 62: Number of jars of jellies/jam/preserves eaten in last 30 days, by age, August 2011-August 2012

Jelly/Jam/Preserves Flavors and Brands Used

Key points

Strawberry and grape remain consumer favorites

Figure 63: Types of jellies/jam/preserves flavors eaten, by age, August 2011-August 2012

Smucker's tops brands eaten

Figure 64: Jellies/jam/preserves brands eaten, by age, August 2011-August 2012

Where Nut and Sweet Spreads Are Purchased

Key points

More than seven in 10 buy from supermarkets

Figure 65: Where nut spreads and fruit spreads were purchased in last six months, November 2012

\$150K+ most likely to buy nut spreads at natural foods stores

Figure 66: Where nut and fruit spreads were purchased in last six months, by household income, November 2012

Presence of children indicates more use of all channels

Figure 67: Where nut and fruit spreads were purchased in last six months, by presence of children in household, November 2012

Occasions for Eating Nut and Fruit Spreads

Key points

Most use peanut butter for lunch, fruit spreads for breakfast

Figure 68: Occasions for using peanut butter, other nut- or seed-based spreads, or fruit spreads, November 2012

18-34s most likely to use peanut butter for breakfast, dinner, snacks

Figure 69: Occasions for using peanut butter, by age, November 2012

Presence of children indicates use of peanut butter in meals/snacks

Figure 70: Occasions for using peanut butter, by presence of children in household, November 2012

Men most likely to use other nut/seed spreads for different meal occasions

Figure 71: Occasions for using other nut spreads, by gender, November 2012

18-34s most likely to use nut/seed spreads for a range of meal occasions

Figure 72: Occasions for using other nut spreads, by age, November 2012

Households with children very likely to use other nut/seed spreads for meal occasions

Figure 73: Occasions for using other nut spreads, by presence of children in household, November 2012

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: oxygen@mintel.com

Nut-based Spreads and Sweet Spreads - US - March 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

18-24s most likely to use fruit spreads as a snack or dessert

Figure 74: Occasions for using fruit jelly, jam, marmalade, and other fruit preserves, by age, November 2012

Households with children use fruit spreads for a variety of meal occasions

Figure 75: Occasions for using fruit jelly, jam, marmalade, or other fruit preserves, by presence of children in household, November 2012

Attitudes Toward Nut and Sweet Spreads

Key points

More than half looking for nutrition in nut and sweet spreads

Figure 76: Attitudes toward nut spreads and sweet spreads, November 2012

18-34s more open to nutritional, natural/organic, private label products

Figure 77: Attitudes toward nut spreads and sweet spreads, by age, November 2012

Households with kids more open to nutritional, natural/organic, store brands

Figure 78: Attitudes toward nut spreads and sweet spreads, by presence of children in household, November 2012

Interest in Nut and Fruit Spread Attributes

Key points

A majority look for no additives/preservatives

Figure 79: Interest in nut spread and fruit spread product attributes, November 2012

18-24s most interested in a range of products

Figure 80: Interest in nut spread and fruit spread product attributes, by age, November 2012

The presence of children means higher interest in a range of products

Figure 81: Interest in nut spread and fruit spread product attributes, by presence of children in household, November 2012

Opinions and Concerns About Nut and Sweet Spreads

Key points

Respondents concerned about food contamination, risk of allergens

Figure 82: Opinions and concerns about nut spreads and sweet spreads, by age, November 2012

Households with children most concerned about allergens

Figure 83: Opinions and concerns about nut spreads and sweet spreads, by presence of children in household, November 2012

Impact of Race/Hispanic Origin

Key points

Asians, Hispanics most likely to use other nut and seed butters

Figure 84: Any nut spread and fruit spread purchases, by race/Hispanic origin, November 2012

Hispanics most likely to eat reduced-fat peanut butter

Figure 85: Types of peanut butter eaten in household, by race/Hispanic origin, August 2011-August 2012

Blacks, Hispanics most likely to desire added nutritional value

Figure 86: Attitudes toward nut spreads and sweet spreads, by race/Hispanic origin, November 2012

Asians most concerned about allergens, food contamination

Figure 87: Opinions and concerns about nut spreads and sweet spreads, by race/Hispanic origin, November 2012

Cluster Analysis

Figure 88: Nut and fruit spread consumer cluster groups, November 2012

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: oxygen@mintel.com

Nut-based Spreads and Sweet Spreads - US - March 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 89: Target clusters, June 2012

Cluster 1: Mixed Nuts

Demographics

Characteristics

Opportunity

Cluster 2: Reserved Preserves

Demographics

Characteristics

Opportunity

Cluster 3: Sworn Spreaders

Demographics

Characteristics

Opportunity

Cluster characteristic tables

Figure 90: Any nut spread and sweet spread purchases, by nut-based spread and sweet spread clusters, November 2012

Figure 91: Where nut spreads were purchased in last six months, by nut-based spread and sweet spread clusters, November 2012

Figure 92: Occasions for using peanut butter, by nut-based spread and sweet spread clusters, November 2012

Figure 93: Occasions for using other nut spreads, by nut-based spread and sweet spread clusters, November 2012

Figure 94: Occasions for using fruit jelly, jam, marmalade, or other fruit preserves, by nut-based spread and sweet spread clusters, November 2012

Figure 95: Agreement with attitudes toward nut spreads and sweet spreads, by nut-based spread and sweet spread clusters, November 2012

Figure 96: Interest in nut spread and fruit spread attributes, by nut-based spread and sweet spread clusters, November 2012

Figure 97: Opinions and concerns about nut spreads and sweet spreads, by gender, November 2012

Cluster demographic tables

Figure 98: Nut and sweet spread clusters, by gender, age, household income, and race/Hispanic origin, November 2012

Cluster methodology

IRI/Builders Panel Data

Jellies/jams/honey

Overview of jellies/jams/honey

Shelf-stable jam/jelly/preserves

Consumer insights on key purchase measures—SS jam/jelly/preserves

Brand map

Figure 99: Brand map, selected brands of shelf stable jam/jelly/preserves buying rate, by household penetration, 2012*

Brand leader characteristics

Key purchase measures

Figure 100: Key purchase measures for the top brands of shelf stable jam/jelly/preserves, by household penetration, 2012*

Peanut butter

Peanut butter

Consumer insights on key purchase measures—peanut butter

Brand map

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: oxygen@mintel.com

Nut-based Spreads and Sweet Spreads - US - March 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 101: Brand map, selected brands of peanut butter buying rate, by household penetration, 2012*

Brand leader characteristics

Key purchase measures

Figure 102: Key purchase measures for the top brands of peanut butter, by household penetration, 2012*

Appendix – Market Drivers

Shifting U.S. demographics

Figure 103: Population, by age, 2008-18

Racial, ethnic population growth

Figure 104: Population by race and Hispanic origin, 2008, 2013, and 2018

Figure 105: Households with children, by race and Hispanic origin of householder, 2012

Consumer confidence

Figure 106: Thomson Reuters/University of Michigan Surveys of Consumers Index of Consumer Expectations, January 1978-January 2013

Unemployment

Figure 107: U.S. Unemployment Rate, by month, 2002-13

Figure 108: U.S. Unemployment and under-employment rates, 2007-12

Figure 109: Number of employed civilians in U.S., in thousands, 2007-13

Food cost pressures

Figure 110: Changes in USDA Food Price Indexes, 2010 through 2013

Obesity

Figure 111: U.S. Obesity, by age group, 2008 and 2012

Childhood and teen obesity – highest in decades

Figure 112: Prevalence of obesity among children and adolescents aged 2-19, 1971-2010

Appendix – Other Useful Consumer Tables

Consumption and purchases

Figure 113: Any nut spread and fruit spread purchases, by gender, November 2012

Figure 114: Any nut spread and fruit spread purchases, by household income, November 2012

Where nut and sweet spreads are purchased

Figure 115: Where nut and fruit spreads were purchased in last six months, by age, November 2012

Occasions for eating nut and fruit spreads

Figure 116: Occasions for using peanut butter, by gender, November 2012

Figure 117: Occasions for using peanut butter, by household income, November 2012

Figure 118: Occasions for using other nut spreads, by household income, November 2012

Figure 119: Occasions for using fruit jelly, jam, marmalade, and other fruit preserves, by gender, November 2012

Figure 120: Occasions for using fruit jelly, jam, marmalade, and other fruit preserves, by household income, November 2012

Attitudes toward nut and sweet spreads

Figure 121: Attitudes toward nut spreads and sweet spreads, by gender, November 2012

Figure 122: Agreement with attitudes toward nut spreads and sweet spreads, by household income, November 2012

Opinions and concerns about nut and sweet spreads

Figure 123: Opinions and concerns about nut spreads and sweet spreads, by household income, November 2012

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: oxygen@mintel.com

Nut-based Spreads and Sweet Spreads - US - March 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Interest in nut and fruit spread attributes

Figure 124: Interest in nut spread and fruit spread attributes, by gender, November 2012

Figure 125: Interest in nut spread and fruit spread attributes, by household income, November 2012

Opinions and concerns about nut and sweet spreads

Figure 126: Opinions and concerns about nut spreads and sweet spreads, by gender, November 2012

Impact of race/Hispanic origin

Figure 127: Where nut and fruit spreads were purchased in last six months, by race/Hispanic origin, November 2012

Figure 128: Occasions for using peanut butter, by race/Hispanic origin, November 2012

Figure 129: Other nut spread, by race/Hispanic origin, November 2012

Figure 130: Occasions for using fruit jelly, jam, marmalade, or other fruit preserves, by race/Hispanic origin, November 2012

Appendix – Social Media – Nut-based Spreads and Sweet Spreads

Brand usage or awareness—nuts and spreads

Figure 131: Brand usage or awareness of nut-based spreads and sweet spreads, November 2012

Figure 132: Jif usage or awareness, by demographics, November 2012

Figure 133: Skippy usage or awareness, by demographics, November 2012

Figure 134: Justin's Nut Butter usage or awareness, by demographics, November 2012

Figure 135: Nutella usage or awareness, by demographics, November 2012

Figure 136: Smucker's usage or awareness, by demographics, November 2012

Figure 137: Welch's usage or awareness, by demographics, November 2012

Activities done – nuts and spreads

Figure 138: Activities done, November 2012

Figure 139: Jif – Activities done, by demographics, November 2012

Figure 140: Skippy – Activities done, by demographics, November 2012

Figure 141: Nutella – Activities done, by demographics, November 2012

Figure 142: Smucker's – Activities done, by demographics, November 2012

Figure 143: Welch's – Activities done, by demographics, November 2012

Online conversations

Figure 144: Percentage of consumer conversation by nut-based spreads and sweet spreads, Jan. 21, 2013-Feb. 20, 2013

Figure 145: Online mentions, selected nut-based spreads and sweet spreads, by day, Jan. 21, 2013-Feb. 20, 2013

Figure 146: Mentions by page type, selected nut-based spreads and sweet spreads, Jan. 21, 2013-Feb. 20, 2013

Figure 147: Mentions by type of conversation, selected nut-based spreads and sweet spreads, Jan. 21, 2013-Feb. 20, 2013

Figure 148: Major areas of discussion surrounding nut-based spreads and sweet spreads, by day, Jan. 21, 2013-Feb. 20, 2013

Figure 149: Major areas of discussion surrounding nut-based spreads and sweet spreads, by page type, Jan. 21, 2013-Feb. 20, 2013

Appendix – Trade Associations

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: oxygen@mintel.com