

## Nut-based Spreads and Sweet Spreads - US - March 2015

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

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“Product innovation by way of added nutrition, natural ingredients, and new flavors, combined with a focus on key demographics, may help boost category sales, especially within the sweet spreads segment.”  
– Amanda Topper, Food Analyst

This report looks at the following areas:

- What can be done to revitalize the sweet spreads segment?
- Where are there innovation opportunities?
- Which demographics should be an area of focus?

The nut-based spreads and sweet spreads category grew by over 30% from 2009-14, mostly due to sales of nut-based spreads. While these products continue to be household staples, consumers are demanding more in terms of product innovation. Preferences for natural ingredients, added nutrition, and less sugar should be areas of focus for manufacturers.

Looking forward, category growth will stem from manufacturers' ability to create these types of spreads, while also focusing on key audiences, including Millennials, Hispanics, and households with children who over index in purchase or are more likely to be buying more spreads this year compared to last.

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Food Marketing Institute (FMI)

Grocery Manufacturers of America (GMA)

National Association for the Specialty Food Trade Inc. (NASFT)

Private Label Manufacturers Association (PLMA)

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