

## Yellow Fats and Edible Oils - UK - August 2011

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"In the short term, promotion-led strategies may remain a necessity, given consumers' promiscuity in this category, one in five having switched from butter to spreads to save money. However, factors such as animal welfare, fair pay to farmers and healthiness resonate among a sizeable minority of consumers as grounds for justifying a higher price. These could provide avenues for brands across the three segments to mine to add value to the market."

– Kiti Soininen, Head of UK Food, Drink & Foodservice Research

### In this report we answer the key questions:

- What factors can manufacturers leverage to add value to butter and spreads?
- Can brands engage consumers with a healthy proposition?
- How can the market engage the growing group of health-aware over-55s?
- What areas hold development potential for edible oils?

**This report covers the UK retail market for edible oils and yellow fats.**

- Yellow fats include butter, margarine and spreads.
- Edible oils include blended vegetable oil (which is usually rapeseed) and single-seed oils such as sunflower and corn, plus olive (including extra virgin) along with groundnut, walnut, sesame and other varieties of speciality oil, for use in domestic food preparation. The market for spray oils (including aerosols) is also included.

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