

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

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"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.

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DID YOU KNOW?

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

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