

Butter, Margarines and Oils - US - July 2014

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"As consumers increasingly turn to butter over margarine/spreads for its natural appeal, spread brands are challenged to provide products that more closely align with consumer needs."

– Amy Kraushaar, Category Manager, Food & Drink Reports

This report looks at the following areas:

- How can margarine brands establish a healthier profile?
- Can alternative cooking oil brands meet demand for healthy foods?
- How can name brands compete with private label?

This report also provides analysis of the following:

- How preference for less processed foods is driving butter sales and what margarine/spread brands are doing to compete
- How olive oil and other alternative oils such as peanut and grapeseed oil can market their cholesterol-lowering attributes to compete with standard vegetable oil brands
- Why households with children help drive sales and what product attributes are important to this demographic
- How a proposed ban on trans-fat will impact the category
- Organic product innovations and how the natural channel is leading the trend toward more organic products
- Marketing strategies of leading butter, spread, and oil brands

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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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Can alternative cooking oil brands meet demand for healthy foods?

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How can name brands compete with private label?

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Market Size and Forecast

Key points

- Sales expected to increase modestly into 2019
- Demand for unprocessed foods, health concerns, demographics drive sales
- Recovering consumer confidence limits potential for stronger growth

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Key points

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Key points

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