

# Butter and Spreads - Ireland - August 2014

Report Price: £1495 | \$1995 | €1800

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

## This report looks at the following areas:

- How can manufacturers address consumers' health concerns about butters and spreads?
- How can brands innovate to add value to the butters and spreads category?
- How can butter and spread brands encourage brand loyalty?

Butter is a staple in Irish diets being eaten by over half of RoI consumers and almost two thirds of NI consumers, and used for multiple occasions, for example as a spread on toast/bread as well as for cooking and baking. Innovation by brands targeting the home cooking and baking market, combined with the recent scratch cooking resurgence, look set to provide a boost for the market, contributing to the overall growth forecast between 2014 and 2019.



"Whilst butter has benefited from the scratch cooking resurgence, sweet spreads have yet to fully tap into the home baking market.

Positioning these products as ideal ingredients for fuss-free baking may help drive interest in the category."

– Sophie Dorbie, Research Analyst

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

APAC +61 (0) 2 8284 8100

## Table of Contents

### INTRODUCTION

- Key themes of the report
- Definition
- Consumer research
- Data sources
- Abbreviations

### EXECUTIVE SUMMARY

- **The market**  
Figure 1: Segmentation of the butter and spreads market, Iol, 2013
- **Forecast**  
Figure 2: Indexed estimated value of total butter and spreads market, NI and Rol, 2009 – 19
- **Market factors**
- **Mixed messages on health credentials of butters and spreads**
- **Scratch cooking and baking trend boosting butter market**
- **End of milk quotas offers potential for the export market**
- **Innovations**
- **The consumer**
- **Seven in 10 Irish consumers eat jam**  
Figure 3: Types of butter, butter-like spreads and other spreads consumers have bought for home use in the last six months, NI and Rol, July 2014
- **Dairygold most popular brand in Rol**  
Figure 4: Butter and spread brands used by consumers in the last six months, Rol, July 2014  
Figure 5: Butter and spread brands used by consumers in the last six months, NI, July 2014
- **Over a third interested in butter blended spreads**  
Figure 6: Types of butter and butter-like spreads that consumers would be interested in buying, NI and Rol, July 2014
- **Almost half think butter enhances the flavour of foods more than edible oils**  
Figure 7: Agreement with statements relating to butter and spreads, NI and Rol, July 2014
- **What we think**

### ISSUES AND INSIGHTS

- **How can manufacturers address consumers' health concerns about butters and spreads?**

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

APAC +61 (0) 2 8284 8100

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

- The facts
- The implications
- How can brands innovate to add value to the butters and spreads category?
- The facts
- The implications
- How can butter and spread brands encourage brand loyalty?
- The facts
- The implications

## TREND APPLICATION

- Trend: Locavore
- Trend: Factory Fear
- Trend: Minimize Me

## MARKET OVERVIEW

- Key points
- Butters and spreads under the spotlight due to healthy eating concerns  
Figure 8: Agreement with statements relating to healthy eating, NI and RoI, July 2013
- Health focus extending to sweet spreads
- Baking and scratch cooking trend boosting butter usage  
Figure 9: Frequency of baking from scratch, RoI 2011 and 2013  
Figure 10: Frequency of preparing/cooking meals from scratch, RoI, 2007-13
- The great bake-off effect
- End of milk quotas offering opportunities for butter manufacturers
- Strong opportunities in Mainland Europe for Irish butter  
Figure 11: Consumers who have bought any butter in the past six months, France, Italy, Poland, Germany and Spain, 2013
- Dairy exports on the increase  
Figure 12: Distribution of Irish dairy products and ingredients exports, 2012-13
- Russia closes the door on dairy imports

## MARKET SIZE AND FORECAST

- Key points
- Irish butter and spread market sees slight growth in value 2013-14  
Figure 13: Estimated total value of the butter and spreads market, IoI, NI and RoI, 2009-19

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

APAC +61 (0) 2 8284 8100

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

- **Butter dominates market**

Figure 14: Segmentation of the butter and spreads market by value, Iol, 2013

- **Butter sees value sales increase**

Figure 15: Estimated total value of the butter segment, Iol, NI and Rol, 2009-19

- **Butter-like spreads market value suffers**

Figure 16: Estimated total value of the butter-like spread segment, Iol, NI and Rol, 2009-19

- **Sweet spreads performing well**

Figure 17: Estimated total value of the sweet spread segment, Iol, NI and Rol, 2009-19

- **Value of NI and Rol markets expected to increase**

Figure 18: Index value of butter and spreads market, Rol and NI, 2009-19

### STRENGTHS AND WEAKNESSES

- Strengths
- Weaknesses

### WHO'S INNOVATING?

- Key points
- **Butter blended spreads gaining pace in market**  
Figure 19: Types of butter and butter-like spreads that consumers would be interested in buying, NI and Rol, July 2014
- **Packaging innovations may help drive interest in category**
- **Manufacturers developing products for health-conscious consumers**  
Figure 20: Top 10 positioning claims of UK and Ireland butter, margarine and other blends launches, 2012-13
- **Flavoured butters catering for the scratch cooking trend**
- **Adding a touch of luxury to the category**
- **Increase in no additive/preservative claims in sweet spreads**  
Figure 21: Top 10 positioning claims of UK and Ireland sweet spread launches, 2012-13
- **Sugar in the spotlight**
- **Stevia being used for some spreads**
- **Free-from infiltrating chocolate and nut spreads**

### COMPANIES AND BRANDS

- Adams Foods
- Key facts
- Product range

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

### Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

APAC +61 (0) 2 8284 8100

- Brand NPD
- Recent developments
- Arla Foods UK
- Key facts
- Product range
- Brand NPD
- Recent developments
- Avonmore
- Key facts
- Product range
- Recent developments
- Benecol
- Key facts
- Product range
- Brand NPD
- Recent developments
- Connacht Gold
- Key facts
- Product range
- Recent developments
- Dale Farm
- Key facts
- Product range
- Recent developments
- Fane Valley
- Key facts
- Product range
- Recent developments
- Kerry Group
- Key facts
- Product range
- Recent developments
- Unilever
- Key facts
- Product range
- Brand NPD
- Recent developments

#### THE CONSUMER – FREQUENCY AND TYPES OF SPREAD EATEN

- Key points
- Jam most popular spread amongst Irish consumers

#### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

#### Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

#### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

APAC +61 (0) 2 8284 8100

## Butter and Spreads - Ireland - August 2014

Report Price: £1495 | \$1995 | €1800



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

Figure 22: Types of butter, butter-like spreads and other spreads consumers have bought for home use in the last six months, NI and RoI, July 2014

- **Butter products used most frequently with around half eating them daily**

Figure 23: Frequency that consumers have eaten butter and spreads in the last six months, NI and RoI, July 2014

- **Jams most popular with under-25s**

Figure 24: Jam bought for home use in the last six months, by age group, NI and RoI, July 2014

- **Marmalade has greatest appeal amongst over-55s**

Figure 25: Marmalade bought for home use in the last six months, by age group and socio-economic group, NI and RoI, July 2014

- **Nut and chocolate spreads appealing to women**

Figure 26: Peanut butter and chocolate spread, bought for home use in the last six months, by gender, NI and RoI, July 2014

### THE CONSUMER – BUTTER AND BUTTER-LIKE BRANDS USED

- **Key points**
- **Over a third of RoI consumers use own-brand butter and spreads**

Figure 27: Butter and spread brands used by consumers in the last six months, RoI, July 2014

- **Over half of NI consumers use Flora**

Figure 28: Butter and spread brands used by consumers in the last six months, NI, July 2014

- **Third of RoI consumers use own-brand butters and spreads**

Figure 29: Any own-brand butter and spread usage by consumers in the last six months, NI and RoI, July 2014

Figure 30: Agreement with statements relating to grocery shopping habits in the last 12 months, NI and RoI, July 2013

### THE CONSUMER – ATTITUDES TOWARDS BUTTER AND SPREADS

- **Key points**
- **Butter benefiting from flavour-enhancing properties**

Figure 31: Agreement with statements relating to butter and spreads, NI and RoI, July 2014

- **Third of RoI consumers think butter is healthier than oil spreads**

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

### Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

APAC +61 (0) 2 8284 8100

## Butter and Spreads - Ireland - August 2014

Report Price: £1495 | \$1995 | €1800

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



Figure 32: Agreement with the statement 'butter is healthier than butter-like spreads (eg those made with vegetable fats, olive spread etc.)' by age group, NI and RoI, July 2014

- **Price rises being felt by consumers**

Figure 33: Percentage change over 12 months for consumer price index, butter and margarine/other vegetable fats, RoI, Jan 13 – Jul 14

- **Money worries of RoI consumers may see them use more own-brand butters and spreads**

- **One fifth of consumers prefer the taste of locally produced butter**

Figure 34: Agreement with statements relating to butter, NI and RoI, July 2014

### APPENDIX

- **NI Toluna tables**

Figure 35: Types of butter, butter-like spreads and other spreads consumers have bought for home use in the last six months, by demographics, NI, July 2014

Figure 36: Types of butter, butter-like spreads and other spreads consumers have bought for home use in the last six months, by demographics, NI, July 2014 (continued)

Figure 37: Types of butter, butter-like spreads and other spreads consumers have bought for home use in the last six months, by demographics, NI, July 2014 (continued)

Figure 38: Frequency that consumers have eaten butter products in the last six months, by demographics, NI, July 2014

Figure 39: Frequency that consumers have eaten butter-like products in the last six months, by demographics, NI, July 2014

Figure 40: Frequency that consumers have eaten other spreads in the last six months, by demographics, NI, July 2014

Figure 41: Butter and spread brands used by consumers in the last six months, by demographics, NI, July 2014

Figure 42: Butter and spread brands used by consumers in the last six months, by demographics, NI, July 2014 (continued)

Figure 43: Butter and spread brands used by consumers in the last six months, by demographics, NI, July 2014 (continued)

Figure 44: Agreement with statements relating to butter and butter-like spreads, by demographics, NI, July 2014

Figure 45: Agreement with statements relating to butter and butter-like spreads, by demographics, NI, July 2014 (continued)

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

### Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

APAC +61 (0) 2 8284 8100

Figure 46: Agreement with statements relating to butter and butter-like spreads, by demographics, NI, July 2014 (continued)

Figure 47: Types of butter and butter-like spreads that consumers would be interested in buying, by demographics, NI, July 2014

Figure 48: Types of butter and butter-like spreads that consumers would be interested in buying, by demographics, NI, July 2014 (continued)

Figure 49: Types of butter and butter-like spreads that consumers would be interested in buying, by demographics, NI, July 2014 (continued)

- Rol Toluna tables**

Figure 50: Types of butter, butter-like spreads and other spreads consumers have bought for home use in the last six months, by demographics, Rol, July 2014

Figure 51: Types of butter, butter-like spreads and other spreads consumers have bought for home use in the last six months, by demographics, Rol, July 2014 (continued)

Figure 52: Types of butter, butter-like spreads and other spreads consumers have bought for home use in the last six months, by demographics, Rol, July 2014 (continued)

Figure 53: Frequency that consumers have eaten butter products in the last six months, by demographics, Rol, July 2014

Figure 54: Frequency that consumers have eaten butter-like products in the last six months, by demographics, Rol, July 2014

Figure 55: Frequency that consumers have eaten other spreads in the last six months, by demographics, Rol, July 2014

Figure 56: Butter and spread brands used by consumers in the last six months, by demographics, Rol, July 2014

Figure 57: Butter and spread brands used by consumers in the last six months, by demographics, Rol, July 2014 (continued)

Figure 58: Butter and spread brands used by consumers in the last six months, by demographics, Rol, July 2014 (continued)

Figure 59: Agreement with statements relating to butter and butter-like spreads, by demographics, Rol, July 2014

Figure 60: Agreement with statements relating to butter and butter-like spreads, by demographics, Rol, July 2014 (continued)

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

APAC +61 (0) 2 8284 8100



## Butter and Spreads - Ireland - August 2014

Report Price: £1495 | \$1995 | €1800

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



Figure 61: Agreement with statements relating to butter and butter-like spreads, by demographics, RoI, July 2014 (continued)

Figure 62: Types of butter and butter-like spreads that consumers would be interested in buying, by demographics, RoI, July 2014

Figure 63: Types of butter and butter-like spreads that consumers would be interested in buying, by demographics, RoI, July 2014 (continued)

Figure 64: Types of butter and butter-like spreads that consumers would be interested in buying, by demographics, RoI, July 2014 (continued)

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

### Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

APAC +61 (0) 2 8284 8100



## About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.