

## Yellow Fats and Edible Oils - UK - September 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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“Whilst there are pockets of growth in the yellow fats and edible oils market – such as butter and speciality oils – overall, the market is in poor health. Value and volume are predicted to fall in 2015 across spreads and cooking/olive oils, hastening the need for operators to add value, for example by exploring the use of nut oils in spreads and oils with beneficial ingredients.”

– Richard Ford, Senior Food and Drink Analyst

### This report looks at the following areas:

- Spreads segment continues its sharp decline
- Sales of cooking and olive oil are struggling
- Butter brands must do more to drive home their flavour credentials

Whilst there are pockets of growth in the yellow fats and edible oils market – such as butter and speciality oils – overall, the market is in poor health. Value and volume are predicted to fall further in 2015, continuing the trends seen in recent years.

The predicted rise in real disposable incomes looks set to spell further woes for the market, to the extent that it encourages trading up from scratch-cooking and baking, while changing eating habits are curbing the sales of host products like sliced bread. Finding new ways to trade users up is vital to the market's future health, this report identifying potential in areas like the use of nut oils in spreads, and beneficial ingredients in oils.

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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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 Kerrygold pushes pasture grazing  
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One in six consumers buy cold-pressed rapeseed oil

Spray cooking oils now bought by one in six

Easy-to-use is the most important factor for consumers

Olive oil ranks highest for healthiness of selected oils

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## Purchasing Habits – Yellow Fats

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