

## Butter and Margarine - Canada - January 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

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"Butter's advantage lies in two areas, its versatility, meaning its ability to be used both in recipes and as a spread, and in its perception of being a more natural option to margarine."

- Joel Gregoire, Senior Food & Drink Analyst

### This report looks at the following areas:

- Commodity perception supports price sensitivity
- Consumers averse to processed foods
- Pressure to reform current supply management model

Though sentiment appears to be split in whether butter is healthier than margarine, margarine's efforts in reformulation and in positioning it to be a 'heart-healthy' alternative to butter have likely contributed to managing the sales gap between the categories.

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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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Potential liberalization of Canadian market supports need for added innovation  
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