

Nut-based Spreads and Sweet Spreads - US - September 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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



"Products in the \$3.9 billion nut-based and sweet spreads category enjoy nearly universal penetration as well as solid consumption frequency, in large part due to the popularity and dominance of peanut butter. Yet sales growth has been modest in the past five years for both segments, likely an implication of the demonization of sugar and shifting dietary habits among younger adults."

- **Michael Averbook, Food & Drink Analyst**

This report looks at the following areas:

- **Slow growth in both segments**
- **Variety of uses are stale**
- **Consumers seemingly complacent with status quo in category**
- **Dominance of peanut butter could stifle other nut-based options**

Sweet spreads are struggling to gain ground, and the category at large is saddled by steadfast consumer habits both in brand selection and occasion. To stimulate growth brands will need to inspire consumers to experiment with new products and different ways to enjoy sweet and nut-based spreads.

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

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

Nut-based Spreads and Sweet Spreads - US - September 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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

Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

Slow growth in both segments

Figure 1: Total US sales and fan chart forecast of nut-based spreads and sweet spreads, at current prices, 2013-23

Variety of uses are stale

Figure 2: Spreads uses, July 2018

Consumers seemingly complacent with status quo in category

Figure 3: Spreads behaviors – Usage, brand loyalty, and look for different types, July 2018

Dominance of peanut butter could stifle other nut-based options

Figure 4: Spreads consumption, July 2018

The opportunities

Reinforce the snacking opportunities

Figure 5: Snacking frequency, March 2017

Health concerns secondary to the “essentials”

Figure 6: Spreads attributes – Any spread, July 2018

Brands need to do the heavy lifting to encourage trial

Figure 7: Drivers for increased consumption – Any spread, by select features, July 2018

What it means

The Market – What You Need to Know

Slow growth for both segments

Category blurring creates opportunity and competition

Impact of sugar revolt not felt as hard in category

Market Size and Forecast

Category grows only moderately in past five years

Figure 8: Total US sales and fan chart forecast of nut-based spreads and sweet spreads, at current prices, 2013-23

Figure 9: Total US retail sales and forecast of nut-based and sweet spreads, at current prices, 2013-23

Market Breakdown

Nut-based spreads dominate the category

Figure 10: Total US retail market size of nut-based spreads and sweet spreads, by segment, at current prices, 2013-23

Figure 11: Total US retail sales and forecast of nut-based spreads and sweet spreads, by segment, at current prices, 2013-23

Other channels gradually make up ground with supermarkets

Figure 12: Total US market size of nut-based and sweet spreads, by channel, at current prices, 2016 and 2018

Market Perspective

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Nut-based Spreads and Sweet Spreads - US - September 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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

Use of spreads in other foods drives competition and opportunity

Perimeter of the store gaining traffic

Figure 13: Attitudes toward the perimeter, any agree, April 2017

Health halo of fruit, nuts

Figure 14: Health perceptions – Fruit and nuts, June 2017

Market Factors

Opportunity to further engage heavy snackers

Figure 15: Snacking frequency, March 2017

Benefits, popular uses keep category rooted in breakfast

Figure 16: Breakfast consumption – Any location and at home, April 2018

Consumers limiting sugar amid rising obesity and diabetes in America

Nut-based spreads can benefit from protein and plant-based boom

Number of households with children rebounds

Figure 17: Households, by presence of own children, 2007-17

Key Players – What You Need to Know

Large brands dominate the category

Private labels find success

Simple spreads flourish

Low/no sugar options lack taste

Specialized

Company and Brand Sales of Nut-based Spreads and Sweet Spreads

JM Smucker Company accounts for two-fifths of market

Figure 18: SKIPPY TV Advertisement: “Be Smooth Like SKIPPY: Anthem”

Figure 19: Multi-outlet sales of nut-based spreads and sweet spreads, by leading companies, rolling 52 weeks 2017 and 2018

What’s Working?

Store brand value

Figure 20: Multi-outlet sales of nut-based spreads and sweet spreads, by private label brands, rolling 52 weeks 2017 and 2018

Figure 21: Select consumer attribute ratings of nut-based and sweet spreads, by private label and name brand, January 2017-July 2018

Figure 22: Purchase intent of nut-based and sweet spreads, by select private label brands, January 2017-July 2018

Emphasizing simplicity

Figure 23: Multi-outlet sales of nut-based and sweet spreads, by select natural brands, rolling 52 weeks 2017 and 2018

Figure 24: Launches of nut-based spreads and sweet spreads, by select natural claims, 2015-17

Portion packed

Figure 25: Drivers for increased consumption – Any spread, by single-serve packaging and packaged with snacks, July 2018

What’s Struggling?

Low/no sugar varieties fail to deliver on taste

Figure 26: Instant reaction, purchase intent, tasty, and good value scores of nut-based spreads and sweet spreads, by spreads with and without low/no/reduced sugar claim, January 2017-July 2018

Figure 27: Purchase Intent of nut-based and sweet spreads, select brands with low/no/reduced sugar claim, January 2017-July 2018

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Nut-based Spreads and Sweet Spreads - US - September 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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

Small brands struggle to compete

Figure 28: Multi-outlet sales of nut-based spreads and sweet spreads, by "other" brands, rolling 52 weeks 2017 and 2018

Figure 29: MaraNatha TV Advertisement: "Stages of a Breakup: Heartbreak (Extended)"

Figure 30: Multi-outlet sales of nut-based and sweet spreads, by select "other" brands, rolling 52 weeks 2017 and 2018

What's Next?

Beyond peanuts

Figure 31: Multi-outlet sales of specialty nut butter, calendar years 2014 and 2017

Up-and-coming nuts

Figure 32: Launches of nut-based spreads, by select nut ingredients, 2015-17

Nut and seed alternatives

Added nutrition and function

Figure 33: Launches of nut-based and sweet spreads, by high/added protein claim and functional claims, 2015-17

The Consumer – What You Need to Know

Strong penetration fueled by peanut butter

Despite frequent consumption, snacking can help expand usage

Category participants stick with what they know

Consumers prioritize taste, not too worried about health in category

Spreads Consumption and Frequency

Peanut butter drives widespread consumption

Figure 34: Spreads consumption, July 2018

Frequent consumption, yet could benefit from a reset

Figure 35: Nut or seed butter/spread frequency, July 2018

Younger adults, parents drive consume greatest variety

Figure 36: Repertoire of nut-based and sweet spread consumption, by age, parental status, and household size, July 2018

Spreads Behaviors

Brand allegiance is strong

Figure 37: Spreads behaviors – Usage, brand loyalty, and look for different types, July 2018

Dedicated consumers are looking for new types, recipes

Figure 38: Spreads behaviors – Consumption compared to last year, July 2018

Figure 39: Spreads behaviors – Use them in the same way and use them in different ways, by spreads behaviors, July 2018

Target consumers at an early age

Figure 40: Spreads behaviors, by age, July 2018

Spreads Uses

Spreads are mostly consumed with bread

Figure 41: Spreads uses, July 2018

55+ are less adventurous in spread use

Figure 42: Spreads uses, by age, July 2018

Larger households = bigger engagement

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Nut-based Spreads and Sweet Spreads - US - September 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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

Figure 43: Spreads uses, by parental status, number of children under 18 in household, and household size, July 2018

Spreads Attributes

Taste and flavor trump all other attributes

Figure 44: Spreads attributes – Any spread, July 2018

Expectations beyond taste for more specialized spread types

Figure 45: Correspondence analysis – Symmetrical map – Spreads attributes, July 2018

Figure 46: Spreads attributes, July 2018

Regardless of age, all consumers prioritize taste, flavor

Figure 47: Spreads attributes – Any spread, by age, July 2018

Spreads Attitudes

Nutrition is a nice to have in the category

Figure 48: Spreads attitudes, July 2018

Few consumers reducing consumption, driven by sugar/HFCS

Figure 49: Spreads behaviors – Consumption versus last year, by spreads attitudes – Too much sugar and too much high-fructose corn syrup, July 2018

Younger women, mothers seek healthy options

Figure 50: Spreads attitudes – Pay more for healthy varieties, by gender and age and parental status by gender, July 2018

iGens ripe for guidance

Figure 51: Spreads attitudes – Pay more for healthy varieties, by gender and age and parental status, July 2018

Drivers For Increased Consumption

Sampling can help drive other brand consumption

Figure 52: Drivers for increased consumption – Any spread, July 2018

For those eating less, HFCS is a no-no with fruit spreads

Figure 53: Drivers for increased consumption – No high-fructose corn syrup, July 2018

Sampling, product features most effective with younger adults

Figure 54: Drivers for increased consumption – Any spread, by age, July 2018

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Abbreviations and terms

Abbreviations

Terms

Appendix – The Market

Figure 55: Total US retail sales and forecast of nut-based and sweet spreads, at inflation-adjusted prices, 2013-23

Figure 56: Total US retail sales and forecast of nut-based and sweet spreads, by segment, at current prices, 2013-23

Figure 57: Total US retail sales of nut-based and sweet spreads, by segment, at current prices, 2016 and 2018

Figure 58: Total US retail sales and forecast of nut-based spreads, at current prices, 2013-23

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Nut-based Spreads and Sweet Spreads - US - September 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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

Figure 59: Total US retail sales and forecast of nut-based spreads, at inflation-adjusted prices, 2013-23

Figure 60: Total US retail sales and forecast of sweet spreads, at current prices, 2013-23

Figure 61: Total US retail sales and forecast of sweet spreads, at inflation-adjusted prices, 2013-23

Figure 62: Total US retail sales of nut-based and sweet spreads, by channel, at current prices, 2013-18

Figure 63: Total US retail sales of nut-based and sweet spreads, by channel, at current prices, 2016 and 2018

Figure 64: US supermarket sales of nut-based and sweet spreads, at current prices, 2013-18

Figure 65: US sales of nut-based and sweet spreads through other retail channels, at current prices, 2013-18

Appendix – Key Players

Figure 66: Multi-outlet sales of nut-based spreads, by leading companies and brands, rolling 52 weeks 2017 and 2018

Figure 67: Multi-outlet sales of sweet spreads, by leading companies and brands, rolling 52 weeks 2017 and 2018

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com