

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

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

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"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.

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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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