

Yellow Fats and Oils - UK - October 2019

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This report looks at the following areas:

- Offering a healthy, tasty and natural combination remains the big challenge for brands in spreads
- Wealth of attributes can be highlighted to tap into interest in sustainability in yellow fats and oils
- Flavoured oils and butters for cooking different recipes offer scope to add value to the market

Sustainability and health claims both offer scope for adding value to the market, but there is no room to compromise on taste given that it is more important than anything else for most consumers when it comes to butter/spreads. Naturalness is also important, given its association with being healthy. As such, the challenge remains for brands to bring together taste, health, naturalness and sustainability for a winning combination.



“Taste is more important than anything else in butter and spreads, and more than two thirds of buyers say they eat too little butter/spread to worry about it being healthy. However, this still leaves a sizeable minority of buyers for whom healthiness is an important selling point.”

– Richard Caines, Senior Food & Drink Analyst

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