

Sweet & Nut Spreads - UK - August 2019

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This report looks at the following areas:

- Companies must continue to promote usage occasions beyond bread
- Further NPD needed in reduced- and no added sugar products
- Ethical attributes are an underexplored opportunity



“Further innovation in no added and reduced-sugar products is essential in view of government reformulation targets and widespread consumer concerns over sugar. Where a lower sugar content results in a less sweet taste and more sophisticated flavour profile, this could also help companies retain users in the category for longer.”

– Alice Baker, Research Analyst

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- **Dessert-inspired flavours and superfood ingredients attract interest**
- **All-natural ingredients are most widely seen as worth paying more for**
- **Sugar concerns surround the category**
- **Palm oil is a deterrent to many**

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- **Parents and under-35s have the most varied repertoires**

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