

# Butter and Spreads - Ireland - August 2014

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## This report looks at the following areas:

- How can manufacturers address consumers' health concerns about butters and spreads?
- How can brands innovate to add value to the butters and spreads category?
- How can butter and spread brands encourage brand loyalty?

Butter is a staple in Irish diets being eaten by over half of RoI consumers and almost two thirds of NI consumers, and used for multiple occasions, for example as a spread on toast/bread as well as for cooking and baking. Innovation by brands targeting the home cooking and baking market, combined with the recent scratch cooking resurgence, look set to provide a boost for the market, contributing to the overall growth forecast between 2014 and 2019.



"Whilst butter has benefited from the scratch cooking resurgence, sweet spreads have yet to fully tap into the home baking market. Positioning these products as ideal ingredients for fuss-free baking may help drive interest in the category."

– Sophie Dorbie, Research Analyst

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