

Butter and Spreads - Ireland - January 2018

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“Irish consumers show a preference for butter over butter-like spreads. This reflects the growing distrust in the food industry in recent years and that they are turning to less processed food. Highlighting traditional production methods, recipes and local ingredient sourcing can help butter brands to put a clear stamp of authenticity on their products.”

– James Wilson, Research Analyst

This report looks at the following areas:

- 2017 sees milk prices rise
- Butter prices increase in UK and RoI
- Higher input costs being passed on to consumers
- Brexit impacts butter and spreads market

Irish consumers show a preference for butter over butter-like spreads. This reflects the growing distrust in the food industry in recent years and that they are turning to 'real', less processed food. However, consumers have noticed that the cost of this household staple has increased significantly in the last 12 months, particularly in NI. This may see cash-constrained consumers in the region switch to typically lower-cost own-label products as they look to manage their household grocery budgets, indicating that there are growth opportunities for own-label butters and spreads within the market.

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