

Butter and Spreads - Ireland - August 2020

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“Pre-COVID-19, the breakfast and lunch occasions were moving from in-home consumption to out-of-home due to the time pressures of modern life. As that trend has backpedalled drastically, butter and spreads are benefitting from increased usage, which is set to continue in 2020 and beyond.”

- Emma McGeown, Senior Food & Drink Analyst

This report looks at the following areas:

- The impact of COVID-19 on consumer behaviour and the butter and spreads category.
- Opportunities for butter and spreads during the COVID-19 pandemic.
- Purchase drivers and determining what is most important when buying butter and spreads.
- Barriers to overcome for butter in terms of health and the environment.
- Ways that spreads can engage health-conscious consumers and appeal to parents.

The COVID-19 outbreak and induced recession is driving renewed demand for butter, butter-like spreads and sweet spreads at retail. As Irish consumers are spending considerably more time at home and sourcing fewer meals from foodservice, butter and sweet spreads have firmly cemented their place in the breakfast and lunch occasion.

The incoming squeeze on incomes will also see growth of packed lunches, prompting more demand for butter and butter-like spreads. As consumers reduce their outgoings they will also be looking for more affordable leisure activities at home, as they have done during lockdown, boosting the appeal of home cooking and baking – opening up more opportunities for butter and sweet 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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