

# Nut-based Spreads and Sweet Spreads - US - 2022

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## This report looks at the following areas:

- Purchasing habits by age and parental status
- Purchase patterns and interest of nut-based and sweet spreads packaging types
- Consumer perceptions of nut-based and sweet spreads
- Opportunities for expanded usage occasions
- Features sought in nut-based and sweet spreads

While consumers are more likely to view both nut-based and sweet spreads as healthy rather than indulgent, the majority of consumers view nut-based and sweet spreads as health neutral. This is great news for brands, as they can serve both healthy and indulgent occasions with a singular product or portfolio. The expansion of occasions and uses will be the key to growth for the market, making this point particularly salient for marketing messaging and branding efforts.

This is a mature market on the move, and there are shifts happening. To leverage an already dedicated base and forge stronger ties with new ones, brands can enhance engagement with consumers through extended applications and dayparts. There is room to grow usage of nut-based and sweet spreads despite their strong associations with breakfast and sandwich applications. With younger consumers most likely to explore different products in this market and to use spreads for a variety of applications, brands will benefit from focusing expansive efforts on these consumers. Staples, however, will need to remain central to brands as tradition and familiarity continue to appeal to the top consumer of peanut butter, the 55+ age group, and are popular with the widest consumer base.

Peanut butter remains the strong leader in the market, but hazelnut spreads have seen success in recent years. With consumption driven by parents, hazelnut spreads were more likely to have been purchased than almond butter. Consumers are looking for spreads that enhance foods by providing a taste



“While tradition runs strong in the nut-based and sweet spreads market, there is opportunity for growth through expanded uses and occasions past the breakfast occasion and bread application.”

– Kelsey Olsen, Consumer Insights Analyst

## Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

## Nut-based Spreads and Sweet Spreads - US - 2022

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

experience that appeals to a variety of ages. Position spreads as versatile inclusions to the consumption occasion, as ingredients that can make up a simple snack and also be a part of a more complex recipe.

Rising prices will impact purchasing habits in the category, hampering consumers' purchasing power of super-premium products, specifically nut spreads that retail at higher price points. For the majority of spreads, though, inflation may bring good news as consumers keep staples in their carts and even trade down to spreads from more expensive products.



### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

### Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Table of Contents

### OVERVIEW

- **What you need to know**
- **This Report looks at the following areas**
- **Definition**
- **Market context**

### EXECUTIVE SUMMARY

- **Top takeaways**
- **Market overview**  
Figure 1: Total US sales and fan chart forecast of market, at current prices, 2016-26  
Figure 2: Category outlook, 2022-27
- **Opportunities and challenges**
- **Slow growth can be accelerated through expanded usage**
- **Opportunity with parents comes from willingness to explore**  
Figure 3: Sweet spreads uses, by parental status, 2022
- **Neutral health attitudes toward spreads reinforces versatile potential**  
Figure 4: Nut-based and sweet spreads health perceptions, 2022
- **Inflation may hamper exploration in the market, but boost value options**  
Figure 5: attitudes towards larger packaging sizes, by income level, 2022
- **Take protein interests to next level with plant-based protein movement**
- **The great sugar content debate**
- **Key consumer insights**
- **The future of spreads will combine tradition and exploration**
- **Parents are leaders in innovative use of spreads and drive many leading sub-categories.**
- **Spreads tend to be health neutral in the eyes of consumers**

### MARKET SIZE AND FORECAST

- **Market returns to slow and steady growth, yet hold on to 2020 gains**  
Figure 6: Total US sales and fan chart forecast of market, at current prices, 2016-26  
Figure 7: Total US sales and forecast of market, at current prices, 2016-26

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

### Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## SEGMENT PERFORMANCE

- Nutty for nut-based spreads**

Figure 8: Total US retail sales of nut-based and sweet spreads, by segment, at current prices, 2021

Figure 9: Total US retail sales and forecast of nut-based and sweet spreads, by segment, at current prices, 2016-26

Figure 10: Total US retail sales and forecast of nut-based and sweet spreads, by segment, at current prices, 2016-26

- Diversify distribution channels**

Figure 11: Total US retail sales of nut-based and sweet spreads, by channel, at current prices, 2016-21

## MARKET FACTORS

- Rising prices presents a mixed bag of challenges and opportunities**

Figure 12: Mintel's Global Consumer – Food & Drink, March 2022

Figure 13: Changes in consumer price indexes for food, 2021-22

- Food spend rises at home, and away**

Figure 14: Sales of food at home and away from home, 2010-22

- Shifts in household structure, population point to need for strategy updates**

Figure 15: Share of population, by age, 2016-26

- Environmental concerns have ripple effect**

## MARKET SHARE/KEY PLAYERS

- Little to no growth for leading nut-butter and sweet spread brands**

- Packaging innovation supports JM Smuckers lead**

- Innovative specialty brands find traction**

- Sales of nut-based and sweet spreads by company**

Figure 16: Multi-outlet sales of nut-based and sweet spreads, by leading companies, rolling 52 weeks 2021 and 2022

- Alternative butters are driving growth, for the most part**

- Hazelnut spreads bring sweet success**

- BFY butters tackle nutrition and allergens**

Figure 17: Multi-outlet sales of nut-based spreads, by leading companies and brands, rolling 52 weeks 2021 and 2022

- Sweet spread brands struggle in rebound year**

- Premium brands turn to trendy pairing to extend occasions**

Figure 18: Dalmatia Fig Orange Spread

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 19: Multi-outlet sales of sweet spreads, by leading companies and brands, rolling 52 weeks 2021 and 2022

## COMPETITIVE STRATEGIES AND MARKET OPPORTUNITIES

- There is no time like the present for TikTok**  
Figure 20: Nut butter hashtag views on TikTok, March 2022  
Figure 21: Justin's Nutty Tortilla Hack, February 2021
- Brands explore in the spread market**  
Figure 22: Expanded product lines
- Packaging connects to brand beyond shelf**  
Figure 23: Bonne Maman DIY jar ideas, 2021
- Opportunity lies between the blurred lines in the nut-based and sweet spreads categories**  
Figure 24: Oat Haus Granola Butter, Cinnamon Toast Crunch Spread
- Savory flavors of nut-based spreads expand usage opportunities**  
Figure 25: Spicy and savory nut butter products
- A better-for-you game of addition and subtraction**  
Figure 26: Functional nut-based and sweet spreads products
- On-package messaging inspires usage**  
Figure 27: On-package usage messaging product examples
- Sip on sweet spreads**  
Figure 28: Sweet spreads beverage occasion Instagram posts
- Appeal to the eco-conscious consumer**  
Figure 29: Eco-labeling product examples, 2021

## THE NUT-BASED AND SWEET SPREADS CONSUMER – FAST FACTS

- PB&J are staples; chocolate hazelnut sweetens the deal**
- Neutral identities make way for opportunity through expanded use**
- Extend usage beyond bread and breakfast**
- Packaging can provide versatility and convenience**

## PURCHASES OF NUT-BASED AND SWEET SPREADS

- Peanut butter sticks as familiar favorite**  
Figure 30: Nut based and sweet spreads purchases, 2022
- Younger adults lead nut spreads exploration**  
Figure 31: Purchase of nut-based spreads, by age, 2022
- Give sweet spreads an identity to appeal to the ages**

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 32: Consumer purchase of sweet spreads, by age, 2022

- **Parents lead the charge for convenience and diversification of spreads**

Figure 33: Purchases of nut-based and sweet spreads, parental status, 2022

- **Smaller nut spreads basket size for over-45s**

Figure 34: Repertoire of nut based spreads purchase, by age, 2022

- **Increase sweet spreads use cases**

Figure 35: Repertoire of sweet spreads purchase, 2022

## PURCHASE PATTERNS AND INTEREST BY PACKAGING AND SPREAD TYPE

- **Enhance experience with packaging**

Figure 36: Nut-based and sweet spreads packaging type purchases and interests, 2022

- **Balance functional packaging with sustainable practices**

Figure 37: Nut based packaging purchases, net – Any purchase, by age, 2022

- **Sweet spreads' packaging must encourage neatness and portion control**

Figure 38: Trader Joe's PB&J Snack Duo

Figure 39: Sweet spread packaging purchases, net – Any purchase, by age, 2022

- **Diverse format purchase demonstrates parents' need for nut spread versatility**

Figure 40: Nut-based and sweet spread packaging purchases, by parental status, 2022

## NUT-BASED AND SWEET SPREADS ATTITUDES

- **Health vs indulgence identity crisis**

Figure 41: Nut-based and sweet spreads attitudes, 2022

- **Indulgence vs health perceptions vary by age**

Figure 42: Health perceptions of nut-based and sweet spreads, by age, January 2022

## NUT-BASED AND SWEET SPREADS BEHAVIORS

- **Habits heavily influence spreads behaviors**

Figure 43: Nut-based and sweet spreads behaviors, 2022

- **As seen on TikTok**

Figure 44: Nut-based and sweet spreads exploration, by age, 2022

Figure 45: TikTok Charcuterie Board Tutorial by HEB, 2021

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

# Nut-based Spreads and Sweet Spreads - US - 2022



Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## NUT-BASED AND SWEET SPREADS OCCASIONS

- **Inspire beyond breakfast time**  
Figure 46: Nut-based and sweet spreads occasions, 2022
- **Consumer association with uses and occasions**  
Figure 47: Correspondence Analysis – Symmetrical map – Nut butter and sweet spread uses and occasions, 2022

## NUT-BASED AND SWEET SPREAD USES

- **PB&Js are not going anywhere**  
Figure 48: Nut based and sweet spreads uses, 2022
- **Expand sweet spread uses with alternative applications**  
Figure 49: Sweet spreads uses, by parental status, 2022

## INTEREST IN NUT-BASED SPREAD FEATURES

- **Basic butters may win more than bells and whistles**  
Figure 50: Nut-based spreads purchase interests, 2022
- **Balance flavor and function to drive parent purchase**  
Figure 51: Nut-based spreads purchase motivators, by parental status, 2022
- **The quest for nutritional qualities that excite the flavor palate**  
Figure 52: TURF Analysis – Nut spread claims interest, 2022

## INTEREST IN SWEET SPREADS FEATURES

- **Low sugar leads interest for sweet spread features**  
Figure 53: Sweet spread purchase motivators, 2022
- **Nutritional and environmental benefits make a sweet combination**  
Figure 54: Sweet spread nutrition purchase motivators, by age, 2022
- **Spice up the vitamins, tone down the sweet**  
Figure 55: TURF Analysis – Sweet spread interest, 2022

## APPENDIX – DATA SOURCES AND ABBREVIATIONS

- **Data sources**
- **Sales data**
- **Forecast**
- **Consumer survey data**
- **Abbreviations and terms**
- **Abbreviations**
- **Terms**

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## APPENDIX – THE MARKET

Figure 56: Total US retail sales and forecast of nut-based and sweet spreads, at current prices, 2016–26

Figure 57: Total US retail sales and forecast of nut-based and sweet spreads, at inflation-adjusted prices, 2016–26

Figure 58: Total US retail sales and forecast of nut-based and sweet spreads, by segment, at current prices, 2016–26

Figure 59: Average annual household spending on nut-based and sweet spreads, 2016–21

Figure 60: Total US retail sales of nut-based and sweet spreads, by segment, at current prices, 2019 and 2021

Figure 61: Total US retail sales and forecast of nut-based spreads, at current prices, 2016–26

Figure 62: Total US retail sales and forecast of nut-based spreads, at inflation-adjusted prices, 2016–26

Figure 63: Total US retail sales and forecast of sweet spreads, at current prices, 2016–26

Figure 64: Total US retail sales and forecast of sweet spreads, at inflation-adjusted prices, 2016–26

Figure 65: Total US retail sales of nut-based and sweet spreads, by channel, at current prices, 2016–21

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

### Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100





## About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.