

Yellow Fats and Oils - UK - 2022

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This report looks at the following areas:

- The impact of COVID-19 on the yellow fats and oils market
- Buying and usage of yellow fats and oils
- Key NPD activity and future opportunities in light of consumer interest
- Behaviours and attitudes relating to yellow fats and oils

Plant milk based spreads interest one in five consumers (19%). While the nature of plant-based milks means they do not lend themselves to being the main ingredient in spreads, incorporating them holds potential for spreads to tap into the buzz surrounding this growing segment.

While consumers' newfound freedom from COVID restrictions should see the demand for at-home meals drop, the income squeeze will continue to boost the appeal of these, buoying the volume sales of yellow fats and edible oils. Trading down in the market will mitigate the impact of rising prices on value sales.

The growing trend for people to adopt more plant-based elements in their diets poses a threat to butter, including some leading brands, and a need to improve and put forward their green credentials. Switching towards spreads and edible oils will curb value growth in the market, given their lower cost.

Championing the British farmers supplying their milk and oils holds potential for yellow fats and oils to build standout among consumers. More than half (55%) of people think that butter, spreads and edible oils that support British farmers are worth paying more for, Brexit and the COVID-19/coronavirus outbreak both adding momentum to consumer interest in buying British.



“As with many other markets, yellow fats and edible oils sales saw a sharp uptick during the COVID-19/coronavirus outbreak. While the lifting of restrictions should see less demand for at home meals, the income squeeze will offset this. Price rises in 2022 will provide an opportunity for own-label and spreads to win favour as the lower cost options.”

- Angharad Goode, Research Analyst March 2022

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