

Butter, Margarine and Oils - US - August 2013

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“Health and wellness trends and recent price increases have presented the category with challenges that will need to be addressed with innovative new products and marketing if the brands hope to grow.”
– Sarah Day Levesque, Food Analyst

In this report we answer the key questions:

- How can edible fats and oils appeal to consumers in light of health trends?
- What effect do price changes have on consumer purchasing behavior?
- How can flavor innovation boost category interest?

Combined butter, margarine, spreads, and oils sales have endured ups and downs in the five years prior to 2013, driven in large part by price fluctuations, but also by consumer trends. Despite increasing prices that have helped bolster dollar sales, this category, also referred to here as the edible fats and oils category, faces dwindling consumer interest due to far-reaching health trends that encourage reduced fat and cholesterol intake. Cooking and eating-out habits as well as product innovation also play a role in helping and hindering category sales. A comprehensive understanding of these and other consumer trends, as well as brand activity and new product introductions will help companies as they try to thrive in a sluggish category.

Among the topics covered in this report are:

- What is driving, or hindering, the butter, margarines, spreads, and oils market?
- What is the current market size and future projections?
- How can butter, margarines, spreads, and oil companies address trends in healthy eating and concerns over obesity that may hinder sales growth in the category?
- Which companies have been the most aggressive in marketing, product mix and product innovations, and are in sync with what consumers are most interested in?
- What role does private label/store brand play in this category?
- How has consumption of various types of edible fats and oils changed in the past 12 months?
- What factors influence consumer behavior and what matters most to consumers?
- What potential do innovative new products hold?

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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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