"As consumers increasingly turn to butter over margarine/spreads for its natural appeal, spread brands are challenged to provide products that more closely align with consumer needs."

– Amy Kraushaar, Category Manager, Food & Drink Reports

This report looks at the following areas:

- How can margarine brands establish a healthier profile?
- Can alternative cooking oil brands meet demand for healthy foods?
- How can name brands compete with private label?

This report also provides analysis of the following:

- How preference for less processed foods is driving butter sales and what margarine/spread brands are doing to compete
- How olive oil and other alternative oils such as peanut and grapeseed oil can market their cholesterol-lowering attributes to compete with standard vegetable oil brands
- Why households with children help drive sales and what product attributes are important to this demographic
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Butter, Margarines and Oils - US - July 2014

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Butter, Margarines and Oils - US - July 2014

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

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