"Butter’s advantage lies in two areas, its versatility, meaning its ability to be used both in recipes and as a spread, and in its perception of being a more natural option to margarine."

- Joel Gregoire, Senior Food & Drink Analyst

This report looks at the following areas:

- Commodity perception supports price sensitivity
- Consumers averse to processed foods
- Pressure to reform current supply management model

Though sentiment appears to be split in whether butter is healthier than margarine, margarine’s efforts in reformulation and in positioning it to be a ‘heart-healthy’ alternative to butter have likely contributed to managing the sales gap between the categories.
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Abbreviations

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