

## Savoury Spreads & Dips - UK - August 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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“Sales of dips have grown strongly in recent years, but further opportunities exist for pairing dips with snacks, including pairings positioned for eating with specific alcoholic drinks, as well as encouraging higher usage with main meals.”

– **Richard Caines, Senior Food & Drink Analyst**

This report looks at the following areas:

In ready-made sandwich fillers more premium and healthier options, including more products with high-protein, superfood and vegetable-based ingredients, are needed to overcome negative perceptions and drive higher usage.

- **More ideas on pairings offers a way to keep sales of dips growing**
- **Greater focus on ingredients needed to increase usage of fillers**
- **Dips well placed to benefit from positive health claims and spicy flavours**

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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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Healthier attributes warrant attention in dips

Single-serve formats garner significant interest

More premium-quality ingredients needed in sandwich fillers

More exciting flavours and interesting textures would also help

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- Short shelf life is a barrier to using chilled sandwich fillers
- Half of users think taste of dips is more important than healthiness
- Opportunity for matching dips with alcoholic drinks

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