

A YEAR OF INNOVATION IN BUTTER, SPREADS AND OILS, 2021

Innovation is focusing on more natural and sustainable credentials, while nutrient-boosted and plant-based recipes are growing in prominence.



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Report Content



- What we have seen
- Our pick of the most innovative launches in this review
- Other innovative launches
- Innovation opportunities in butter, spreads and oils

EUROPE, MIDDLE EAST & AFRICA (EMEA)

- EMEA retail market overview: butter and yellow fats, 2021
- EMEA retail market overview: cooking and edible oils, 2021

Europe: consumers expect natural yellow fats to be sustainably produced

- Consumers are looking for environmental and sustainable leadership from brands
- Environmentally friendly packaging claims record a sharp rise
 - Graph 1: butter, spreads and oils, by selected nature and ethical & environmental claims, 2016-17 vs 2020-21
- Brands highlight their sustainability credentials

Europe: butter brands celebrate ingredients and preparation

- Butters innovate around indulgence to help consumers treat themselves

Europe: plant-based margarines spread their roots

- Consumers are seeking out plant-based alternatives
- Plant-based claims continue to soar in margarine launches
 - Graph 2: launches of margarine & other blends, by select claims, 2016-21
- Plant-based spread brands explore novel and niche ingredients

Middle East & Africa (MEA)

- Fortification is notable in the region

ASIA PACIFIC (APAC)

- APAC retail market overview: butter and yellow fats, 2021
- APAC retail market overview: cooking and edible oils, 2021

Asia: consumers are seeking out better-for-you oils and yellow fats

- Consumers are keen to buy oils with nutritional benefits
- Cardiovascular health tops functional claims in Asian launch activity
 - Graph 3: butters, spreads and oils, by top 10 functional and plus claims, 2020-21
- Gut, immune and brain health claims feature in oils and yellow fats

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Asia: more consumers want assurance about the sustainability credentials of products

- Consumers look for more environmentally friendly yellow fats and oils
- More butter, spread and oil launches feature eco-friendly claims
 - Graph 4: butter, spreads and oils launches, by select ethical and environmental claims, 2016-21
- Brands look to sustainable sourcing and eco-certification to reassure consumers of their green credentials

Australia & New Zealand

- Celebrating local production

THE AMERICAS

- Americas retail market overview: butter and yellow fats, 2021
- Americas retail market overview: cooking and edible oils, 2021

North America: natural yellow fats are in demand

- Consumers are looking for clean-label and natural ingredients
- GMO-free and organic claims dominate natural positioning in North America
 - Graph 5: butter, spreads and oils with select natural claims, 2016-17 vs 2020-21
- Organic, grass-fed and minimally processed yellow fats

North America: brands are tapping into consumer health trends

- Consumers are looking for healthier options
- Oil brands highlight inherent health benefits

North America: consumers look for added convenience features

- Brands offer consumers more convenient format features in butter and oils

Latin America

- Yellow fat brands celebrate flavour quality
- Better-for-you fats are in demand

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