

# 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.



Mikolaj Kaczorowski,  
Innovation Analyst



# 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

# A year of innovation in butter, spreads and oils, 2021

---

## **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

### Disclaimer

This is marketing intelligence published by Mintel. The consumer research exclusively commissioned by Mintel was conducted by a licensed market survey agent ([See Research Methodology for more information](#)).

### Terms and Conditions of use

Any use and/or copying of this document is subject to Mintel's standard terms and conditions, which are available at <http://www.mintel.com/terms>

If you have any questions regarding usage of this document please contact your account manager or call your local helpdesk.

### Published by Mintel Group Ltd

[www.mintel.com](http://www.mintel.com)

### Help desk

UK	+44 (0)20 7778 7155
US	+1 (312) 932 0600
Australia	+61 (0)2 8284 8100
China	+86 (21) 6386 6609
India	+91 22 4090 7217
Japan	+81 (3) 6228 6595
Singapore	+65 (0)6 818 9850