

A YEAR OF INNOVATION IN BUTTER, SPREADS AND OILS, 2023

Private label launches have increased share in Europe, while better-for-you recipes are also flourishing.



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Report Content



- What we have seen
- Our pick of the most innovative launches in this review
- Other innovative launches
- The Future of Butter & Margarine

EUROPE, MIDDLE EAST & AFRICA (EMEA)

Europe: private label butter and spread launches take a bigger share of activity as the cost of living crisis hits

- Consumers are expected to buy more private label butter and spreads as food prices soar
- Branded options continue to dominate the number of launches, but private label share increases
 - Graph 1: butter and margarine launches, by share of brand/private label, 2019-23
- Butter and spread launches signify quality by highlighting taste, ingredient and process excellence

Europe: cooking oil brands offer inspiration to home cooks

- Guidance on how to use oils to create delicious food is welcomed by many consumers
- Olive oil dominates cooking oil launch activity in Europe, as sunflower oil sees an uptick in launch activity
 - Graph 2: cooking oil launches (including all children), by select ingredients, 2019-23
- Edible oils with on-pack usage tips and recipes

The Middle East & Africa (MEA)

- Vitamin/mineral-fortified claims are growing among cooking oil launches in MEA

ASIA PACIFIC (APAC)

Asia: butter and spread brands tap into local pride to deliver value

- Consumers crave local food
- The share of imported butter and spreads has significantly decreased in Asia
 - Graph 3: butter and margarine launches, by import status, 2019-23
- Butter brands are highlighting local ties
- Brand renovation/innovation: Indonesian Rosalie adds location specificity for extra-premium appeal

Cooking oil brands in India flag up wellness benefits

- Consumers are keen to buy cooking oils with added nutritional benefits
- Cardiovascular health tops claims in functional cooking oils in India
 - Graph 4: launches of functional cooking oils, by share of top functional claims, 2021-23

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- Cooking oil brands flag up functional benefits
- Brand renovation/innovation: Dabur takes the Ayurvedic route to heart care, going beyond just lowering cholesterol

Australia & New Zealand

- Premium olive oils showcase high quality ingredients and processing methods

THE AMERICAS

North America: consumers' need for convenience inspires innovation in butter and spreads

- Consumers seek quick-fix shortcuts that offer both convenience and indulgence
- The block-style format is most common in North American butter and spread launches
 - Graph 5: butter and spread launches, by share of packaging type, 2021-23
- Butter launches showcase convenient formats and promise to elevate dishes

North America: sustainable claims record an increased share of launch activity in oils

- Consumers expect food companies to be communicative about sustainable production
- Planet-friendly packaging claims are increasing
 - Graph 6: cooking oil launches, by share of select ethical claims, 2019-23
- Brands are doubling down on ecological packaging initiatives

Latin America

- Butter and spread brands strengthen their focus on low sodium innovations
- Unsalted butter and spreads are likely to resonate well with health-conscious consumers

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