

THE FUTURE OF BUTTER AND MARGARINE: 2023

Brands have the opportunity to cash in on butter becoming worthy of social media buzz.



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Report Content



- The now, the next and beyond

WHERE WE ARE NOW

- Butter innovation is going strong, while margarine innovation is stagnant
- Butter pushes its natural credentials while margarine leans towards fortification
 - Graph 1: new butter, per select top claims, 2020-23
 - Graph 2: margarines and other blends, per select top claims, 2020-23
- Butter and margarine: what we are seeing

IN THE NEXT TWO YEARS

- Mintel's perspective

Butter as a treat

- Give overwhelmed consumers the freedom to treat themselves
- The viral butter board trend demonstrates that young consumers find excitement in butter
- Showcase butter's versatility in sweet and savoury applications
- Texture variations inject excitement

Finding nutritional relevance

- Fat reduction is still one of consumers' top nutrition priorities
 - Graph 3: select factors when shopping for food, 2023
- As well as fat reduction, focus on what replaces fat
- Draw attention to the big picture: butter and margarine in the context of a healthy and balanced diet
- Adapt to new eating habits

Inflation-proof cooking

- Help home cooks adapt and improvise in the face of increasing barriers to shopping and cooking
- Consumers will be looking for ways to save
- Inspire consumers to embrace new, energy-efficient cooking methods
- Recommend energy/time-efficient usages

IN FIVE YEARS AND BEYOND

- Mintel's perspective
- Regenerative agriculture claims will take hold

The Future of Butter and Margarine: 2023

- Address reliance on palm oil
- Start-ups are reimagining fat technologies

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