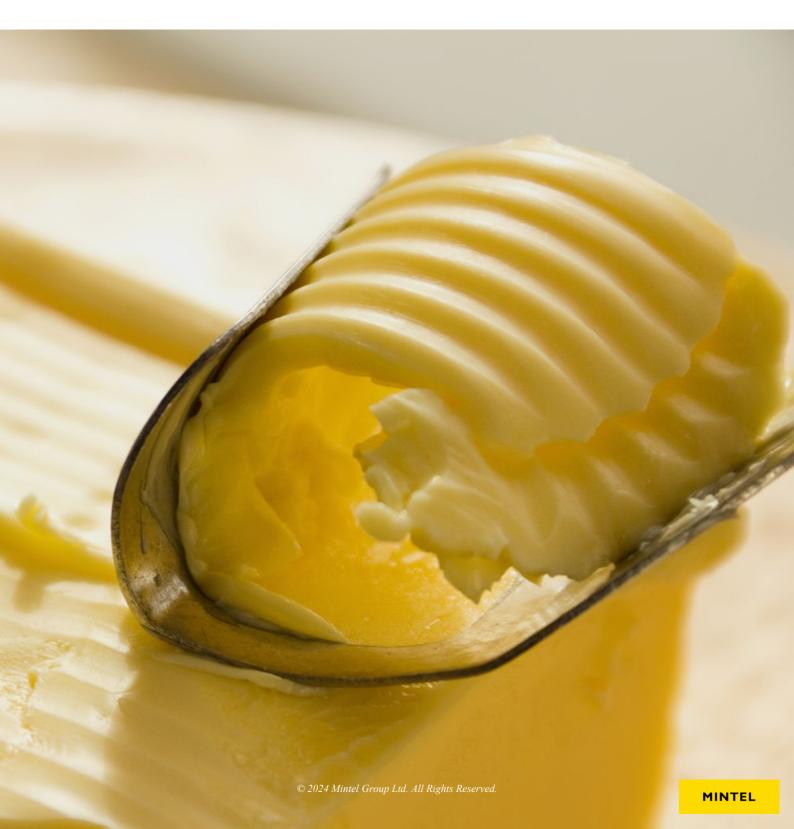
THE FUTURE OF BUTTER AND YELLOW FATS: 2020

Global Annual Review: what's now and what's next for the butter and yellow fats market.





Report Content

A look back, and a look ahead

THE BIG STORIES

· Mintel's perspective

Butter goes epicurean

- · Inspire consumers with more adventurous flavors
- · Sublime takes finishing butter to the next level
- · Add novel textures to boost excitement
- Portable formats are made premium with elevated packaging options

Margarine's second act as 'plant-based butter'

- · 'Plant butter' taps into consumer interest in plant-based diets
- Vegan butter and cheese maker aims to convert a dairy farm to plant-based agriculture
- · Oil-based spreads leverage associations with both butter and plants

Ghee gets with the times

- · Modern ghee goes beyond its Ayurvedic roots
- · New formats add gourmet convenience to ghee
- · Clarified butter gets a wellness spin with lactose-free and A2 ghee

IN THE NEXT TWO YEARS

Mintel's perspective

Interest in specialized diets will drive functional butter innovation

- Use functionality to elevate butter and other spreads
- · Trendy diets shift butter into the wellness realm
- · Butter is well-positioned to leverage high-protein trend

Anti-palm oil sentiment will fuel the demand for alternative fats

- Palm oil will continue to be a hot topic in spreads
- · Brands look for emerging alternatives to palm oil
- · Shea, aquafaba and Allanblackia can be viable alternatives to palm oil

Processing and ingredient concerns will become increasingly important

Respond to the demand for clearer information about processing

The Future of Butter and Yellow Fats: 2020

- · Health and number of ingredients are correlated in consumers' minds
 - Graph 1: words associated with spreads/margarine and butter, 2019
- · Offer consumers 'full disclosure' of ingredients and processing techniques

IN FIVE YEARS AND BEYOND

- New technology will make 'animal-free' butter possible
- · Standards of identity will be challenged further
- Climate change will spur innovation of 'climate smart' butter and spreads

KEY MARKET DATA

- · India takes the lead and Germany and Brazil ramp up innovation
 - Graph 2: butter and yellow fats, new product launches, top five countries, Jan 2019-Dec 2019
- · The fastest growth is coming from Russia and APAC, the slowest from Europe
- The heaviest users of retail butter and margarine/other spreads are in Europe
- Butter innovation is on the rise while margarine/other spreads are slowing down
 - Graph 3: butter and yellow fats, new product launches by subcategory, Jan 2017-Dec 2019
- · Brands can go beyond the obvious claims for butter and margarine

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