

THE FUTURE OF BUTTER, SPREADS, CREAM, CREAMERS: 2021

Consumers' desire for familiarity and comfort will bode well for butter and cream. Physical and emotional wellness will continue to be important innovation drivers.



A Mintel Analyst, Global Analyst



Report Content



- Listen to our Global Dairy expert, Dasha Shor, talk you through the key stories from this report
- The now, the next and beyond

WHERE WE ARE NOW

- Margarine innovation is slowing despite the buzz around plant-based dairy alternatives
- Butter and yellow fats: what we are seeing
- Global cream innovation is stalling
- Plant-based cream and coffee creamer innovation continues to evolve

IN THE NEXT TWO YEARS

- Mintel's perspective

Deliver shortcuts for the new working world

- A better work-from-home experience with office-like amenities
- Creamer concentrates and powdered creamers address storage concerns
- Support in-home baristas with educational content
- Offer the next level of convenience for a connected home

Appealing to health-minded consumers in a high-fat arena

- Managing diet-related chronic diseases is top of mind
- Use functionality to elevate butter and spreads
- Margarine can expand its range of benefits with added nutrients
- Explore the wealth of choices in plant-based fats for better-for-you associations
- Deliver on "clean label" functionality in creamers

Comfort foods for emotional wellbeing

- The anxiety of the pandemic caused many consumers to turn to comfort foods for emotional comfort
 - Graph 1: impact of COVID-19/coronavirus outbreak on food and drink habits, % of consumers eating indulgent foods (eg sweets, high in sugar/fat), July 2020
- Tap into the comfort of baking and sharing sweet treats with family and friends
- Create hyper-indulgent offerings with higher fat content for texture and culinary performance

IN FIVE YEARS AND BEYOND

- Mintel's perspective

The Future of Butter, Spreads, Cream, Creamers: 2021

- Consumer interest in sleep and relaxation aids offer a new area for cream and creamers to explore
- Next-level functionality: reinvent cream and creamers for evening time
- Next-level functionality: support eye health
- Offer consumers 'full disclosure' of ingredients and processing techniques
- What animals are fed will play a role in conveying quality
- 'Localism' movement will reinforce the need for domestic sourcing and supply chain transparency
- Highlight local sourcing on-pack
- Regenerative agriculture will appeal with its promise of biodiversity, soil health and a future for farmers
- Advances in technology will allow for hyper-realistic butter and cream without animal ingredients

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