

# THE FUTURE OF SWEET AND SAVOURY SPREADS: 2019

Global Annual Review: what's now and what's next for the sweet and savoury spreads market.



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# Report Content

- A look back and a look ahead

## THE BIG STORIES

- Mintel's perspective

### Don't overthink it!

- Consumers show the highest purchase intent for traditional spread products
- Subtlety is key
- Brands make slight alterations to formulations, but remain familiar

### 'Supplement' with spreads

- Functional spreads have huge appeal
- Honey launches market functional ingredients
- Natural 'colour' of fruit and vegetable ingredients can also help to communicate health

### The chocolate spread market is getting busy

- Ferrero's Nutella is facing new challengers, and often through texture
- Palm oil concerns offer opportunity for chocolate spread brands
- Barilla to launch palm oil-free premium spread 'Pan di stelle'

## IN THE NEXT TWO YEARS

- Mintel's perspective

### Dips designed to be shared

- Sharing dishes can target social isolation
- Redefining hummus as a main dish
- The Ethiopian Injera experience

### Sandwich fillers should target the taco occasion

- Consumers are interested in more elaborate sandwiches/wraps
- Taco fillings are ready for development
- Maximising the hand-held sharing experience

### Asian dipping sauces offer category evolution

- Inspired by South East Asia, dipping sauces could move from foodservice into the home
- Tsukemen noodle dipping sauces could move from East to West

# The Future of Sweet and Savoury Spreads: 2019

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- Capitalise on the dumpling craze

## FIVE YEARS AND BEYOND

- Mintel's perspective
- Obesity and the environment are major international concerns
- Sugar will be the biggest factor impacting sweet spreads
- Redefining the 'superfood' to save the planet
- Sustainable 'superfoods' for the future

## KEY MARKET DATA

- Norway leads in per capita consumption of sweet spreads
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  - Graph 1: per capita consumption of sweet spreads (kg), top five markets, 2018 (est)
- The US continues to dominate volume sales of sweet spreads
- The US continues to dominate volume sales of sweet spreads
  - Graph 2: sweet spreads, volume sales (000 tonnes), top five markets, 2018 (est)
- France innovates sweet and savoury spreads more than the rest of the world
- Top flavours in sweet and savoury spreads
- Top positioning claims in sweet and savoury spreads

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