

THE FUTURE OF SWEET AND SAVOURY SPREADS: 2020

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

Hummus and salsa reign supreme

- Hummus and salsa continue to dominate dip innovation and preference
- Hummus and salsa brands have licence to extend their range
- Huge opportunity for functional hummus/salsa
 - Graph 1: interest in sweet or savoury spreads with added health benefits (eg vitamin fortified, omega-3 oils), 2018

Sustainable spreads from field to fork

- Ethical and sustainable claims are growing consistently
 - Graph 2: top five ethical and environmental claims in sweet and savoury spreads over time, 2015-19 (Jan to Nov)
- Ethical and sustainable claims have evolved
- Sustainable palm oil and palm oil-free continue to lead the agenda

Sugar, less sugar or no sugar at all?

- Sugar is a massive concern for consumers
- Brands take different approaches to sugar reduction
- Targeting children with sugar-friendly spreads is essential

IN THE NEXT TWO YEARS

- Mintel's perspective

Dip topping opportunities are endless

- More texture would be welcomed in dips and spreads
 - Graph 3: sweet or savoury spreads with unusual/interesting textures (eg chunky, crunchy), 2018
- Look to snack mixes for healthy topping ideas
- Use toppings to make hummus more authentic

Enriched beyond protein

- 'Healthy' nut butters will evolve beyond protein
- Vitamins, omega acids and gut health ingredients
- New health claims surfacing in nut-based space

The Future of Sweet and Savoury Spreads: 2020

Reformulating the foundations

- Going sustainable: picking a base for the future
- Going exotic: Reacting to the 'weird fruit' trend
- Going premium: elevating the base ingredient

FIVE YEARS AND BEYOND

- Mintel's perspective
- New technologies will solve food crises
- Allergen-free technologies may finally make an appearance
- The hypoallergenic peanut
- Synthetic palm oil will be a gamechanger

KEY MARKET DATA

- The US continues to dominate volume sales of sweet spreads
 - Graph 4: [no title]
- Norway leads in per capita consumption of sweet spreads
 - Graph 5: [no title]
- France innovates sweet and savoury spreads more than the rest of the world
- Nuts and hummus are the top flavours in sweet and savoury spreads respectively
- Low-allergen is the largest claim in both sweet and savoury spreads

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