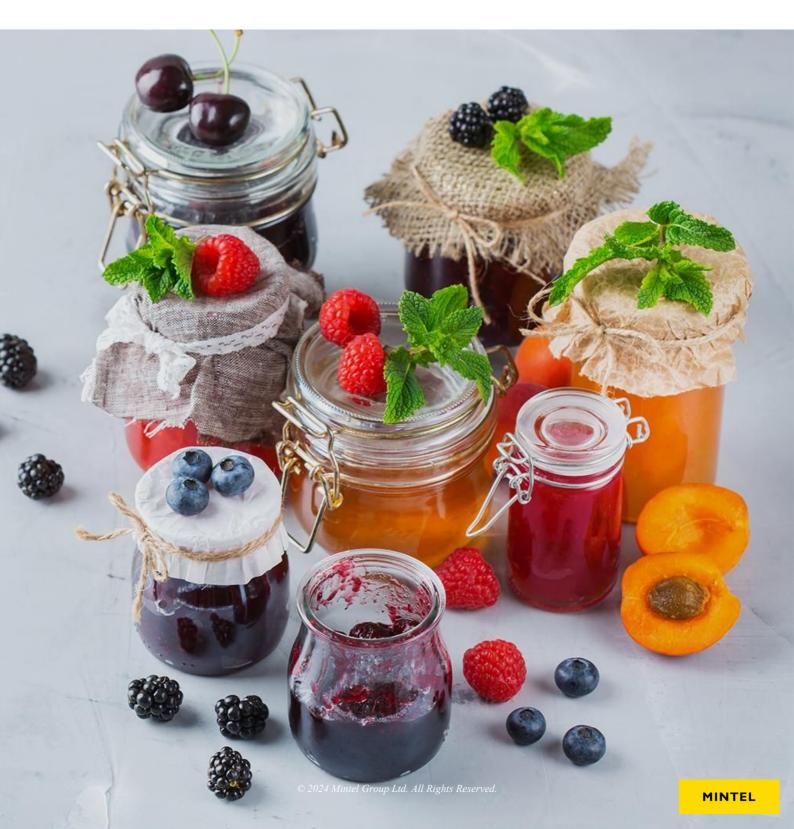
# THE FUTURE OF SWEET AND SAVOURY SPREADS: 2020

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



Chris Brockman, Director of Food & Drink Content,



# 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

## 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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