

# THE FUTURE OF SWEET AND SAVOURY SPREADS: 2021

Sweet and savoury spreads must improve their health and sustainability profiles, while ensuring their flavour finds a balance between familiarity and disruption.



Chris Brockman, Director of Food & Drink Content, EMEA



## Report Content



- Listen to our sweet and savoury spreads expert, Edward Bergen, talk you through the key stories from this report (video length: 13 mins)
- The now, the next and beyond

### WHERE WE ARE NOW

- What we have seen
- Our analyst picks for 2020 spreads innovation

### IN THE NEXT TWO YEARS

- Mintel's perspective

#### **Sustainability will become central to the ideology of spread brands**

- Sustainability is becoming an important consumer demand
- Sweet and savoury spreads need to catch up with global food and drink for sustainable attributes
  - Graph 1: ethical and environmental claims in sweet and savoury spreads vs all food and drink launches, MAT, Apr 2016-Mar 2021
- Spreads brands can take a varied approach to sustainability claims
- The ingredient's sustainable values will be brought into the spotlight
- Spreads can use packaging to celebrate the ingredient

#### **Fortification will become more specific**

- Consumers are demanding health-boosting spreads
- Consumers are looking for quite specific functional claims
- Immunity moved sharply into focus
- Mayver's new Australian launches target gut and heart health
- Nut spread brands span from specialised nutrition through to mainstream

#### **Flavour will focus on intensity**

- Strengthening the core flavour offers balance between innovation and familiarity
- Nutella dials up cocoa content for a more chocolatey experience
- Intensity also helps to enhance the 'quality' perceptions
- Consumers seek more spicy and smoky flavours
  - Graph 2: flavours consumers would like to see more of in savoury foods, March 2021
- Brands should better communicate their added flavour intensity

## IN FIVE YEARS AND BEYOND

- Mintel's perspective
- The future of spreads will be in celebrating 'hero' ingredients
- Heroize the brazil nut
- Heroize pulses – a perfect savoury spread solution for health, environmental and agricultural demands
- Heroize 'lab-grown' to solve specific ingredient concerns
- Heroize upcycled ingredients

### Disclaimer

This is marketing intelligence published by Mintel. The consumer research exclusively commissioned by Mintel was conducted by a licensed market survey agent ([See Research Methodology for more information](#)).

### Terms and Conditions of use

Any use and/or copying of this document is subject to Mintel's standard terms and conditions, which are available at <http://www.mintel.com/terms>

If you have any questions regarding usage of this document please contact your account manager or call your local helpdesk.

### Published by Mintel Group Ltd

[www.mintel.com](http://www.mintel.com)

email: [store@mintel.com](mailto:store@mintel.com)

### Help desk

UK	+44 (0)20 7778 7155
US	+1 (312) 932 0600
Australia	+61 (0)2 8284 8100
China	+86 (21) 6386 6609
India	+91 22 4090 7217
Japan	+81 (3) 6228 6595
Singapore	+65 (0)6 818 9850