

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.



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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

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