

THE FUTURE OF SWEET AND SAVOURY SPREADS: 2022

Spreads have benefitted from consumers' rediscovered passion for home food preparation. Sustainability and flavour innovations will help maintain consumer interest.



Regina Haydon, Global Food & Drink Analyst



Report Content



- Meet Mintel's global sweet and savoury spreads expert
- The now, the next and beyond

WHERE WE ARE NOW

- New packaging formats can help expand usage occasions
- Premium ranges are expanding, bringing excitement and appeal to various spread sub-categories
- Sweet and savoury spread launches in 2021
- What we are seeing

IN THE NEXT TWO YEARS

- Mintel's perspective

Peanut butters get an upgrade

- The reinvention of peanut butter
 - Graph 1: new nut butter launches by type of nut, 2017-21
- Craft credentials can help peanut butter to broaden its appeal
- Peanut butters can excite consumers with flavour experimentation
 - Graph 2: new peanut butter flavour launches* %, 2017-21
- Flavour in peanut butter can offer consumers an element of surprise
- Powdered peanut butter like no other

Sustainability at the heart of innovations

- Sustainability matters even more
- Opportunities exist to further develop sustainable products and practices in the sweet and savoury spreads category
 - Graph 3: new sweet spread launches with ethical & environmental claims, 2017-21
 - Graph 4: new savoury spreads with ethical & environmental claims, 2017-21
- Mindful packaging solutions can appeal to broad audiences
- Packaging remains one of the key sustainable actions of sweet and savoury spread producers
- Squeezable pouch in hummus can help tackle food waste
- Look beyond packaging for more sustainable product solutions
- Brands can embrace various forms of sustainability to offer flavoursome products

Flavour innovations for broader usage opportunities

- The importance of flavour
- Sweet spreads can borrow flavours from other categories and help expand their offering

The Future of Sweet and Savoury Spreads: 2022

- Savoury spreads can opt for flavour boosts to keep consumers excited
- Savoury spread producers can upgrade traditional products with new and exciting flavour variants
- Nut spreads embrace savoury flavour profiles to tap into wider eating occasions
- Different levels of sweetness can be appealing across various spread subcategories
- Different textures in savoury spreads offer multiple ways to engage with consumers

IN FIVE YEARS AND BEYOND

- Mintel's perspective
- Concern regarding peanut allergies drives demand for alternatives
- Peanut-free butters present a growth opportunity for the category
- Opportunities exist to capitalise on the need for bonding experiences between pets and their owners
- Peanut butter can offer bonding experiences for pets and their owners
- The scientific development will shape the future of savoury spreads
- Innovate, but educate: information and transparency are required for lab-grown ingredients to be appealing

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

email: 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