

Yellow Fats and Edible Oils - UK - September 2016

Report Price: £1750.00 | \$2834.04 | €2223.04

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“A guarantee of fair pay to farmers offers a promising means for butter/spreads/oils producers to establish a point of difference and to drive sales given the strong consumer interest in the issue. The fact that many oil buyers are not influenced by price further underlines the possibilities in this area.”

– **Alice Baker, Research Analyst**

This report looks at the following areas:

- **Farmers' pay guarantees offer a promising means to build value**
- **Convenience aspects of spray oils could be mined further**
- **Focus on individual flavours could boost uptake of non-dairy spreads**

This Report covers the UK retail market for yellow fats and edible oils.

Yellow fats include butter, margarine and spreads.

For the purposes of this Report, spreadable butter (including variants with vegetable oil) and 'light' butter are included as butter in the market segmentation.

Edible oils include blended vegetable oil (which is usually rapeseed) and single-seed oils such as sunflower and corn, plus olive (including extra virgin) along with groundnut, walnut, sesame and other varieties of speciality oil, for use in domestic food preparation. Spray oils (including aerosols) are also included.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Maturity of market limits scope for growth 2016-21

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Olive oil values rise but volumes largely static

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Weak farmgate milk prices bring down butter prices

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Butter and spreads have contrasting demographics

Edible oils usage highest among families, most people use more than one type

Olive oil usage undiminished by price rises

Block butter the top choice for baking, but chefs' recommendations could help to boost spreads

Scope to encourage use of oils on cooked food

Many oil buyers unaffected by price

Low saturated fat seen as especially important for cooking oils

Scope for packaging innovation

Low saturated fat seen as key to making a spread healthy

All-natural ingredients are of particular appeal to over-65s

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Focus on convenience could grow usage of spray and flavoured oils

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Focus on flavour combinations could help to encourage use of oil on cooked food

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