

Yellow Fats and Edible Oils - UK - September 2017

Report Price: £1995.00 | \$2583.33 | €2370.86

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“Changing eating habits, particularly bread being eaten on fewer occasions, has had an impact on sales of butter and spreads. Butter has benefitted from interest in natural and less processed products and received a recent boost from higher retail prices, but encouraging new uses will be important in driving future growth.”

– **Richard Caines, Senior Food & Drink Analyst**

This report looks at the following areas:

- Range of health angles for brands to tap into in yellow fats and oils
- Scope for tackling declining usage with new promotions
- Opportunities for adding consumer value in butter, spreads and oils

Falling sales of spreads is the main reason for the decline in total sales in the yellow fats and edible oils market. While increases in the price of butter and olive oil have provided a recent boost to the market value, driving new uses for products will be important for future growth.

Sales of butter and spreads have suffered from a decline in the eating of host foods, particularly bread that is being eaten on fewer occasions. Butter though has benefitted from a desire for more natural and less processed products. This has led brands in spreads to promote benefits such as being dairy-free, free from artificial ingredients and having added vitamins in order to try and fight back.

In edible oils, speciality oils have been seeing an increase in sales, including coconut and cold-pressed rapeseed oils, while avocado oil is also being seen in more oils and spreads. Cooking oil sprays are tapping into health and convenience trends, but can also be more cost effective in cooking. Such formats, as well as more premium and infused oils, offer scope for increasing sales.

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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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Three in 10 would pay more to support British farmers

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