

## Yellow Fats and Edible Oils - UK - September 2012

Report Price: £1750 / \$2723 / €2181

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"Differentiating yellow fats and oils products from competitors in a way tangible to consumers is arguably challenging, given the nature of the product, seeing packaging play a key role in differentiation. Developing or simply actively communicating usability attributes could offer brands standout in the segment."

– Kiti Soininen, Head of UK Food, Drink & Foodservice Research

### In this report we answer the key questions:

- How can health and wellbeing spreads improve consumer perceptions?
- How can brands explore ease of use for standout?
- Is there potential for brands to build engagement online?
- What attributes can yellow fat brands highlight to target under-25s more effectively?

Estimated to reach £1.79 billion in 2012, the yellow fats and edible oils market has grown by 45% since 2007, driven almost entirely by retail price inflation since volumes have declined by 4% over the 2007-12 period. Usage levels have stalled in butter and fallen in spreads and edible oils, reflecting consumers' cost and health concerns. Up to 2011, health and wellbeing spreads struggled to win over consumers for whom the number one priority is taste. However, several new 'lighter' products launched in 2012 are looking to challenge consumers' perceptions in this regard and aim to rebuild volume sales with the support of significant above-the-line investment by the leading brands.

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

- Yellow fats include butter, margarine and spreads.
- Health & Wellbeing Spreads refers to spreads described as having a health benefit eg cholesterol reducing, low/reduced fat, low/reduced calorie, light, soya, reduced/low/no salt etc.
- Cooking & Baking Spreads refer to margarine or white fat intended for cooking or baking, which is generally wrapped or in packet format, or in a plastic tub. Excludes butter.
- 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 vegetable or rapeseed oil and single-seed oils such as sunflower and corn, plus olive along with groundnut, walnut, sesame and other varieties of speciality oil

### Your business guide towards growth and profitability

A Mintel report is your one, best resource for information and analysis on consumer markets and categories.

### Each report contains:

- Primary consumer research
- Market size and five year forecast
- Market share and segmentation
- Brand and communications analysis
- Product and service innovation

To see what we cover in this report click on the report's "contents" section.

If you have any questions or require further information, send an email to [oxygen@mintel.com](mailto:oxygen@mintel.com) or call one of our regional offices:

**EMEA:** +44 (0)20 7778 7151  
**Americas:** +1 (312) 932 0600  
**APAC:** +61 (0)2 8284 8100

If you have any questions or require further information, send an email to **[oxygen@mintel.com](mailto:oxygen@mintel.com)** or call one of our regional offices:

<b>EMEA:</b>	+44 (0)20 7778 7151
<b>Americas:</b>	+1 (312) 932 0600
<b>APAC:</b>	+61 (0)2 8284 8100