

Yellow Fats and Edible Oils - UK - September 2013

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“Innovation around yellow fats with added benefits has the potential to add value to the market, with more than a third of consumers agreeing that it is worth paying more for butter/spread with health claims. Butter/spread which is good for bones would appeal to households with children, suggesting the category should take cues from yogurt by emphasising calcium and Vitamin D content.”
 – Amy Price, Senior Food & Drink Analyst

This report looks at the following areas:

- How can spread brands cater to consumers' health concerns?
- How can brands add value to the yellow fats market through NPD?
- What factors can the market leverage to engage older age groups?
- Can origin information help brands to stand out in the market?

Yellow fats and oils enjoy high levels of popularity, with around eight in ten consumers buying and using butter, spread and edible oils, although sales are expected to contract over 2013-18.

Price inflation, while adding value to the market, has played a role in dampening volume growth, although promotional activity across the sectors is allowing consumers to continue to buy into the category. Butter continues to dominate the yellow fats market, accounting for more than 50% of sales.

Oils have reported a more lacklustre performance over 2008-13. Standard oil including vegetable and sunflower continues to lead the market, although olive oil accounts for more than 45% of sales, with more than half of consumers buying olive oil.

The ongoing baking and cooking trend is having a positive effect on the overall market and driving usage occasions, with more than half using butter when baking and more than eight in ten using edible oils when cooking. Signposting recipe suggestions or labelling according to more specific usage occasions should help to guide consumers and encourage experimentation.

While health remains an issue, with a third of consumers looking for low-fat versions of butter/spread, the healthier spreads segment has experienced a decline in sales over 2010-12.

Continuing investment in NPD and above-the-line support from major players such as Unilever and Arla Foods will play a key role in keeping the category front of mind with the consumer going forward, hence maintaining engagement.

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