

## Yellow Fats and Edible Oils - UK - August 2014

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

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“Sales of spreads continue to decline, with a variety of external reasons at play. But the category is also seen by consumers as not delivering on taste as well as its two key USPs (Unique Selling Points); ease of use and the presence of healthy fats. Operators in this market must address these issues if spreads are to stand a chance of growing again.”

– Richard Ford, Senior Food and Drink Analyst

### This report looks at the following areas:

- Spreads brands must address concerns over taste and ease of use
- Bottle design can offer standout for oil brands
- Highlighting recipes can help oils to tap into home baking

The yellow fats and edible oils category enjoys high penetration amongst consumers thanks to the products' versatility.

However, waning interest in home baking threatens to stifle the growth in butter volume sales that has been seen since 2012. The spreads segment continues to suffer falling sales, despite some key product launches in 2013. The perceived lack of taste of spreads compared to butter remains an issue, which Unilever has arguably sought to address through the launch of Gold from Flora and Bertolli with Butter in 2014.

In oils, one in four users would be interested in trying an oil that could be stirred into pasta as an alternative to a pasta sauce, suggesting an area for NPD (New Product Development). Operators in the oil market should also benefit from reviewing oil packaging, as one in four users find it hard to control the amount of oil used when pouring from the bottle.

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