

Sweet and Savoury Spreads - UK - March 2011

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What is this report about?

Mintel estimates the sweet and savoury spreads market at £664 million in 2010, an increase of 3.9% on 2009. Sweet spreads have taken share from savoury, having adapted to consumers' needs by investing in convenient packaging and promoting variety of usage.

What have we found out?

- Greater focus on nutritional ingredients stands to attract the almost half (45%) of sweet spreads users who look for higher fruit content.
- Despite Nutella's spending almost £10 million since 2007 on its 'Wake up to Nutella' campaign, usage habits are firmly ingrained, with chocolate spread brands failing to make the most of the breakfast occasion.
- Almost two thirds of consumers see savoury spreads as a cupboard/fridge staple, indicating that usage is deeply rooted in British culture.
- Savoury spreads could do more to push cross category promotion and close the gap between the chilled aisle and complementary products such as bread. This would help to further attract the three fifths (61%) of consumers who use spreads such as pâté and sandwich fillers as an alternative to meat/cheese in their sandwiches.
- With squeeze bottles appealing most to the 16-24s, packaging innovation by the likes of Hartley's and Robertson's is helping to attract a younger consumer base.
- Brands would do well to launch 'who's better?' advertising campaigns that focus on taste tests in order to fend off competition from own-label, as over a third of consumers believe that branded spreads actually taste better.

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