

Sweet and Savoury Spreads - UK - March 2012

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"With almost half of consumers enjoying trying new flavours/ varieties of sweet spreads and more than two fifths of consumers agreeing that own-label savoury spreads taste just as good as branded, flavour innovation can help to maintain engagement by refreshing this long-established and traditional category."

– Amy Lloyd, Food and Drink Analyst

In this report we answer the key questions:

- How can marketing based around purity help to differentiate brands?
- How can the category expand beyond the breakfast/lunch occasions?
- How can producers leverage the provenance angle?
- How can format innovation attract consumer interest?

Definition

This report covers the UK retail market for all sweet and savoury spreads that can be used to spread on toast, bread, biscuits and crackers, or to make sandwiches, for example:

- jams, marmalades and honey
- chocolate and nut spreads (including toffee and marshmallow spreads)
- fruit and cheese curds
- syrup and treacle
- yeast, vegetable and meat extracts (eg Bovril, Marmite)
- peanut butter
- chilled spreadable pâtés (loose or pre-wrapped in tubs)
- chilled spreadable pastes and spreads made from meat or fish
- chilled sandwich spreads and fillers
- processed cheese spreads.

Excluded

- sales through foodservice and catering outlets such as cafés, restaurants and canteens
- appetisers and dips eg hummus
- soft cheese eg Philadelphia.

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