

Sweet and Savoury Spreads - UK - February 2013

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“Concerns about health are a key factor inhibiting sweet spreads consumption, with two-fifths (39%) of users expressing concern about sugar content. Yet only 6% of new products launched in 2012 made a low/no/reduced sugar claim, suggesting there is a relative lack of innovation in this area.”

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

In this report we answer the key questions:

- How can the sweet spreads market support usage by responding to consumers' health concerns?
- What steps can marmalade brands take to engage a younger audience without alienating their mature user base?
- What occasions can spreads target to build on usage post-recession?
- How can nut spreads drive usage by widening their adult user base?

Sweet and savoury spreads/dips recorded a 24% increase in value sales between 2007 and 2012 to reach £836 million. Commodity inflation has mainly fuelled this rise, however, some segments such as honey, peanut butter and savoury dips experienced higher consumption levels, driven by branded promotional activity and own-label [NPD](#).

The focus moving forward is likely to be on increasing usage occasions, eg in cooking/baking/snacking and recruiting new users, eg targeting a younger audience for marmalade and an older audience for chocolate/nut spreads, while brands can be expected to fight back against own-label encroachment, inspiring more premium and health-related [NPD](#).

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