

## Sweet and Savoury Spreads - UK - February 2014

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

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*“Despite the openness to jam as part of a healthy snack among families, few brands have actively targeted this occasion with marketing or through specific product formats. Examples from markets such as cheese, where snacking formats have posted rapid growth, show how more specific targeting can help brands drive standout.”*

– Heidi Lanschützer, Food & Drink Analyst

### This report looks at the following areas:

- How can sweet spreads capitalise on young consumers’ enthusiasm for baking?
- Is there scope for sweet spreads to tap into the after-school snacking occasion?
- What opportunities are there to attract younger consumers to savoury spreads?
- How can savoury spreads and dips respond to users’ health concerns?

Sweet and savoury spreads are a household staple among UK consumers, used by 80% and 67%, respectively. The mature market offers little scope for operators to attract new consumers to further drive usage.

While value sales in the market increased over 2012-13, volumes declined by over 1%. Future growth of the category will largely depend on encouraging existing users to trade up, and on developing less common usage occasions such as cooking, baking and snacking further.

This report covers all sweet and savoury spreads that can be used to spread on toast, bread, biscuits and crackers, or to make sandwiches. Savoury dips are also included.

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