

Nut-based Spreads and Sweet Spreads - US - March 2014

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“Greater competition from other brands both within and outside of the nut-based and sweet spreads market will have an impact on the category. To fight the competition, manufacturers need to promote the versatility of their spreads for use as an ingredient, dip, snack, and beyond to help increase product appeal.”
– Amanda Topper, Food Analyst

This report looks at the following areas:

- How can the use of nut-based and sweet spreads be increased?
- What impact will competition from other categories have?
- How will health concerns impact the category?

The \$3.9 billion nut-based and sweet spread category grew 34% from 2008-13. While many nut-based and sweet spreads already have very high household penetration rates and have become pantry staples, there is still room for growth, especially related to ingredient, flavor, and packaging innovation. Consumers indicate a preference for spreads made with natural ingredients and without the use of additives or unnecessary sugar or salt.

Though interest in better-for-you spreads is certainly high, consumers still make room to indulge. The success of sweet spreads such as Nutella has attracted brands both within and outside of the segment to join the chocolate-hazelnut spread craze. Future growth of the category will rely on product innovation, expanded usage occasions, and a focus on new audiences, including ethnic consumers.

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