

# The Grocer

## Dairymen 2021 - Focus On: Butter & spreads

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Are sales butters and spreads in danger of melting away? In the past year, the category has added value and volume in grocery during the pandemic. With a captive audience, suppliers have seemingly taken their foot off the gas: innovation and marketing activity have been rare sights. Is that set to change as the UK returns to something like normality, and suppliers seek to maintain their good fortunes? Or are they resigned to a slump in sales?

### KEY THEMES

**Past year versus next year:** what's driven sales in the past 12 months, and which sectors have benefited the most? Suppliers have done seemingly little in terms of NPD and marketing. Why?

**Innovation:** what have suppliers been up to during Covid-19? And what are they planning for the year ahead? What trends do they plan to tap?

**Marketing:** what are suppliers plans to keep their butters and spreads at the front of shoppers' minds? And how much do they plan to spend?

**Ranging & merchandising:** how will suppliers be working with their retail partners in the coming year? How will that differ from recent activity?

**Health:** Arla this year claimed a category-leading innovation after it extended its Lurpak Lighter range into block butter. How much demand is there for healthier butter? And who's tapping that demand?