

# The Grocer

## Focus On: Butters and Spreads

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It's an uncertain time for butters and spreads. The boom in home baking and scratch cooking seen during lockdowns has faded. What's more, a higher number of shoppers are buying food-to-go as they return to the office, rather than making a sandwich at home. All of which suggests little chance of growth this year. But could rising living costs herald a return to in-home consumption? And who is in the best place to cash in over the coming year? Will inflation mean shoppers reach for cheaper lines over premium ones? Or will lines that contain sunflower oil bear the brunt?

**Butters:** To what extent are butters well positioned to compete in the coming year? And who will come out on top, brands or cheaper own label lines?

**Spreads:** How will spreads fare in the coming year, particularly those that use sunflower oil?

**Free from:** Plant-based and other free from lines comprise a small part of butters and spreads, but the segment saw impressive growth this year. How can brands and retailers keep this going?

**Pricing:** The shrinking of pack sizes to maintain price points has already been seen in butters and spreads, 500g dropping to 450g being the common example. Are we likely to see further changes in format influenced by production costs?

**Innovation:** What new products have come onto the market and what do they offer?