The Grocer

THE DAIRYMEN 2022

Focus on Butters

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Publishing: 17 September 2022
Editorial submissions: 2 August 2022

Advertising bookings: mid August
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Shrinkflation is hitting the butters & spreads category. Big-name brands have cut the size of their packs while not reducing price. What's going on? Is the start of a major trend for the market?

Key themes

Pack sizes: Who are the brands shrinkflating? What are they doing – and why? Will we see more of the same – and could it be followed by a trend for smaller packs and range rationalisation? Or might suppliers tap Brits need to save cash by lowering price of big packs to encourage bulk-buying?

Sales: Which sectors and brands are doing worst? And best? How come?

Price: Earlier in the year, Kantar data showed average prices of butters and spreads was up 4.6% year on year. What's the situation now? What are driving forces behind it? How are suppliers responding? How are rising prices of well-known brands affecting shopper habits? And how are retailers responding?

Health: Functional options are soaring in butter. Who's cashing in the most? Is this a sign of Brits making healthier choices? What, if any, other health trends are informing sales performances in the category?

Innovation: What products of note have launched in the past year?

Marketing: With Flora making a TV ad comeback, what are other brands up to in terms of marketing and advertising? How do their messages differ from each other – and from notable campaigns of old?