

# The Grocer

## THE DAIRYMEN 2023

Focus On: Butter & Spreads

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**Lurpak:** the biggest name in British butter, has a plan to firm-up its place at the top of its category. As prices soar in the BSM aisle, the brand recently introduced several measures intended to save money for shoppers. And it will soon tap the plant-based trend. How significant are these moves?

**Sales:** How is the overall BSM category looking? Who are the biggest winners and loser? What have brands done to mitigate volume losses and grow value? How's own label doing – and why?

**Inflation:** In April, one brand cut the size of its block butter lines to keep the price “accessible for shoppers” amid the pressures of inflation. How effective are these measures likely to be?

**Plant-based:** Next year will see Lurpak make its plant-based debut. How significant is this for the brand, the category and the UK's shoppers? What lessons should Lurpak heed from rivals' forays into plant-based BSM?

**Adding value:** Wyke Farms is to launch “the UK's first” carbon neutral block butter under its Ivy's Reserve brand, it announced in May. This sustainability cred is just one way of adding value to BSM for shoppers. What have other brands been up to of late?

**Sunflower:** The war in Ukraine has hit sunflower oil supplies hard. How have suppliers of spreads coped?