

Butter and Spreads in China

Market Direction | 2022-09-07 | 18 pages | Euromonitor

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Report description:

Whilst butter, the largest category within butter and spreads, is primarily associated with Western cuisines, its potential use in Chinese cuisine has been heavily promoted by major producers such as Fonterra. This led to increasing use of butter in foodservice during the review period, which is generally more fertile ground for innovation in terms of usage. Foodservice therefore accounted for far higher sales and saw higher growth than retail in 2021, which is set to continue in 2022. Neverthel...

Euromonitor International's Butter and Spreads in China report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Butter, Cooking Fats, Margarine and Spreads.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Butter and Spreads market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Table of Contents:

Butter and Spreads in China
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List Of Contents And Tables

BUTTER AND SPREADS IN CHINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Lockdowns motivate consumers to explore the creative usage of butter to add a sense of satisfaction to life

Due to their unhealthy perception, sales of margarine and spreads continue to slide

Following the organic, health and sustainability trends, Anchor launches a zero-carbon certified organic butter

PROSPECTS AND OPPORTUNITIES

With Yili's new butter production line in New Zealand in operation, more grass-fed butter is expected to be sold in China

Butter expected to maintain a high CAGR in foodservice, driven by the growth of international restaurants in China

Focus on dairy in China offers strong potential for new and existing players

CATEGORY DATA

Table 1 Sales of Butter and Spreads by Category: Volume 2017-2022

Table 2 Sales of Butter and Spreads by Category: Value 2017-2022

Table 3 Sales of Butter and Spreads by Category: % Volume Growth 2017-2022

Table 4 Sales of Butter and Spreads by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Butter and Spreads: % Value 2018-2022

Table 6 LBN Brand Shares of Butter and Spreads: % Value 2019-2022

Table 7 Distribution of Butter and Spreads by Format: % Value 2017-2022

Table 8 Forecast Sales of Butter and Spreads by Category: Volume 2022-2027

Table 9 Forecast Sales of Butter and Spreads by Category: Value 2022-2027

Table 10 □Forecast Sales of Butter and Spreads by Category: % Volume Growth 2022-2027

Table 11 □Forecast Sales of Butter and Spreads by Category: % Value Growth 2022-2027

CHART 1 Dairy Products and Alternatives Value Sales Growth Scenarios: 2020-2027

CHART 2 Dairy Products and Alternatives Impact of Drivers on Value Sales: 2020-2027

DAIRY PRODUCTS AND ALTERNATIVES IN CHINA

EXECUTIVE SUMMARY

Dairy products and alternatives in 2022: The big picture

Key trends in 2022

Competitive landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

Table 12 Sales of Dairy Products and Alternatives by Category: Value 2017-2022

Table 13 Sales of Dairy Products and Alternatives by Category: % Value Growth 2017-2022

Table 14 NBO Company Shares of Dairy Products and Alternatives: % Value 2018-2022

Table 15 LBN Brand Shares of Dairy Products and Alternatives: % Value 2019-2022

Table 16 Distribution of Dairy Products and Alternatives by Format: % Value 2017-2022

Table 17 Forecast Sales of Dairy Products and Alternatives by Category: Value 2022-2027

Table 18 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2022-2027

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Summary 1 Research Sources

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