

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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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

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Summary 1 Research Sources

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