

## **Butter and Spreads in France**

Market Direction | 2022-09-06 | 20 pages | Euromonitor

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### **Report description:**

Butter and spreads is expected to record strong growth in foodservice volume terms in 2022 as local consumers return to eating outside of the home as lockdown restrictions were lifted early in the year. However, this will likely continue to impact retail volume growth, which is set to see moderate decline.

Euromonitor International's Butter and Spreads in France 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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Euromonitor International  
September 2022

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Mixed performance for butter and spreads as a return to eating outside of the home boosts foodservice volume but impacts retail volume sales

Groupe Lactalis retails the lead in butter in 2022, but more regional options continue to gain popularity and value share

E-commerce gains ground thanks to the proliferation of delivery services and the consumer desire for convenience

##### PROSPECTS AND OPPORTUNITIES

Large players will face increasing competition from local artisanal producers in the years ahead

Butter is set to be the winner in current volume and value terms, thanks to its natural profile

Cooking fats will see a decline, while spreads will become increasingly healthy in profile as players seek to compete with butter

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