

Butter and Spreads in Peru

Market Direction | 2022-09-13 | 19 pages | Euromonitor

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Report description:

Since the onset of the pandemic, all products in this category have witnessed a large price increment. However, this had a limited impact on demand as it is only semi-elastic because spreads are part of the basic diet in Peru. A slight drop in consumption was caused by the end of home seclusion in 2021-2022, which reduced the time consumers had to cook or bake at home. Moreover, the reopening of consumer foodservice outlets further reduced the need to cook at home.

Euromonitor International's Butter and Spreads in Peru 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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BUTTER AND SPREADS IN PERU

KEY DATA FINDINGS

2022 DEVELOPMENTS

High price increases have negligible impact on consumption as butter and spreads are staples, while private label still has no presence in the category

Growth of butter and cooking fats as Peruvians remain proud of their newly found culinary skills while margarine and spreads suffers from the health trend

Despite its healthier credentials, margarine remains a larger category than butter with sales supported by small local grocers

PROSPECTS AND OPPORTUNITIES

Slow growth for margarine and spreads over the forecast period, with butter being more dynamic

Slow recovery for foodservice with sales only likely to reach 2019 levels by the end of the forecast period

Large national companies retain leadership while new premium products are launched

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Imported powdered milk prohibited as an ingredient in the production of evaporated milk

Large unit price increments affect demand due to diminishing household budgets

Competitive landscape

Consumers return to pre-pandemic habits boosting foodservice to the detriment of retail sales

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