

Butter and Spreads in Spain

Market Direction | 2023-09-26 | 19 pages | Euromonitor

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Report description:

Butter and spreads witnessed among the highest unit price growth in dairy in 2022 resulting in the category seeing double-digit growth in current value terms. However, sales plummeted in retail volume terms in 2022, even more significantly than in the previous year when the market saw a logical setback after the surge caused by the pandemic. In 2023 sales of butter and spreads has seen a certain degree of stabilisation in volume terms while inflation continues to contribute towards value growth.

Euromonitor International's Butter and Spreads in Spain 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 2018-2022, 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 2027, 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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Private label on top as brands focus on low fat and plant-based options

Distribution favouring supermarkets and discounters with a focus on obtaining the best value

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