

## **Butter and Spreads in China**

Market Direction | 2024-08-01 | 17 pages | Euromonitor

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### **Report description:**

In 2024, retail sales of butter in the Chinese market are expected to record a mid-single-digit decline in current value terms. This decrease is primarily due to reduced demand for home baking, as post-pandemic, Chinese consumers have been spending less time at home. In addition, with the post-pandemic economic recovery falling short of expectations, consumer uncertainty about the future has increased, and their consumption confidence has not fully rebounded. As a result, Chinese consumers are i...

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 2019-2023, 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 2028, 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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