

Butter and Spreads in Peru

Market Direction | 2024-09-23 | 17 pages | Euromonitor

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Report description:

Although unit price growth of butter and spreads in Peru continues to slow following the significant rises noted in 2023 and 2022, overall prices remain high for much of the population. In this context, local consumers are increasingly opting for more economical alternatives, either shifting from butter to margarine (resulting in declining retail volumes for butter to dip below pre-pandemic levels) or choosing cheaper brands.

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 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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BUTTER AND SPREADS IN PERU

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