

The Grocer

Focus On: Butters & Spreads

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Publishing: 24 May 2025

Advertising deadline: 9 May 2025

Submissions deadline: 12 May 2025

Butter is defying the downturn in the spreads market, which has seen overall sales rise by 2% on volumes that have slid by 2.1% [Kantar]. Block butter sales are up in both value and volume and flavoured and alcoholic butters have achieved double-digit value and volume gains (albeit from a small base). While not in volume growth, spreadable butter has also grown share. Cholesterol-lowering spreads are the only other product category in volume growth. So what's driving this? To what extent is this being driven by innovation? And what's in store for the coming year?

Innovation: We've seen several significant flavoured and spreadable butter launches in the past year or so. To what extent are these driving category growth and broadening usage to new occasions? What's in store for the coming year in terms of innovation?

Marketing: This feature will also pay close attention to how brands are marketing their products. To what extent has the increase in butter sales been driven by brands marketing their products as natural and unprocessed? How are rival spread brands trying to convince shoppers to put their products in their baskets?

Brands v own label: This feature will also explore how the dynamic between brands and own label is evolving in this category. Where is most growth coming from and how are different retailers approaching their own ranging to drive profits and differentiate themselves from the competition?

Price and promotions: Another key element of this feature will be an exploration of how suppliers and retailers are dealing with ongoing price pressures and ensuring they remain attractive to shoppers who are feeling the pinch. How are they using promotions, pack size engineering and value tiering to stay competitive?

Innovation: We will profile four interesting new launches that ideally haven't been featured in The Grocer before. Please include rsp, pack size, launch date and product details, as well as a high res image.