

The Grocer

THE DAIRYMEN 2025

Focus On: Butters and Spreads

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Butter prices in the mults rocket at the end of last year? Why? Which products were pricier – and by how much? What’s changed since? To what degree is pricing affecting sales of butter & margarine? What’s the outlook for the coming months? To what degree is the rise of posher butters driving up average prices? Are price changes in butter in line with those in other areas of dairy? What challenges are suppliers facing – and how are they tackling them?

Packaging: Lactalis recently announced it has reduced the plastic in its Président Butter with Sea Salt Crystals packaging by 17%. What have other brands been up to in this area?

Marketing: How are butter & spread brands working to stand out from the crowd?