

The Grocer

Focus On: Butters & Spreads

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Publishing: 16 May 2026

Advertising deadline: 1 May 2026

Submissions deadline: 23 April 2026

Intro: Butters and spread brands are having to work harder than ever to stop sales from sliding as they battle soaring costs and changing shopper priorities. So what are they doing to maintain their appeal and stay competitive in terms of price? Who have been the category's biggest winners and losers in the past year and what's in store for the coming year?

Brands v own-label:

- Have brands or own-label won share over the past year? Why?
- Which retailers have pushed own-label most?
- How have retailers rationalised or expanded their ranges in the past year?
- How have brands competed with own-label in terms of price and promos?
- Which brands have been the biggest winners and losers?

Butter and the UPF debate:

- To what extent is butter benefitting from the perception that it's 'natural' and therefore better for people?
- Conversely, to what extent are spreads suffering because they're perceived as processed or less natural?
- How are butter brands capitalising on concerns over UPFs and demand for natural food?
- How much scope is there for premium brands in butter?

Spreads:

- How have sales of dairy spreads and vegetable-oil based products performed in the past year?
- What factors are affecting this part of the market most?
- How much innovation has there been?
- There appears to be growing reliance on olive oil – which is perceived as being more 'natural' – why?

Flavoured butter and spreads:

- Many brands have launched flavoured butters and spreads in the past year. How are they performing?
- How are these butters used – are they for different occasions?
- What's next for this part of the market?

Innovations: We will profile four new products or ranges. We need launch date, rsp, and a hi-res picture of each.