

Butter and Spreads in the US

August 2023

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Butter and Spreads in the US - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Prices skyrocket as volumes decline, compounded by a cluster of challenges
Global and locals trends, particularly health-consciousness, lead to vacillation in butter
E-commerce and foodservice grow their shares, while brick and mortar consolidates

PROSPECTS AND OPPORTUNITIES

Price relief appears tenuous, as substitutes remain compromised and prices remain steep
Butter will grow its category share, as margarine continues its decline
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DISCLAIMER

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