

Butter and Spreads in Spain

September 2023

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Butter and Spreads in Spain - Category analysis

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2023 DEVELOPMENTS

Price pressures negatively impact demand for butter and spreads

Private label on top as brands focus on low fat and plant-based options

Distribution favouring supermarkets and discounters with a focus on obtaining the best value

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Spanish consumers expected to embrace a bit of butter as tastes evolve

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