Butter
Research partners
Methodology and Approach
Fieldwork was conducted between March & May 2018

N=1023 nationally representative Butter buyers

Quantitative

Qualitative

Consumer Focus Groups

Expert Interviews

Shadowing Sessions
Category View: Butter, Spreads & Margarine
“61% of people say they couldn’t live without butter”
It’s a firm favourite.

91% say everyone in the house can eat it.
It’s all about the taste

- 94% of people say it tastes great
- 93% of people say kids will eat it
Its part of who we are
85% agree that it is part of us

“Butter’s in our heritage. Irish butter is the best in the world and that’s something to be really proud of.”

Younger family, Lidl/Aldi shopper
Spreads also get the thumbs up..

83% agree that everyone in the house can eat them.

78% agree that they are versatile and can be used in lots of ways.
But spreads are a little less of an Irish thing. 56%
Frequency of Weekly+ personally consuming food categories

Base: All adults aged 18+ - 1,000

71% (45% daily users) Almost three quarters of respondents consume butter on a weekly+ basis

53% (28% daily users) Just over half of respondents consume spreads on a weekly + basis

Only 1 in 10 consumer margarine weekly+

Q.1 Using the following scale, how often, if at all, do you personally eat ...

CAPI omnibus (F2F) in March 2018.
N-1000 Adults aged 16+
“I’ve always had Dairygold because it spreads so well. I couldn’t be bothered with real butter, because it’s hard as a rock when it comes out of the fridge”.

“I’ll always have real butter because nothing else tastes anything like it. I’d rather have less butter on my toast than settle for anything else”.

Older family, Dunnes/Supervalu/Tesco shopper

Empty-nester, Dunnes/Supervalu/Tesco shopper

Everyone Has Their Favourite
Volume sales of butter have gone up

(Kantar Worldpanel, 2018)
Butter value has gone up nearly 10% a year

Value of sales

(Kantar Worldpanel, 2018)
What People are Buying
How often do you purchase each of the following?

- Butter: 33%
- Margarine: 39%
- Dairy Spreads: 5%

Significant overlap between butter and dairy spreads purchase

(Base: All adults 18+ who purchase butter, dairy spreads or margarine at least monthly)

CAPI omnibus (F2F) in March 2018.
N-1000 Adults aged 16+
There is a watch it on potential private label conflict.

45% used to buy big brands but are now buyers of own label butter brands

64% believe that all brands of butter are pretty similar

33% used to buy big brands but are now buyers of own label spread brands

66% believe that all brands of spreads are pretty similar
It’s all about habit

People tend to buy the one type of butter and the same brand:
73%: butter
69%: spreads

They buy the same brand regardless of what’s on offer
45%: butter
51% spreads
In-store
A look in-store

None of the stores are dramatically different from each other.

Supervalu perceived to be smaller and more artisan.

All private label butters are considered good but PL spreads more challenged across the main multiples.
This is a speedy part of the main shop!

A fixture that’s not very engaging

While 85% of shoppers think it’s fine as is

60% think it’s boring..

A 67% grab & go mentality

Not a category for browsing
A category with a lot of unknowns.

- Natural/Pure
- Real Butter
- Spreadable Butter
- Dairy Spreads
- More processed
- Functional Spreads
- Diet options
- Oil based/Non Dairy Spreads

Good for you
Not so sure
Category language not distinct enough!
Consideration for aesthetic.

“All that is gold does not glitter”
Not quite a wrap!

Chunky plastic jars with today's world can be messy.

Foil wrapper

Parchment is still quite unique in this category.
4 in 10 people would like to see new ideas for butter and 5 in ten for spreads

Limited awareness of new products available though they did engage some interest

Are they too niche?
What’s Changing..What We Want?
85% Agree it’s a Natural Food

“Butter is in a really great place right now. The health story is changing. It’s homey, it’s natural, it’s a delicious product. And buyers are embracing that.”

Category Expert
Health perceptions in the category have shifted, giving consumers free rein to embrace butter again but that’s not without some tension.

While 48% of people think butter is good for you there are 24% who are concerned about the impact of butter on their health.

The relationship with spreads is less disparate. With 30% saying they spreads are good for you and 27% being concerned about the impact on their health.
Most Compelling Ways to Describe Butter

(Base: All butter monthly+ buyers n=517/437)

If the following words or phrases were to be used to describe butter/spreads would they make you more likely to choose it or less likely to choose it?

Butter

- Great Value: 57%
- Natural: 56%
- No additives or preservatives: 55%
- A source of healthy fat: 46%
- Low in salt: 45%
- High in Calcium: 43%
- Creamy: 43%

Spreads

- Great Value: 53%
- No additives or preservatives: 51%
- Low in salt: 49%
- Natural: 47%
- High in Calcium: 44%
- Low in sugar: 40%
- High in Protein: 39%

Natural and “free from” the key requirements and influencers for butter and spreads into the future, in line with GNPD trends which saw a 250% increase in these claims on pack for butter and spreads.
There has been a 250% increase in butter margarine and other blend products claiming to contain no additives or preservatives, with these seeing the largest increase in NPD between 2013 & 2017.

New butter and spreads containing rapeseed oil increased by 680% between 2013 & 2016.

(Mintel, 2017)
Consumer understanding of fat is improving

The stereotype that fat is "evil" has diminished. Brands of butter and margarine can leverage consumers' changing perception to give a positive "spin" to their fat content.

- **More relaxed about "sat fat"**
  - 27% of British consumers are less worried about saturated fat now than a year earlier.

- **FAT IS ESSENTIAL**
  - 60% of Polish consumers think that fat is an essential part of a well-balanced diet.

- **DIVERSITY IS HEALTHY**
  - 49% of French consumers say that using different types of oil is important for health.

**Base:** UK 1,890 internet users aged 16+ who have bought butter, spread, oil or fat in the last 3 months; Poland 1,000 internet users aged 16+; France 1,000 internet users aged 16+

**Source:** Lightspeed/Mintel
A more health aware generation are more challenging about butter and spread usage (18-34s)

– Less loyalty to brands, more driven by taste than brand

– More health concerned with 37% having concerns about butter and health

– More likely to switch to oils than any other age cohort
In the UK, 25% of consumers aged 18-24 would pay more for butter, spread, oils, or fats with health claims compared to 18% among those aged 55+.

UK 1,890 internet users aged 16+ who have bought butter, spread, oil or fat in the last 3 months

Source: Lightspeed/Mintel
Close to 60% of people are more likely to move to spreads if had to replace butter, with younger cohorts being more open to oils.

If you had to replace butter with another type of spread, which type of spread would you be likely to purchase instead of butter?

- Dairy Spread: 58%
- I would not use anything if I could not use butter: 22%
- Olive Oil: 9%
- Coconut Oil: 4%
- Margarine: 3%
- Rapeseed Oil: 2%
- Avocado Oil: 1%
- Other, please specify: 1%

Substitution to Dairy Spreads:
- 18-34: 47%
- 35-44: 58%
- 45-54: 61%
- 55+: 65%

Substitution to Oils:
- 18-34: 20%
- 35-44: 16%
- 45-54: 15%
- 55+: 13%

(Base: All butter monthly+ buyers n=517)
More than 70% are more likely to move to butter if had to replace spreads, with younger cohorts more open to oils.

If you had to replace dairy spreads with another type of spread, which type of spread would you be likely to purchase instead of dairy spreads?

**Substitution to Butter**
- 18-34: 58%
- 35-44: 68%
- 45-54: 77%
- 55+: 76%

**Substitution to Oils**
- 18-34: 21%
- 35-44: 14%
- 45-54: 11%
- 55+: 10%

(Base: All dairy spreads monthly+ buyers n=437)
Building an authentic story

53% of people would like to see details about farmers or producers on packaging

(Mintel, 2018)
A holistic product story is more compelling

Brands that can be “for me” and “for planet” are more likely to make the difference
Understanding need states and where there is potential to play

CURRENT, Butter and dairy spreads sit here due to high calories, delicious taste, sense that it is not entirely ‘necessary’ as a food. Here butter needs to "celebrate" its indulgent cues and play to dairy heritage.

More health focused spreads deliver most strongly to this need. As there are concerns around health and spreads and even butter, there is an opportunity both to educate and create products with added value ingredients.

EMERGING, may be some potential for us to play here through flavoured options and culinary occasions.
Consumption
Usage
Regular Occasion Usage
Butters & Spreads

On the basis of claimed inclination to use more often, there is an opportunity for butter to explore potential ways to tap into the various “snacking” occasions.
Overall butter has significantly more usages than spreads

(Base: All butter monthly+ buyers n=517/437)

And, how do you or other adults in your household regularly use butter/spreads in your household?

<table>
<thead>
<tr>
<th>Butter</th>
<th>Spreads</th>
</tr>
</thead>
<tbody>
<tr>
<td>On toast</td>
<td>87%</td>
</tr>
<tr>
<td>On sandwiches</td>
<td>79%</td>
</tr>
<tr>
<td>When adding to potatoes</td>
<td>77%</td>
</tr>
<tr>
<td>On scones and other baked goods</td>
<td>68%</td>
</tr>
<tr>
<td>On bread by itself</td>
<td>68%</td>
</tr>
<tr>
<td>To have with nice bread</td>
<td>67%</td>
</tr>
<tr>
<td>When making scrambled eggs/omelettes</td>
<td>62%</td>
</tr>
</tbody>
</table>
83% of people have their favourite way to eat butter
Butter raison d’etre

The ultimate enhancer

Rich and delicious
- On toast.
- With potatoes (baked/boiled/mashed).
- Melted over vegetables

Primarily butter and dairy spreads but some margarine.

The ‘cherry’ on top of treats

Indulgent and comforting
- On scones, pancakes, bagels.

Primarily butter and dairy spreads but some margarine.

The moisture provider

Enhancing and appetising
- Sandwiches / wraps.
- Biscuits.

All products.

The cooking staple

Necessary and important
- Making eggs.
- Preparing sauces.
- Coating pasta.
- Ingredient for casseroles.

All products but ideally butter.

The baking basic

Homey and creative
- Staple ingredients for cakes, buns, biscuits, etc.

Mix of butter/margarine unsalted butter plays a role here.
“Thing is, butter’s not exactly necessary, but at the same time you wouldn’t want to live without it. What’s the point of toast or potatoes without butter?”

“Sometimes it’s the simple things. Buttered digestives, cup of tea, absolute bliss.”

“You’re probably using butter/spread most days without even realising it — scrambled eggs, making a white sauce, melting over veg.”

“Brother Hubbard do the best butter, it’s flavoured with orange or something. Sometimes I’ll have a scone there purely for the butter.”
Butter raison d’etre: *emerging*

**High end accompaniment**

- Sophisticated and chefy
  - Flavoured butters for steaks/chicken.
  - On a cheese board.
- Primarily butter.

**More sophisticated scratch cooker/ baking**

- Knowledgeable and skilled
  - High end sauces.
  - Soufflés.
  - Pastry.
- Primarily butter.
“I’ve made flavoured butters to serve with steak —chilli, garlic, that kind of thing. It’s a nice touch if you have people over.”

“I can put One of those posh pats of butter on the table, that’s really nice, it lifts the whole occasion.”

Older family Dunnes/Supervalu/Tesco shopper

Empty-nester, Dunnes/Supervalu/Tesco shopper
Usage of flavoured butters or spreads is currently low perhaps they are not understood or given not being given a defined opportunity.

Do you ever purchase flavoured butter or spreads?

- Yes: 17%
- No: 83%

More likely to be light consumers and those aged 45-54.

Why do you not ever purchase flavoured butter or spreads?

- I would not use them frequently enough to warrant buying them: 30%
- Don’t like how they taste: 29%
- They are too processed: 21%
- Not sure how I would use them: 21%
- They are too expensive: 14%
- Prefer to make my own: 12%
- The flavours aren’t very exciting: 5%
- Other: 6%

(Base: All butter monthly+ buyers n=517)
Eight steps to E.N.E.R.G.I.S.E.
E: Engage at the Shelf

Manage the sterile nature of the shelving area

Bring more theatre to the shelf

How do we make butter interesting?

Can we tell the story of butter making?

Managing the size of shelf to ensure people can see new things
New Styles of Butter

New flavours: sweet and savoury

Invite people to create their own!

New ways to blend butter at home

Think of new ways to appeal to the younger generations and the flavoured spreads/butters they consume

Play to the virtues of fat
E: Enhance Usage Occasions

Remind people of how butter/spreads enhance various foods and enable them with recipes.

Expand the repertoire or meal occasion to include afternoon snacks and evening meals and even drinks!

Consumers want “sure to succeed” solutions that make life easy!
R: Relevance for Today's Consumer

The rise of the vegan.

Speaking to the consumer of today!

..Understand them first!

Consider the new contemporary food values

Consider products that address their needs

Give them recipes “hacks” short cuts to cooking with vegan spreads…

Consider the “oils” of the future
For eg HEMP
G: Goes With..

Make butter the hero

Celebrate it!
Don’t underplay it

Play it in lights!
Invent New Language & Packaging

Help people understand what they are getting..explain what they are buying..create new language

Introduce new colours, new wrapping, new butter shapes and vessels for different occasions- think outside the category

Consider the environmental impact

Consider easy to work with wrapping

Make more distinction within the category- more special editions..
I: Invent New Formats

https://crushcubes.com
S: Showcase Real Butter Stories

Tell a contemporary story, and in a contemporary way

Celebrate the heritage of butter making..tell them the “how to”..

Showcase the breeds..

Make people aware of what they are buying!
E: Educate the Health Virtues

Remind people of what makes butter good

Educate people particularly young people

As to the nutrient value of butter

Consider the opportunity for new health style products..probiotic, hemp, etc

Showcase how butter and spreads can play part of a role as part balanced diet – have some brand ambassadors: think protein milk!
Butter Compass
Indulgence: Animal Emphasis

Image source: High Lawn Farm

Image by Mintel on GNPD

Image source: St. Helen's Farm
Health & Wellness: Plant Preparations

Image by Mintel on GNPD
Indulgence: Flavour Fun

Image by Mintel on GNPD
Indulgence/Convenience: Flavour Fun

Image source: Deli Market News
Hero Ingredients: **Rewarding**

**Real**

Image by Mintel on GNPD
Convenience: Toast Toppers

Image by Mary Harding
Convenience in butter is about exploring product design formats that are appropriate for on-the-go and are focused on functionality. The below design project is a single use butter portion that has a multi-purpose knife-lid.

http://www.core77.com/posts/20328/core77-design-award-2011-butterbetter-student-runner-up-for-packaging-20328
Hero Ingredients: Culinary Creations

Image source: Ghee Easy

Image by Mintel on GNPD
Health & Wellness: New Technology
Indulgence: New Traditional

Image source: Packaging of the World
Information is the foundation of all of our work here at the Thinking House. So, our way of working is to always put our good thinking in context and give credit where it’s due. You can follow our train of thought in the references below.

References:


Questions?
With thanks to our image source providers;

- Pexels
- Pixabay
- FoodiesFeed
- Unsplash