

# Butter and Margarine in Australia

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## Abstracts

The decline in butter and margarine was a result of consumers moving away from margarine due to negative perceptions over the way it is processed. Instead, consumers have embraced natural fats such as butter. In particular, margarine and spreads witnessed a 14% decline in current value terms in 2017 led by margarine. Although margarine continued to decline, margarine blended with butter (less than 50%) is helping to prevent the overall decline in margarine and spreads being even worse. Industry...

Euromonitor International's Butter and Margarine in Australia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2012-2016, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2021 illustrate how the market is set to change.

**Product coverage:** Butter, Cooking Fats, Margarine and Spreads.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Butter and Margarine market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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