

Butter and Margarine in the Netherlands

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Abstracts

Butter and margarine registered current retail value growth of 1% in 2017. In recent years the category's performance was mixed as some consumers reduced their consumption of fat in general as they were concerned about health issues. However, over the last two or three years there was a turnaround in the general perception of fat. Consumers now see that fat is an essential part of a healthy diet as long as consumption is moderate.

Euromonitor International's Butter and Margarine in Netherlands 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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Improved Consumer Confidence Fuels Demand for Packaged Food

Steady Demand for Natural Ingredients and Variety

Retailers Consolidate Their Positions With More Investment in Private Label

Interest in Rapid Meal Solutions, But Also A Preference for Gourmet Cooking

the High Level of Maturity Requires Investment and Innovation To Generate Value

Key Trends and Developments

the Improved Economy Provides A Better Environment To Pursue Innovation

Major Concern for the Origin of Products Triggers Demand for Organic Products

Changes in Distribution Bring Opportunities To Stock More Products

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