

# Butter and Spreads in New Zealand

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## Abstracts

As New Zealanders' dairy spread of choice, butter continues to dominate, and is set to reach value sales of over NZD250 million in 2023, whereas margarine is lagging far behind, expected to reach NZD33 million. This discrepancy shows a clear preference amongst consumers for the more "natural" product. While margarine is positioned as a healthier alternative than butter in terms of maintaining heart health, it is more processed than butter, and contains more ingredients that consumers may be wary...

Euromonitor International's Butter and Spreads in New Zealand report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2018-2022, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in directly informs our forecasts to 2027, clearly indicating how the market is expected 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 Spreads 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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Euromonitor International  
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