

Butter and Spreads in Russia

<https://marketpublishers.com/r/BD8AD9DB5DBEN.html>

Date: September 2021

Pages: 20

Price: US\$ 990.00 (Single User License)

ID: BD8AD9DB5DBEN

Abstracts

During the latter part of the review period prior to the onset of the pandemic, retail volume sales of butter and spreads were in decline. This was mainly due to a significant increase in the unit price of butter and a growing perception of margarine and spreads as unhealthy. There is a growing awareness that diets containing high levels of saturated fats are associated with high levels of non-HDL (bad) cholesterol, which can lead to an increased risk of heart and circulatory diseases.

Euromonitor International's Butter and Spreads in Russia 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 2016-2020, 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 2025, 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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Despite its affordability, retail volume sales of margarine continue to fall due to its unhealthy and unnatural image

Health and wellness offerings remains underdeveloped, but religious fasting offers a growth opportunity

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Economic recovery and heightened consumer interest in health and wellness will weigh on margarine and spreads

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