

Butter and Spreads in the Netherlands

August 2024

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Butter and Spreads in the Netherlands - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Changes in diet limit the use of butter and spreads Butter returns to retail volume growth as prices see a level of stabilisation New packaging for Blue Band is the key new release

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Opportunities for butter amid move away from bread consumption at breakfast Producers retain some competitive advantages despite strong competition from edible oils Positioning is key to the prospects of margarine and spreads and cooking fats

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