Europe Food Spreads Market - Segmented By Type And Geography - Trends And Forecasts (2015 - 2020)

Description: The European Market for food spreads is set to be worth XX Billion USD by 2020. The spreads market is a recession proof market, as consumers tend to look at spreads as familiar products. Food spreads are popular breakfast constituents and aide consumers in quick and easy snacking.

The food spread sales is largely dependent on the sales of bread. Peanut butter and chocolate spreads are displacing jam and marmalade as the most popular breakfast spreads. Sweet spreads are an integral part of every breakfast and this has led to their steady growth. The rising health consciousness among consumers has given way to new low calorie spreads.

Consumers desire to try new flavor foods as they tend to get bored of same flavors over time is compelling manufacturers to come up with new varieties. Spreads have great convenience value to them, thus make it a popular choice for easy and quick snack and or food. Consumer for food spread market is predominantly young however, in the last few years marketers have been witnessing increasing consumers of higher age groups. Consumer tastes and preferences are evolving and demand for low calorie food spreads is on the rise, which demands product innovation from manufacturers.

The food spread market is mainly divided into sweet and savory segment. Sweet spread is a household staple among European consumers, used by 80% of the population. Annual retail sales growth in Western Europe is forecast to grow modestly from US$8.5 billion in 2012 to US$10 billion by 2020 that indicates a growth of 17% in sweet & savory spread share. Nut Butter, sweet spread sector to hit $XX million by 2020. Nutella helped today's $XX billion nut-based & sweet spread category grow 34% from 2008 to 2013. There is still a hope for growth & sales in this category will likely increase 65% from 2013-2018 to hit $XX million in sales by 2020.

UK, France and Germany are anticipated to have major market share. Germany and Netherlands are the two other regions which are witnessing a steady growth rate in the Spreads Market. It is important for the companies to research & know what products appeal to consumers in a region, as possibilities of great variation in consumer taste & preference.

The appeal of indulgent spreads like Nutella has influenced several non-spreads brands to enter the market as well. 20% consumers want to see more indulgent nut-based spreads, such as raspberry white chocolate or chocolate chip. More & more companies are coming in with more innovative products, including chocolates in it, which attracts more & more consumer towards it. Product innovation is the key driving factor for new brands that are providing a stiff competition to the already established ones in the spreads market. The major market players in this industry are Unilever Group, Ferrero, Group, Hero AG, Premier Foods and Andros SAS.

Key Deliverables in the Study:

- Market analysis for the Report title Europe food spread market, with region specific assessments and competition analysis on global and regional scales.
- Market definition along with the identification of key drivers and restraints.
- Identification of factors instrumental in changing the market scenarios, rising prospective opportunities, and identification of key companies that can influence this market on a global and regional scale.
- Extensively researched competitive landscape section with profiles of major companies along with their market shares.
- Identification and analysis of the macro and micro factors that affect the Report title Europe food spread market on both global and regional scales.
- A comprehensive list of key market players along with the analysis of their current strategic interests and key financial information.
- A wide-ranging knowledge and insights about the major players in this industry and the key strategies adopted by them to sustain and grow in the studied market.
- Insights on the major countries/regions in which this industry is blooming and to also identify the regions that are still untapped.
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