

SCOTTISH GROCER FEATURE SYNOPSIS

April 2025

Butters & Spreads

Editorial contacts for this feature are:

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Deadline for editorial submission Wednesday 26th February

- *We're keen to have opinions, thoughts and predictions on the following topical issues as well as general market information such as market share, market trends and details of brand activity.*
- *It's always very useful to receive images – 300 dpi if possible. Good images include product shots, pictures of people quoted in the copy, and pictures of advertising and marketing activity.*
- *And please feel free to provide anything else you think is relevant.*

Whether for spreading on toast in the morning, making a sandwich for the lunch box, use in cooking the evening meal or baking treats at the weekend, butters and spreads of all kinds are staples in consumers' fridges and cupboards. And the options are growing, especially when it comes to flavoured spreads and jams. In this feature, we will look at how Scottish c-store retailers can build up their offering to drive up profits. We would welcome comments on the following:

- How would you assess the performance of butters and spreads in Scottish c-stores? How does this compare to the grocery channel? What lessons could c-store retailers learn from the multiples?
- What are the key trends retailers should be aware of for 2025? What innovation or emerging flavours and formats do you expect to see gaining ground in the butters and spreads category this year?
- How has the ongoing economic crisis impacted on the category over the last 12 months? How can retailers ensure customers get a fair price here?
- How have plant-based and dairy-free alternatives grown in recent years? How can retailers ensure they can grab a slice of this action? What innovations have you introduced to the subcategory? What advice can you offer retailers looking to introduce dairy-free alternatives?
- What are the main shopper missions driving butter and spreads sales in convenience? How can retailers set up their offer to ensure they are able to capitalise on these shopper missions?
- Do you have any NPD or campaigns you would like to shout about?