



Euromonitor  
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# Butter and Spreads in Australia

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## Butter and Spreads in Australia - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Rising interest in perceived healthy alternative butter and spreads  
Innovation boosts value performance through sustainability and premiumisation  
Private label increasingly gains traction

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/butter-and-spreads-in-australia/report](http://www.euromonitor.com/butter-and-spreads-in-australia/report).