



Spreads Best Sellers

Convenience Best Seller List Split by Product Group ¹	
Butter 47.6% of the total B&M market	
1	Lurpak Spreadable 250g
2	Lurpak Spreadable 500g
3	Anchor Butter 250g
4	Country Life Salted 250g
5	Lurpak Slightly Salted 250g
Health 28.7% of the total B&M market	
1	Flora Original 500g
2	Flora Light 500g
3	Flora Original 250g
4	Bertolli 500g
5	Flora Buttery 500g
Buttery Spreads 19% of the total B&M market	
1	Utterly Buttery 500g
2	Clover 500g
3	I Can't Believe It's Not Butter 500g
4	Clover 250g
5	Other Private Label 500g
Baking 3% of the total B&M market	
1	Stork Tub 500g
2	Stork Tub 250g
3	Stork Tub 1000g

Sources: 1. Total butter & margarine value share. IRI data to 24 Jan 09