

[print](#) | [close](#)

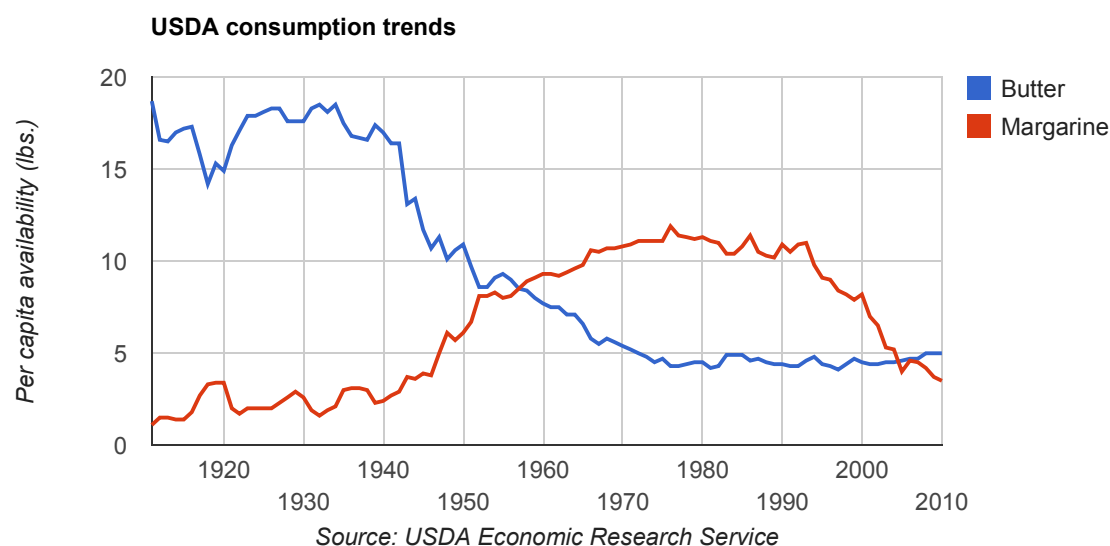
## Charts: Butter vs. margarine in America

[Liz Webber](#)

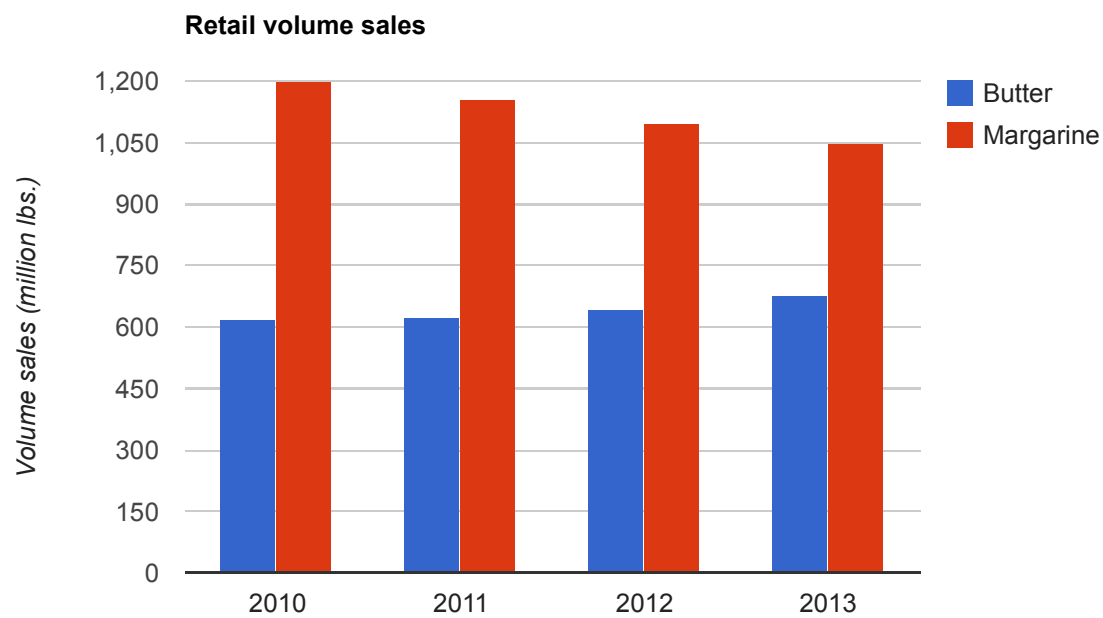
Wed, 2014-05-14 17:09

Butter is back en vogue, thanks to consumers' desire for less processed foods.

In 2005, per capita butter consumption surpassed per capita margarine consumption for the first time since 1957, according to USDA data. (USDA tracks per capita availability by weight, commonly used as a stand-in for consumption.) However, butter consumption is still a fraction of what it was in the first half of the 20th century.



At the same time, IRI's volume sales at retail show a different picture. While the gap between volume sales of butter and margarine has narrowed in the last few years, retailers still sell a heck of a lot more margarine, which suggests Americans are consuming a lot of butter outside the home.



Source: IRI

See related story: [Butter up: Retailers enjoy better butter sales](#)

Source URL: <http://supermarketnews.com/dairy/charts-butter-vs-margarine-america>