

Condiments and Dressings - US - December 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

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“Increasing competition from other food categories, including sauces, marinades, dips, and spreads, as well as a lack of product innovation keeps both categories stale. Hot sauces have kept the category from experiencing further declines, and present an opportunity for future growth due to demographic trends that see the expansion of Hispanic and Asian populations, significant users of these products.”

– Beth Bloom, Food and Drink Analyst

This report looks at the following areas:

- How can condiments grow sales with an already high consumer penetration?
- What role does health play in condiment and dressing use?
- What role do condiments play in home cooking?

Despite high consumer penetration, sales of condiments have struggled. Salad dressing sales followed similar suit.

Such performance results from both categories struggling with relevancy in a dynamic food climate, with increasing competition from sauces, dips, and spreads and a lack of new product innovation.

Encouraging expanded usage, including snack occasions, and developing specialty products with complex flavor profiles; including international flavors and added heat (hot sauce sales continue to be a bright spot in condiments); and healthfulness is in order.

Mintel forecasts continued stagnation in both categories through 2019.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Scope and Themes

- What you need to know
- Definition
- Data sources
- Sales data
- Consumer survey data
- Abbreviations and terms
- Abbreviations

Executive Summary

The market

Dollar sales of condiments stagnate from 2009-14

Figure 1: Total US retail sales and forecast of condiments, at current prices, 2009-19

Figure 2: Total US retail sales and forecast of salad dressing, at current prices, 2009-19

Leading condiment companies

Kraft represents 16% of dollar sales of condiments at MULO

Figure 3: MULO sales of condiments, by top five leading companies and private label, rolling 52 weeks 2013 and 2014 (\$ millions)

Condiment segment performance

Other condiments segment leads growth

Figure 4: Total US retail sales of condiments, by segment, at current prices (\$ millions), 2009-14

The consumer

Expanding usage occasions is in order

Figure 5: How consumers top select food items, correspondence Analysis, December 2014

What we think

Issues and Insights

How can condiments grow sales with an already high consumer penetration?

Issue

Insight: Expanding usage occasions is in order, including snacking

What role does health play in condiment and dressing use?

Issue

Insight: While health does not appear as a barrier to participation in the categories, general interest in health and wellness should inspire

BFY positioning

What role do condiments play in home cooking?

Issue

Insight: Targeted product positioning can meet the needs of home cooks of all skill levels

Trend Applications

Trend: Make it Mine

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Trend: Many Mes

Futures: Old Gold

Market Size and Forecast – Condiments

Key points

Sales and forecast of condiments

Figure 6: Total US retail sales and forecast of condiments, at current prices, 2009-19

Figure 7: Total US retail sales and forecast of condiments, at inflation-adjusted prices, 2009-19

Continued flatlining projected through 2019

Figure 8: Total US retail sales and forecast of condiments, at current prices, 2009-19

Forecast methodology

Market Size and Forecast – Salad Dressing

Key points

Sales and forecast of salad dressing

Figure 9: Total US retail sales and forecast of salad dressing, at current prices, 2009-19

Figure 10: Total US retail sales and forecast of salad dressing, at inflation-adjusted prices, 2009-19

Salad dressing struggles with lack of versatility

Figure 11: Total US retail sales and forecast of salad dressing, at current prices, 2009-19

Forecast methodology

Market Drivers

Close to half of US consumers cook at home frequently

Figure 12: Cooking frequency, by gender, July 2014

Figure 13: Use of condiments, by cooking at home, September 2014

Interest in health presents opportunity for growth in the market

Figure 14: Diet status, by age, August 2014

Rise in specialty food indicates market direction

Figure 15: Use of condiments, by interest in food, September 2014

Expanding ethnic populations fuel a growing interest in ethnic foods

Figure 16: Population by race and Hispanic origin, 2009-19

Categories can find inspiration from foodservice

Figure 17: Condiment appearance on restaurant menus (top 10), by dish (top 5), Q3 2014

Figure 18: Condiment appearance on restaurant menus, top 10 flavors by condiment type (top 5), Q3 2014

Figure 19: Condiment appearance on restaurant menus, by top 10 marketing claims, Q3 2014

Figure 20: Salad dressing appearance on restaurant menus (top 10), by dish (top 5), Q3 2014

Figure 21: Salad dressing appearance on restaurant menus, by top 10 marketing claims, Q3 2014

Competitive Context

Other food categories challenge strong growth

Figure 22: Opinions about condiments, dressing, and other items, September 2014

Segment Performance

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Key points

Pickles, olives, and relish hold largest share of condiments market

Figure 23: Total US retail sales and forecast of condiments, by segment, at current prices, 2012-14

Sales of pickles, olives, and relish grow by 4% from 2009-14

US retail sales of pickles, olives, and relish

Figure 24: Total US retail sales of pickles, olives, and relish, at current prices, 2009-14

Figure 25: Total US retail sales of pickles, olives, and relish, at inflation-adjusted prices, 2009-14

Mayonnaise sales declines wipe out strong 2011 growth

US retail sales of mayonnaise

Figure 26: Total US retail sales of mayonnaise, at current prices, 2009-14

Figure 27: Total US retail sales of mayonnaise, at inflation-adjusted prices, 2009-14

Ketchup sales are slow moving

US retail sales of ketchup

Figure 28: Total US retail sales of ketchup, at current prices, 2009-14

Figure 29: Total US retail sales of ketchup, at inflation-adjusted prices, 2009-14

Mustard declines may be slowing

US retail sales of mustard

Figure 30: Total US retail sales of mustard, at current prices, 2009-14

Figure 31: Total US retail sales of mustard, at inflation-adjusted prices, 2009-14

The other condiment segment posts sales growth of 14% from 2009-14

US retail sales of other condiments

Figure 32: Total US retail sales of other condiments, at current prices, 2009-14

Figure 33: Total US retail sales of other condiments, at inflation-adjusted prices, 2009-14

Retail Channels

Key points

Supermarkets dominate condiment sales

Other channels represent 38% of condiment sales

Figure 34: Total US retail sales of condiments, by channel, at current prices, 2012 and 2014

Natural channel sales of condiments grow 39% from 2012-14

Figure 35: Natural supermarket sales of condiments, pickles, relishes, and olives, at current prices, rolling 52 weeks 2012-14

Basic condiment users look for savings in store

Figure 36: Use of condiments, by shopping behaviors, September 2014

Supermarkets comprise two thirds of salad dressing sales

Figure 37: Total US retail sales of salad dressing, by channel, at current prices, 2012 and 2014

Figure 38: Salad dressing launches, private label, 2010-14*

Natural channel sales of salad dressing grow 18% from 2012-14

Figure 39: Natural supermarket sales of salad dressing, at current prices, rolling 52 weeks 2012-14

Leading Companies and Brand Analysis

Key points

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Kraft represents 16% of dollar sales of condiments at MULO

Figure 40: Condiment launches, private label, 2010-14*

MULO sales of condiments

Figure 41: MULO sales of condiments, by leading companies, rolling 52 weeks 2013 and 2014

Hellmann's tops dollar sales of mayonnaise at MULO

MULO sales of mayonnaise

Figure 42: MULO sales of mayonnaise, by leading companies, rolling 52 weeks 2013 and 2014

French's represents 40% of MULO sales of mustard

MULO sales of mustard

Figure 43: MULO sales of mustard, by leading companies, rolling 52 weeks 2013 and 2014

Heinz represents 63% of MULO sales of ketchup

MULO sales of ketchup

Figure 44: sales of ketchup, by leading companies, rolling 52 weeks 2013 and 2014

Heinz is purchased by a third of households

Vlasic represents 12% of MULO sales of pickles, olives, and relish

MULO sales of pickles, olives, and relish

Figure 45: MULO sales of pickles, olives, and relish, by leading companies, rolling 52 weeks 2013 and 2014

Hot sauce has a strong presence among other condiment segment

MULO sales of other condiments

Figure 46: MULO sales of other* condiments, by leading companies, rolling 52 weeks 2013 and 2014

Hidden Valley represents 21% of MULO sales of salad dressing

MULO sales of salad dressing

Figure 47: MULO sales of salad dressing, by leading companies, rolling 52 weeks 2013 and 2014

Innovations and Innovators

New condiment launches down by nearly one quarter

Figure 48: Condiment launches, by launch type, 2010-14*

Gluten-free claim sees strong growth in condiment launches

Figure 49: Condiment launches, by top 10 claims, 2010-14*

Regular/real/whole may appeal to mayo users

Figure 50: Mayonnaise or mayonnaise-type salad dressing, April 2008-June 2014

Figure 51: Mayonnaise or mayonnaise-type salad dressing, April 2008-June 2014

Specialty condiment makers encourage a stronger level of consumer engagement

International-inspired offerings abound

Sriracha finding its way into a range of products

Pickles get flavor

Alcohol-inspired flavors give condiments a grown-up feel

Restaurant-inspired offerings provide familiarity and legitimacy

Moving beyond pickled cucumbers

New product activity among salad dressing also slows

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Figure 52: Salad dressing launches, by launch type, 2010-14*

Gluten-free claims in salad dressing up by nearly one third

Figure 53: Salad dressing launches, by top 10 claims, 2010-14*

Figure 54: Prepared salad dressing (bottle or jar), April 2008-June 2014

Ranch leads dressing launches

Figure 55: Salad dressing launches, by top 10 flavors, 2010-14*

Use of Condiments

Key points

Nearly nine out of 10 consumers use ketchup

Condiments may present a means of connecting with older shoppers

Figure 56: Use of condiments, by age, September 2014

Impact of income disparity limited to fancier offerings

Figure 57: Use of condiments, by household income, September 2014

Regional positioning may appeal to all

Figure 58: Use of condiments, by region, September 2014

What Consumers Put on Their Food

Key points

Expanding usage occasions is in order

Figure 59: How consumers top select food items, correspondence Analysis, December 2014

Figure 60: How consumers top select food items, December 2014

Salad dressing holds stronger appeal among older consumers for traditional use

Figure 61: Use of select condiments, dips, spreads, and sauces on green salad, by age, September 2014

Sauce positioning may help salad dressing gain favor among younger shoppers

Figure 62: Use of select condiments, dips, spreads, and sauces on broiled chicken breast, by age, September 2014

Sandwich positioning important for mayonnaise

Figure 63: Use of select condiments, dips, spreads, and sauces on cold sandwich, by age, September 2014

Hamburgers attract wide array of topping activity

Figure 64: Use of select condiments, dips, spreads, and sauces on hamburger, by age, September 2014

Opinions about Condiments and Dressing

Key points

Views toward condiments positive; products rule for customization

Figure 65: Opinions about condiments, by age, September 2014

Higher earners a bit more critical about condiments; seen as affordable by 30% of lowest earning HHs

Figure 66: Opinions about condiments, by household income, September 2014

Condiments appeal to amateur cooks

Figure 67: Opinions about condiments, by cooking at home, September 2014

Focus on flavors may increase salad dressing appeal

Figure 68: Opinions about dressing, by age, September 2014

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Condiment Behaviors

Key points

Condiments recognized for providing variety

Figure 69: Condiment behaviors, by age, September 2014

Figure 70: Condiment behaviors, by household size, September 2014

High earners particularly interested in flavor variety

Figure 71: Condiment behaviors, by household income, September 2014

Establishing legitimacy will grow appeal with more frequent home cooks

Figure 72: Condiment behaviors, by cooking at home, September 2014

Figure 73: Condiment behaviors, by interest in food, September 2014

Ketchup and mayo users appear pretty traditional

Figure 74: Condiment behaviors, by use of condiments (1 of 2), September 2014

Figure 75: Condiment behaviors, by use of condiments (2 of 2), September 2014

Innovation of Interest

Key points

Health attributes lead innovation of interest among condiment buyers

Millennials least interested in sacrificing flavor for health

Figure 76: Innovation of interest, by age, September 2014

Interest in packaging innovation varies with age

Figure 77: Packaging features, by age, September 2014

Middle-income consumers most interested in subtle flavors

Figure 78: Innovation of interest, by household income, September 2014

Larger households interested in directed use

Figure 79: Packaging features, by household size, September 2014

Parents interested in ease-of-use and convenience

Figure 80: Packaging features, by presence of children in household, September 2014

Interest in international flavors highest among trendsetting foodies

Figure 81: Innovation of interest, by interest in food, September 2014

Packaging innovation most likely to resonate with frequent cooks

Figure 82: Packaging features, by cooking at home, September 2014

Figure 83: Packaging features, by interest in food, September 2014

Sriracha buyers interested in natural ingredients, healthful products

Figure 84: Innovation of interest, by use of condiments (1 of 3), September 2014

Figure 85: Innovation of interest, by use of condiments (2 of 3), September 2014

Figure 86: Innovation of interest, by use of condiments (3 of 3), September 2014

Impact of Race and Hispanic Origin

Key points

Younger Hispanics may be attracted to added flavors

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Figure 87: Use of condiments, by Hispanic origin and age, September 2014

Avocado may attract Hispanic attention

Figure 88: Use of select condiments, dips, spreads, and sauces on green salad, by race and Hispanic origin, September 2014

Health positioning may attract Asian shoppers

Figure 89: Innovation of interest, by race/Hispanic origin, September 2014

Custom Consumer Groups

Group 1: Adventurers

Demographics

Characteristics

Opportunity

Group 2: Traditionalists

Demographics

Characteristics

Opportunity

Group 3: Indulgers

Demographics

Characteristics

Opportunity

Group 4: Spice Is Nice

Demographics

Characteristics

Opportunity

Group 5: All in Ones

Demographics

Characteristics

Opportunity

Figure 90: Use of condiments, by condiment styles, September 2014

Figure 91: Use of mustard on select food items, by condiment styles, September 2014

Figure 92: Use of mayonnaise on select food items, by condiment styles, September 2014

Figure 93: Use of hot sauce on select food items, by condiment styles, September 2014

Figure 94: Use of dressing on select food items, by condiment styles, September 2014

Figure 95: Opinions about condiments, by condiment styles, September 2014

Figure 96: Opinions about dressing, by condiment styles, September 2014

Figure 97: Condiment behaviors, by condiment styles, September 2014

Figure 98: Innovation of interest, by condiment styles, September 2014

Figure 99: Packaging features, by condiment styles, September 2014

Custom group demographics

Figure 100: Custom groups, September 2014

Figure 101: Custom groups, by gender, September 2014

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- Figure 102: Custom groups, by age, September 2014
- Figure 103: Custom groups, by household income, September 2014
- Figure 104: Custom groups, by household size, September 2014
- Figure 105: Custom groups, by race/Hispanic origin, September 2014
- Figure 106: Custom groups, by presence of children in household, September 2014
- Figure 107: Custom groups, by cooking at home, September 2014
- Figure 108: Custom groups, by interest in food, September 2014

Appendix – Other Useful Tables

Use of condiments

- Figure 109: Use of condiments, by gender and age, September 2014
- Figure 110: Use of condiments, by age and household income, September 2014
- Figure 111: Use of condiments, by race/Hispanic origin, September 2014
- Figure 112: Use of condiments, by parents with children in household, September 2014
- Figure 113: Use of hot sauce on select food items, by age, September 2014
- Figure 114: Use of hot sauce on select food items, by race/Hispanic origin, September 2014
- Figure 115: Use of dressing on select food items, by race/Hispanic origin, September 2014

Opinions about condiments

- Figure 116: Opinions about condiments, by gender and age, September 2014
- Figure 117: Opinions about condiments, by age and household income, September 2014
- Figure 118: Opinions about dressing, by cooking at home, September 2014
- Figure 119: Opinions about dressing, by gender and age, September 2014
- Figure 120: Opinions about condiments, by use of condiments (1 of 2), September 2014
- Figure 121: Opinions about condiments, by use of condiments (2 of 2), September 2014
- Figure 122: Opinions about condiments, by race/Hispanic origin, September 2014
- Figure 123: Opinions about dressing, by race/Hispanic origin, September 2014

Condiment behaviors

- Figure 124: Condiment behaviors, by presence of children in household, September 2014
- Figure 125: Condiment behaviors, by gender and age, September 2014
- Figure 126: Condiment behaviors, by race/Hispanic origin, September 2014

Innovation of interest

- Figure 127: Innovation of interest, by gender and age, September 2014
- Figure 128: Packaging features, by gender and age, September 2014
- Figure 129: Packaging features, by household income, September 2014
- Figure 130: Innovation of interest, by cooking at home, September 2014
- Figure 131: Packaging features, by race/Hispanic origin, September 2014
- Figure 132: Packaging features, by use of condiments (1 of 2), September 2014
- Figure 133: Packaging features, by use of condiments (2 of 2), September 2014

Misc. salad dressing tables

- Figure 134: Prepared salad dressing (bottle or jar), April 2013-June 2014

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Figure 135: Prepared salad dressing (bottle or jar), by race/Hispanic origin, April 2013-June 2014

Natural supermarket sales of condiments

Figure 136: Natural supermarket sales of condiments, pickles, relishes, and olives, by gluten-free certification and labeling, at current prices, rolling 52 weeks 2012 and 2014

Figure 137: Natural supermarket sales of salad dressing, by "natural" brand positioning, at current prices, rolling 52 weeks 2012 and 2014

Appendix – Trade Associations

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