

## Cooking Sauces, Marinades and Spices - US - December 2014

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“Consumers – particularly that increasingly important group, Millennials – are more interested in unprocessed foods because they perceive them to be healthier and ‘higher taste’ foods for the unique flavor.”  
– Amy Kraushaar, US Category Manager, Food & Drink and Foodservice

### This report looks at the following areas:

- How can cooking sauces and marinades match the growth of spices?
- How can brands attract Millennials?
- How can brands persuade more users of the value they offer?

The cooking sauces, marinades, and spices categories together are forecast to grow slowly between 2014 and 2019, to \$10.4 billion. Sales are driven by expanding consumer palates, which have increased demand for ethnic/international flavors. Millennials (the most populous generation) are expected to play a significant role in sales in the coming years, as are households with children, despite a decline in the percentage of households with children. Brands must provide more BFY (better-for-you) products (natural, organic, unprocessed, low/no sodium, fat, sugar) and unique, international flavors to appeal to these groups and grow sales. When brands evolve to provide a greater range of these types of products, sales may grow more significantly.

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### DID YOU KNOW?

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##### Issues

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#### How can brands persuade more users of the value they offer?

##### Issues

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### Mintel Trends

Trend: Make It Mine

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