Condiments and Dressings - US - December 2015

Report Price: £2466.89 | $3995.00 | €3133.71

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"Both the condiments and dressings categories have struggled to grow sales in recent years, impacted by competition from other categories including dips and sauces, and minimal innovation overall."

- Amanda Topper, Senior Food Analyst

This report looks at the following areas:

- Condiments and dressings categories struggle to grow sales
- Overlap in product usage
- Consumers split on healthfulness of condiments, dressings

Both the condiments and dressings categories have struggled to grow sales in recent years, impacted by competition from other categories including dips and sauces, and minimal innovation overall. Consumers are demanding products that are fresh, feature natural ingredients, and are customizable to their tastes and usage occasions. Both categories are expected to face further declines, when accounting for inflation, highlighting the importance of meeting consumer preferences with product innovation.

This report builds on the analysis presented in Mintel's *Condiments and Dressings – US, December 2014, Condiments – US, December 2013, August 2012, July 2010, July 2008, December 2006* , and earlier reports, and salad dressing analysis in Mintel's *Cooking Sauces, Marinades, and Dressings – US, December 2013* .

For the purposes of this report, condiments are defined as prepared sauces or spreads, requiring no preparation (including heating), used as a topping or accompaniment to prepared food. While variation exists, common use of these items is as a finishing topping or enhancement, not as a component in a recipe, and not necessarily considered to be eaten as a standalone item. The condiment should be understood to be an add-on, and not necessarily integral to the dish.

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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