

Salads and Salad Dressings - UK - August 2009

Report Price: £1500 / \$3000 / €2250

What is this report about?

Mintel last reported on the salad and salad accompaniments markets in 2007, since when, these markets have faced rising costs and tighter consumer budgets in the economic downturn. While the focus on healthy eating continues to benefit the market, consumer action lags behind changing attitudes.



Key issues covered in the analysis

- Four million adults have still to be convinced to eat salad. A further 2.5m people eat salad without actually enjoying it. New product development in salad accompaniments, with new flavours and ingredients, is injecting more excitement into the category boosting taste enjoyment.
- Salad dressing is still seen as being high in fat: 10m people think this. And almost 13m people choose lower-fat dressings.
- Estimated at £858m in 2009, sales of prepared salads will grow 4% on last year and 26% against five years ago. Most of this growth is down to price inflation rather. Real growth is just 4% between 2004 and 2009.
- The much smaller salad accompaniments market will grow 3% in 2009, reflecting a mature category and lacklustre performance from salad cream and dressings.
- Health is a key reason to eat salad: eight million salad consumers know they do not eat enough fruit and vegetables, notably 35-54yr olds, men, DE and families with children.
- More than 20m people eat salad as a main meal, snack or in their sandwiches, underlining its popularity and versatility. Five million only eat salad in summer, perhaps because they like only to eat produce when in season or do not want to contribute to increased 'food miles'.
- Over-54yr olds are keenest on salads. Generally, salad usage rises with age to peak among this group. Unsurprisingly, higher household income is linked to more varied use of salads.
- Room for expanding the dressings market exists. Although the category enjoys a consumer base of 23 million people, an additional six million consumers have not been attracted to the products, while more than seven million salad eaters make their own dressings from scratch.

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Scope of the report

This report examines the UK retail market for salad and salad dressings including: